



SHIPSTON-ON-STOUR
VISITOR SURVEY 2012
FINAL REPORT

Produced by:
Stratford-on-Avon District Council
Consultation Unit

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1.0 Introduction

1.1 Background

The survey took place during the peak visitor period from the middle of July 2012 until the end of September 2012. Comparisons with the previous survey in 2007 are included.

The survey took place in order to:-

- Provide basic data on the profile, origin, behaviour, use of facilities and opinions of visitors to Shipston to help improve understanding of tourism within the town.
- Ensure that marketing campaigns are properly focused and allow their effectiveness to be monitored.
- Identify the main reasons why visitors come to Shipston and their particular likes and dislikes.

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

1.2 Sample/Methodology

In order to meet the objectives, experienced market research professionals carried out a face to face questionnaire survey. 200 interviews with visitors to Shipston were carried out during the survey period.

Interviews took place at the main visitor throughput areas in the town, namely the following locations:

- Town Centre
- Mill Street Car Park
- Telegraph Street Car Park

The breakdown by time of interview is shown in the table below.

Table 1

	Sample	%
11.00-13.00	75	38
13.01-15.00	88	44
15.01-17.00	36	18
17.01+	1	1
Total	200	

The sites chosen for interview were based on the popular areas where visitors were likely to be. Residents who were stopped on the day of interview and who were on a visit to the town for normal regular household shopping would be thanked for their time but excluded from the sample.

In order to ensure this consistency with the definition of a "visitor", a filtering process in all surveys is used to exclude certain types of people from the survey, namely:

- Residents of Shipston and the immediate surrounding area
- Non-residents on day visits to Shipston for non-leisure purposes – e.g. trips concerned with their normal work, study or household shopping.
- "Other" visitor types

Because satisfaction surveys rely on visitors having used or experienced a particular service or facility, interviewing was not conducted before 11 am, and only those who were at least half way through their visit were interviewed.

The survey was conducted on a simple random basis and interviewers asked "the next person to pass" if they would participate. If the interviewee was a resident of Shipston, the interview was terminated after question one. Questions were designed to take into account the fact that visitors could be at the middle or end of their current trip and therefore respondents were asked questions which involved making predictions for future actions, i.e. spending later on the trip, using facilities or services later on, etc.

It is acknowledged that on-site visitor surveys are liable to under-count certain sections of the visitor market, for instance coach parties, business visitors and overseas visitors. In the case of overseas visitors, under counting may occur where a problem arises in translation, in the interpretation of questions and in some cases a reluctance to become involved with what appear to be officials/government.

The term "base" in the tables and charts refer to the number of responses to a particular question.

1.3 Statistical Reliability

All sample surveys are subject to statistical error that varies with the sample size and the order of magnitude of the research findings being considered. This survey obtained a sample of 200 and the margins within which one can be 95% certain that the true figures in this report will lie are presented below.

Table 2

Findings from Survey	95% confidence interval
50%	+/- 6.9%
40/60%	+/- 6.8%
30/70%	+/- 6.4%
20/80%	+/- 5.5%
10/90%	+/- 4.2%

This means, for example, we can be 95% certain that if 20% of the sample is found to have a particular characteristic or view, there is an estimated 95% chance that the true population percentage lies in the range of +/- 5.5%, i.e. between 14.5% and 25.5%.

1.4 Definitions

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

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

Day visitors on holiday – visitors travelling to Shipston for the day while staying away from home or en route to other locations, and who were not staying overnight in Shipston, sometimes referred to as touring visitors.

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

2.0 Summary of Results

2.1 Characteristics of visit

Main reason for visiting Shipston-on-Stour

- Six out of ten visitors (57%) were on a leisure trip/holiday visit, which represented a decrease of 11 percentage points from 2007. Almost a quarter (23%) were on a special shopping trip. Exactly one fifth (20%) were visiting friends and relations, up 5 percentage points from the 15% registered in 2007.

Where respondents live

- 24% of visitors came from Warwickshire (down by 8 percentage points since 32% in 2007), 16% from Oxfordshire (a single percentage point less than 17% in 2007), 8% from the West Midlands (up a single point from 2007) and 6% from Gloucestershire (2 percentage points down).

Employment status

- Almost half (46%) of visitors stated they were retired; 30% stated they were employed full-time; 6% part-time; 12% were self-employed; 6% said they were unemployed; and 1% cited full-time student living at home.

Socio-economic groupings

- Just over a third (34%) were of the socio-economic group C1, almost a quarter (24%) were in C2, just less than a fifth (19%) were in AB, and 23% in DE.

Type of visitor

- 60% were day visitors from home, 6 percentage points less than 2007. 30% were day visitors on holiday, a rise of 6 points and staying visitors made up 10%.

Group size and composition

- 49% were adult couples – a rise of 12 points on 2007, 20% adults in a group, 22% were adults on their own and 9% were adults with children (24 points less than 2007).

Age and gender profile

- 7% were in the 0-15 age category with 37% over 65. There was a 43% male / 57% female split.

Going home following visit or staying overnight

- Over two thirds of those interviewed (67%) confirmed they had come from home today, as opposed to 34% who had not.
- 64% were returning to home today, compared to 36% who were not.
- Of those not returning home today, (28%) stated they were staying overnight in Shipston, as opposed to 72% who were not. In 2007, 10% of visitors indicated that they were staying overnight in Shipston-on-Stour, representing an increase of 18 percentage points to the current 28%.
- Almost three quarters (71%) of those staying overnight were staying at the home of a friend / relative, which represented an increase of 9 percentage points from the 62%

recorded in 2007. Furthermore, 14% stated they were staying in a hotel (8% did so in 2007) and 10% in a caravan (none in 2007).

First or repeat visit

- 30% of those surveyed said it was their first visit to Shipston-on-Stour. In 2007, 21% were new visitors, 9 percentage points less than in 2012, and 79% were repeat visitors, 8 percentage points more than in 2012.
- Of those who had visited Shipston-on-Stour before, almost half (47%) had visited more than five times in the last 12 months, representing a decrease of 11 percentage points since the 58% recorded in 2007, and 28% had visited two to five times (22% in 2007). 16% however, had not visited Shipston-on-Stour in the last 12 months (14% in 2007), and 10% had visited once (6% in 2007).

Length of stay

- On average, day visitors spent 2 hours and 2 minutes in Shipston, 23 minutes less than 2007.

Travelling to Shipston-on-Stour and parking

- Most visitors to Shipston-on-Stour (96%) used a car, van, motorcycle or motorhome as their main form of transport, which was 3 percentage points greater than the 92% in 2007.
- Nine in ten (87%) of those who travelled to Shipston-on-Stour by car, van, motorcycle or motorhome, found it either very easy or easy to park in the town. This represents a single percentage point fall from the 88% figure in 2007.
- Almost three quarters of those who came by car, van, motorcycle or motorhome (73%) did not pay for parking.

Single main reason for visiting the town

- All respondents were asked to state one main reason for visiting the town: over a quarter (27%) cited general sightseeing / interest, and over a fifth (22%) stated shopping / looking around the shops. 18% of those surveyed gave the reason of visiting friends or relatives.

Other reasons for visiting the town

- Respondents were questioned as to what other reasons they were visiting: exactly three quarters (75%) said shopping / looking around the shops.
- 28% stated somewhere for coffee / tea, over a fifth (21%) mentioned general sightseeing / interest, and 19% somewhere for lunch.

Events / festivals

- Nine in ten (93%) of those surveyed had not visited an event / festival in Shipston-on-Stour in the past 12 months, compared to 8% who confirmed they had.
- Of the 8% who confirmed they had attended an event / festival, 71% said it was during the day, and 29% cited overnight.

Spending

- On average, day visitors spent an average of £16.67 in Shipston.

2.2 Attitudes towards Shipston-on-Stour

The shops

- Exactly three quarters (75%) expressed satisfaction with **the range of shops** (of interest to visitors), versus 4% who were dissatisfied. This represents a fall of 5 percentage points from 80% satisfaction in 2007. Dissatisfaction remained constant across both surveys.
- Over four fifths (84%) were satisfied with **the quality of goods on sale in the shops**: 2 percentage points less than 2007.
- Nine in ten (88%) were very satisfied or satisfied with **the quality of service in the shops**: a fall of 3 percentage points from the score in 2007.

Places to eat and drink

- 81% were satisfied with **the range of places to eat and drink**: 2 percentage points higher than the 79% satisfaction figure recorded in 2007.
- 90% of visitors expressed satisfaction with **the quality of food**: 2 percentage points less than in the previous survey (92%).
- Nine in ten (88%) were satisfied with **the quality of service** in places to eat and drink: 6 percentage points less than in 2007 (94%).
- Almost four fifths (78%) were very satisfied or satisfied with **the value for money** in places to eat and drink: 3 percentage points less than 2007.

Ease of finding way around

- Regarding ease of finding way around, 84% were satisfied with the **road signs**, as opposed to 2% who were dissatisfied. Current findings were a single point down on satisfaction compared to the earlier survey.
- 71% expressed satisfaction with the **pedestrian signs** (a fall of 4 percentage points from the 75% satisfaction in 2007), versus 7% dissatisfaction (5% dissatisfaction in 2007).
- 69% were satisfied with the **display maps and information boards**, compared to 8% who were dissatisfied. This represents an increase in satisfaction of 5 percentage points from the 2007 figure.

Cleanliness of the streets

- Nine in ten (89%) expressed satisfaction with the cleanliness of the streets (3 percentage points up on 2007).

Public toilets

- With reference to the public toilets, 7% were dissatisfied with **the availability**, as opposed to 86% who were satisfied (a single point more than the 85% satisfaction rating in 2007 and 2 percentage points down from the 9% dissatisfaction of 2007).
- Over four fifths (82%) were satisfied with **the cleanliness** of the public toilets, versus 10% who were dissatisfied. This represented a fall of 9 percentage points from the 91% satisfaction in the previous survey. It also demonstrates an increase in dissatisfaction of 10 percentage points from the zero dissatisfaction recorded in 2007.

Atmosphere in Shipston-on-Stour town

- Significantly, 94% of those surveyed expressed satisfaction with the general atmosphere in Shipston-on-Stour town, down by 2 percentage points since 2007.

Feeling of welcome

- 90% were satisfied with the feeling of welcome in the town with 2% dissatisfaction in 2012.

General appearance

- Across both surveys, 93% were very satisfied or satisfied with the general appearance of the town, with 2% dissatisfied in 2012, compared to none in 2007.

Feeling safe from crime

- Nearly all (94%) were in agreement with the statement that they felt quite safe from crime in Shipston-on-Stour town, versus 2% disagreement. Agreement was a single percentage point less than the 95% recorded in 2007.

Feeling safe from traffic

- Almost three quarters (74%) agreed or agreed strongly that as a pedestrian in Shipston-on-Stour town they felt quite safe from traffic. 76% felt this way in 2007, representing a fall of 2 percentage points across the two surveys. In 2012, 7% disagreed versus 8% disagreement in 2007.

Getting around Shipston-on-Stour by car

- Almost three quarters (72%) agreed that they found it easy to get around Shipston-on-Stour town by car, as opposed to 6% who disagreed.

Overall enjoyment

- Over four fifths (81%) rated their overall enjoyment as either high or very high, 16% said average, and 3% stated low. In 2007, 84% rated their overall enjoyment as either high or very high, representing a decrease of 3 percentage points over the 5 years. In 2012, 3% stated low, compared to none in 2007.

Recommending Shipston-on-Stour to someone else

- 86% of those surveyed confirmed they were either very likely or likely to recommend Shipston-on-Stour town to someone else, 10% said possibly, and 5% said either unlikely or very unlikely. This represents a fall of 8 percentage points in those saying they are very likely or likely to recommend Shipston-on-Stour from the 94% recorded in 2007. 4% said possibly in 2007 and 2% stated unlikely.

3.0 Characteristics of Visit

3.1 Main reason for visiting Shipston-on-Stour

Six out of ten visitors (57%) were on a leisure trip/holiday visit, which represented a decrease of 11 percentage points from the 68% recorded in 2007. Almost a quarter (23%) were on a special shopping trip. Exactly one fifth (20%) were visiting friends and relations, up 5 percentage points from the 15% registered in 2007.

Table 3

Main reason for visiting Shipston-on-Stour	2007 %	2012 %
Leisure trip / holiday	68	57
Shopping trip (special)	17	23
Visiting friends or relatives	15	20
<i>BASE</i>	<i>(131)</i>	<i>(199)</i>

36% of day visitors were seeing friends or relatives in the area.

Table 4

Main reason for visiting by type of visitor	Day Visitor %	Day Visitor on Holiday %	Staying Visitor %
Leisure trip / holiday	53	75	33
Shopping trip (special)	11	20	67
Visiting friends or relatives	36	5	0
<i>BASE</i>	<i>(119)</i>	<i>(59)</i>	<i>(21)</i>

3.2 Where respondents live

Nearly a quarter (24%) of visitors came from Warwickshire, 16% from Oxfordshire, 8% from the West Midlands and 6% from Gloucestershire.

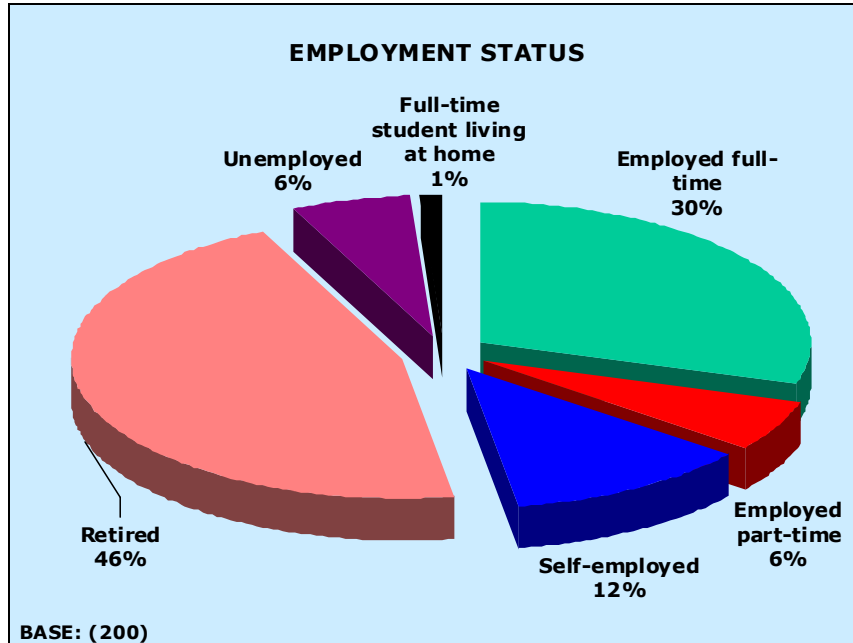
Table 5

Where respondents live	2012 %
Warwickshire	24
Oxfordshire	16
West Midlands	8
Gloucestershire	6
Worcestershire	5
South Wales	3
Yorkshire South	3
Cheshire	2
Derbyshire	2
Essex	2
Kent	2
Lancashire	2
Leicestershire	2
London / Middlesex	2
Manchester	2
Northamptonshire	2
Surrey	2
Other counties/countries	24
<i>BASE</i>	<i>(171)</i>

3.3 Employment status

Almost half (46%) of visitors stated they were retired; 30% stated they were employed full-time; 6% part-time; 12% were self-employed; 6% said they were unemployed; and 1% cited full-time student living at home.

Chart 1



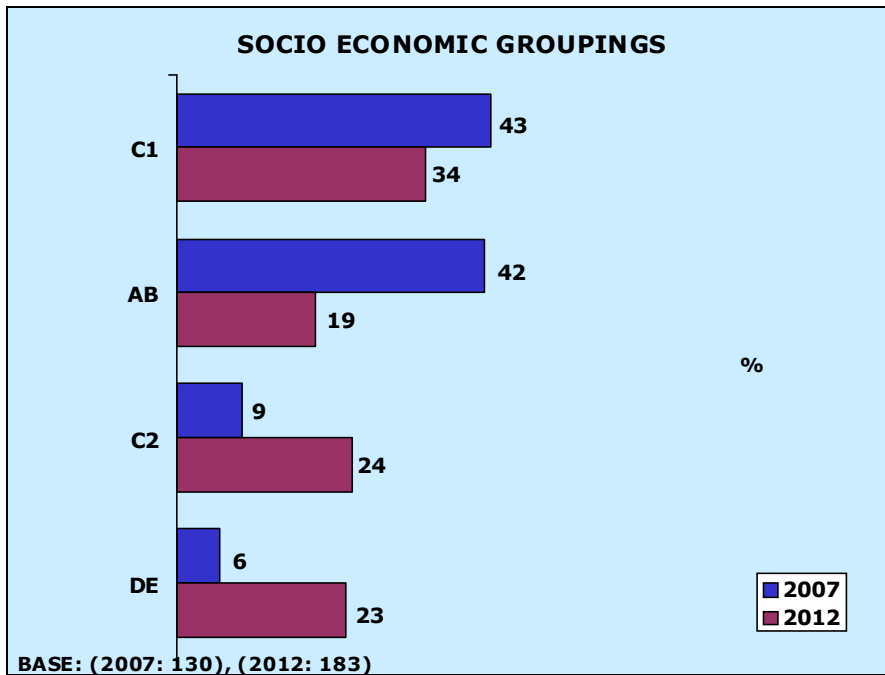
3.4 Socio-economic groupings

Based on the occupation of the household's highest income earner, visitors were categorised by socio-economic group, using the Market Research Society standards as follows.

Socio-economic groupings	
AB	Managerial, administrative or professional at senior or intermediate level
C1	Supervisory, clerical (i.e. white collar), junior administrative or professional
C2	Skilled manual worker
DE	Semi-skilled and unskilled manual worker, retired state pensioner, casual earner, unemployed

Just over a third (34%) of visitors to Shipston-on-Stour were of the socio-economic group C1, down 9 points from the 43% recorded in 2007. Almost a quarter (24%) were in C2, representing an increase of 15 percentage points from the 9% who were in that category in 2007. 23% were in DE, up 17 points from the previous survey and just less than a fifth (19%) were in AB, down 23 points since 2007.

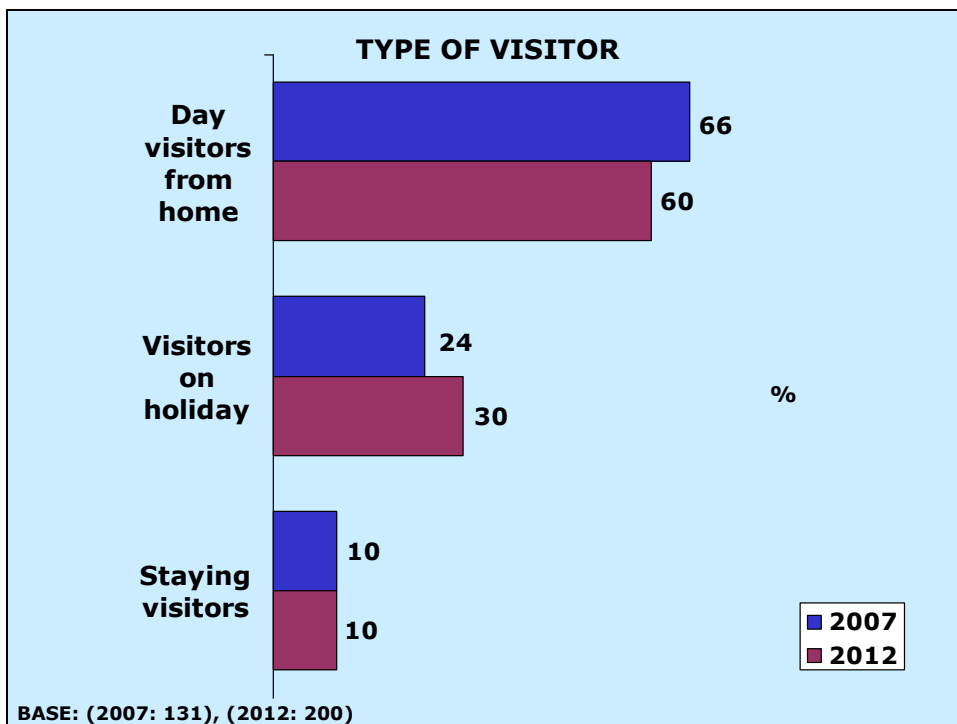
Chart 2



3.5 Type of visitor

Exactly three fifths (60%) were day visitors from home, 6 percentage points less than 2007. 30% were day visitors on holiday, a rise of 6 points and staying visitors in commercial and non-commercial accommodation made up 10% of those surveyed.

Chart 3

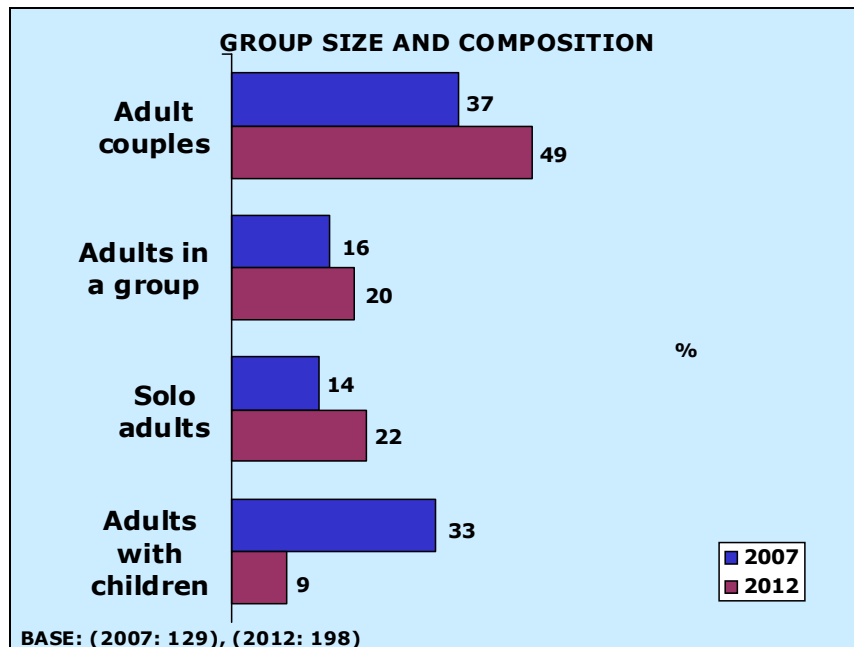


3.6 Group size and composition

Nearly half of those surveyed (49%) were adult couples – a rise of 12 points on 2007, 20% were adults in a group, 22% were adults on their own and 9% were adults with children (24 points less than 2007).

The average (mean) number of people per group was approximately 2.02.

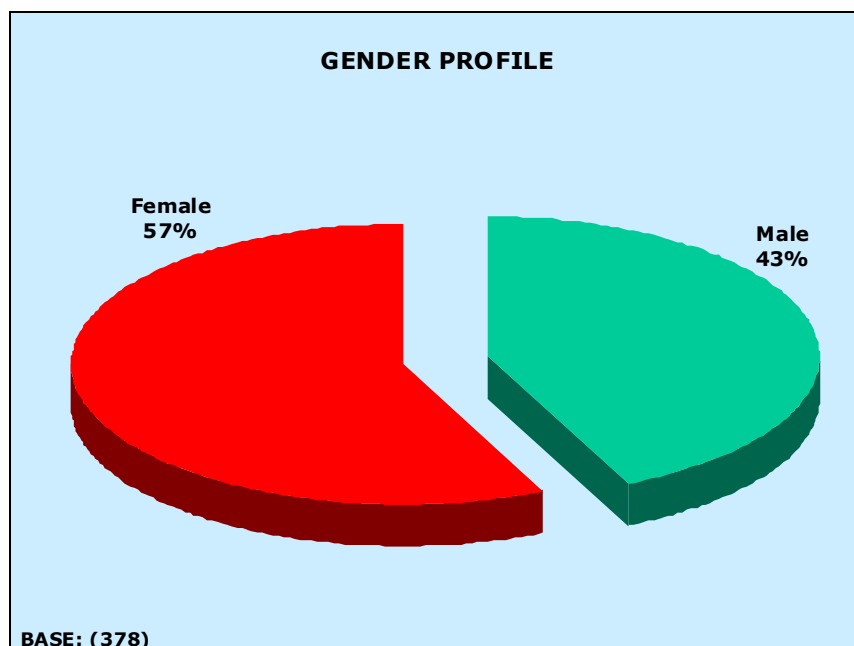
Chart 4



3.7 Gender

Of those surveyed, there was a 43% male / 57% female split.

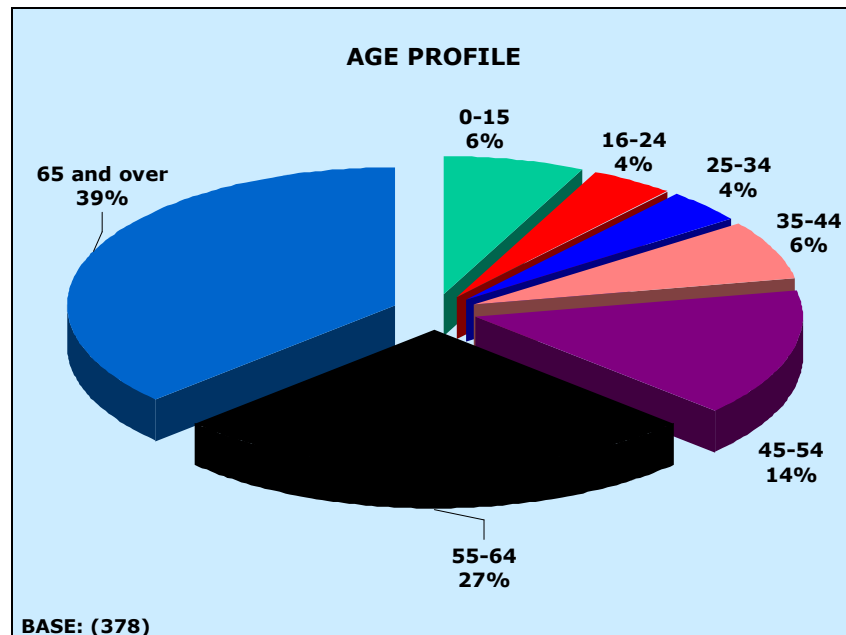
Chart 5



3.8 Age

There is a large bias towards the older age groups. Four out of ten surveyed (37%) were aged 65 and over, with a quarter (26%) in the 55-64 age category.

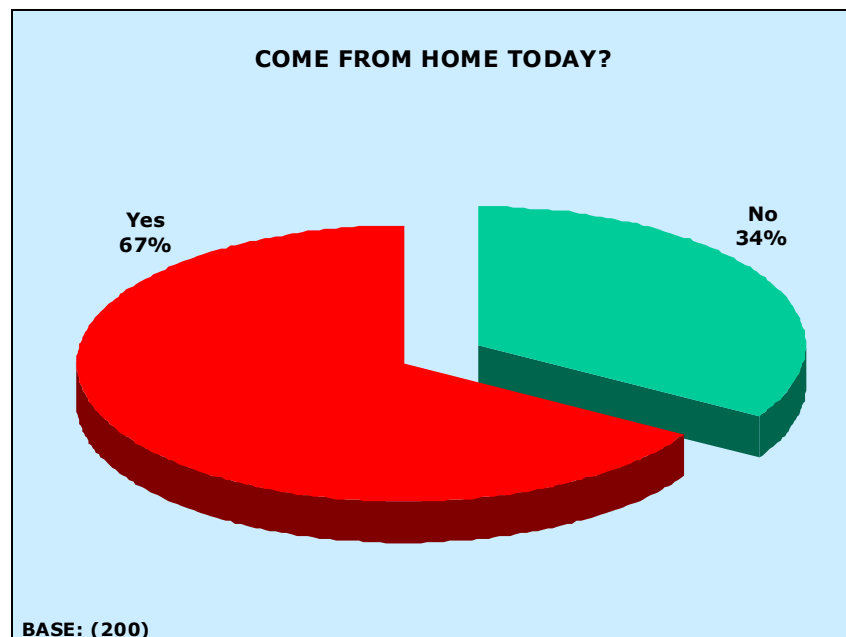
Chart 6



3.9 Come from home today

Exactly two thirds of those interviewed (67%) confirmed they had come from home today, as opposed to 34% who had not.

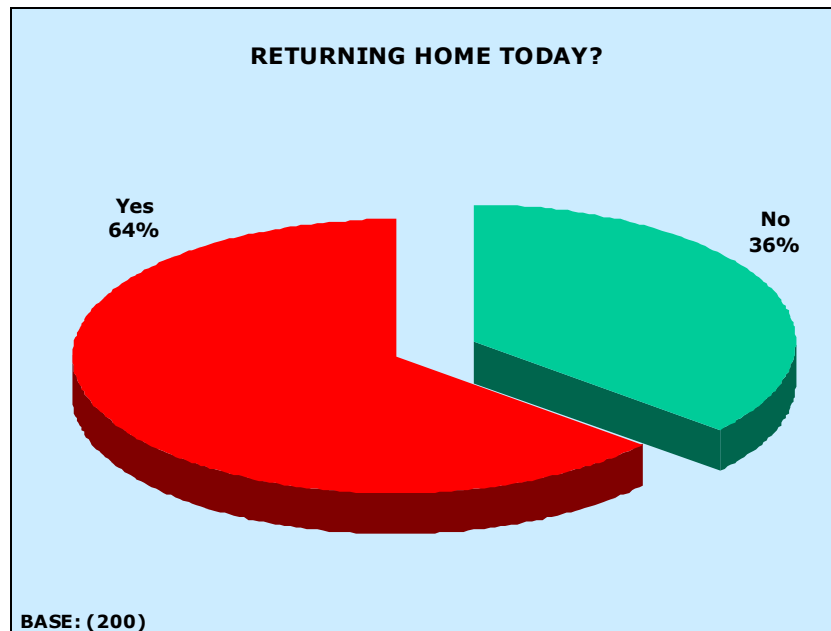
Chart 7



3.10 Going home following visit

Six in ten visitors (64%) stated that they were returning to home today, compared to 36% who were not.

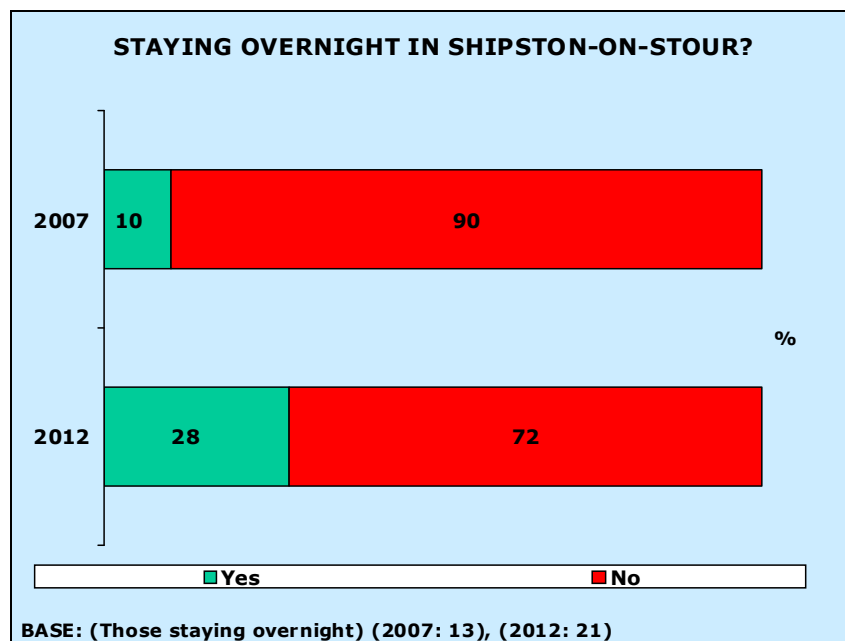
Chart 8



3.11 Staying overnight

Of those not returning home today, three in ten (28%) stated they were staying overnight in Shipston, as opposed to 72% who were not. In 2007, 10% of visitors indicated that they were staying overnight in Shipston-on-Stour, representing an increase of 18 percentage points to the current 28%.

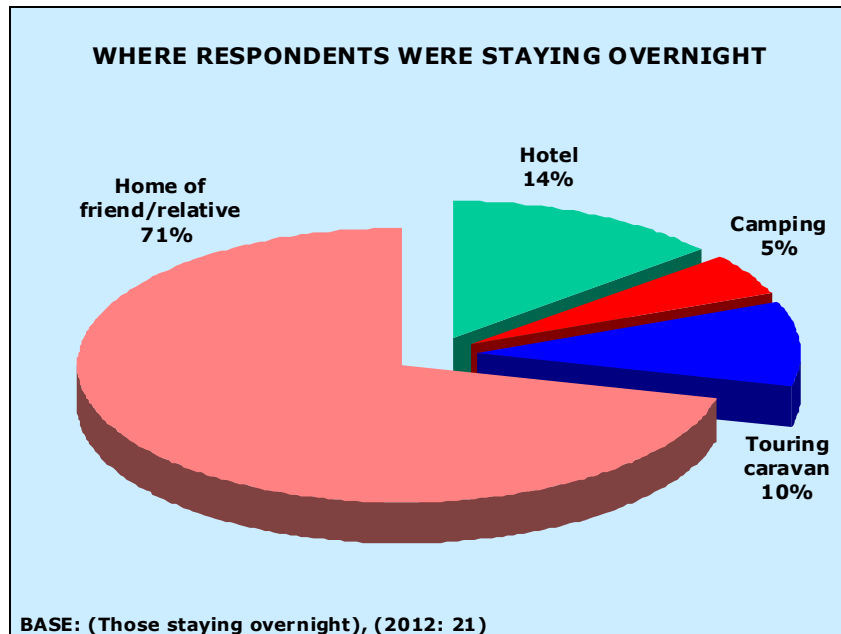
Chart 9



3.12 Where respondents were staying overnight

Almost three quarters (71%) of those staying overnight were staying at the home of a friend or relative, which represented an increase of 9 percentage points from the 62% recorded in 2007. Furthermore, 14% stated they were staying in a hotel (8% did so in 2007) and 10% in a caravan (none in 2007).

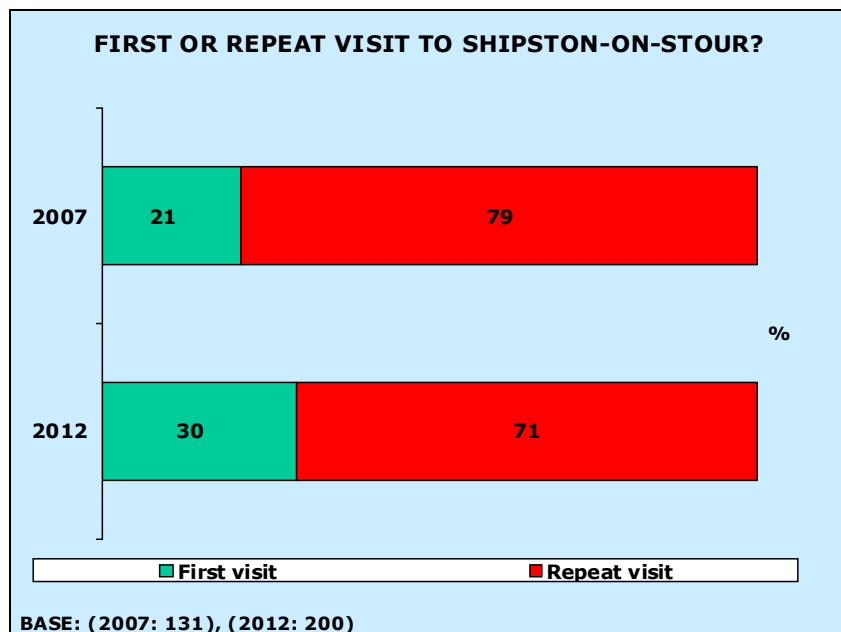
Chart 10



3.13 First or repeat visit

30% of those surveyed said it was their first visit to Shipston-on-Stour. In 2007, just over a fifth (21%) were new visitors, 9 percentage points less than in 2012, and 79% were repeat visitors, 8 percentage points more than in 2012.

Chart 11



The following table illustrates the number of times, people who have visited Shipston-on-Stour before, have visited in the last 12 months. Almost half (47%) had visited more than five times in the last 12 months, representing a decrease of 11 percentage points since the 58% recorded in 2007, and 28% had visited two to five times (22% in 2007). 16% however, had not visited Shipston-on-Stour in the last 12 months (14% in 2007), and 10% had visited once (6% in 2007).

Table 6

Number of times visited in the last 12 months	2007 %	2012 %
None	14	16
Once	6	10
Two to five times	22	28
More than five times	58	47
<i>BASE (Those who had visited Shipston-on-Stour before)</i>	<i>(104)</i>	<i>(141)</i>

3.14 Length of stay

On average, day visitors spent 2 hours and 2 minutes in Shipston-on-Stour, 23 minutes less than 2007.

3.15 Travelling to Shipston-on-Stour

Most visitors to Shipston-on-Stour (96%) used a car, van, motorcycle or motorhome as their main form of transport, which was 3 percentage points greater than the 92% in 2007.

Table 7

Main form of transport	2007 %	2012 %
Car / van / motorcycle / motorhome	92	96
Bicycle	5	1
Walked	2	1
Bus / coach service	1	3
Train / Tram	0	1
Coach tour	0	0
<i>BASE</i>	<i>(131)</i>	<i>(200)</i>

3.16 Single main reason for visiting the town

All respondents were asked to state one main reason for visiting the town: over a quarter (27%) cited general sightseeing / interest, and over a fifth (22%) stated shopping / looking around the shops. 18% of those surveyed gave the reason of visiting friends or relatives.

13 comments were provided under other and these are listed in Appendix 1.

Table 8

Main reason for visiting Shipston-on-Stour	2012 %
General sightseeing	27
Shopping / looking around shops	22
Visiting friends or relatives	18
For a specific service	10
Just passing through	7
Somewhere for lunch	5
Antique hunting	3
Somewhere for tea / coffee	2
Other	6
<i>BASE</i>	<i>(197)</i>

3.17 Other reasons for visiting the town

Secondly, respondents were questioned as to what other reasons they were visiting: exactly three quarters (75%) said shopping / looking around the shop. 28% stated somewhere for coffee / tea, over a fifth (21%) mentioned general sightseeing / interest, and 19% somewhere for lunch.

6 comments were supplied under other and these can be found in Appendix 2.

Table 9

Other reasons for visiting Shipston-on-Stour	2012 %
Shopping / looking around shops	75
Somewhere for tea / coffee	28
General sightseeing / interest	21
Somewhere for lunch	19
Antique hunting	7
Just passing through	6
For a specific service	3
Visiting friends or relatives	2
To use the toilets	1
Cycling	1
Other	5
<i>BASE</i>	<i>(171)</i>

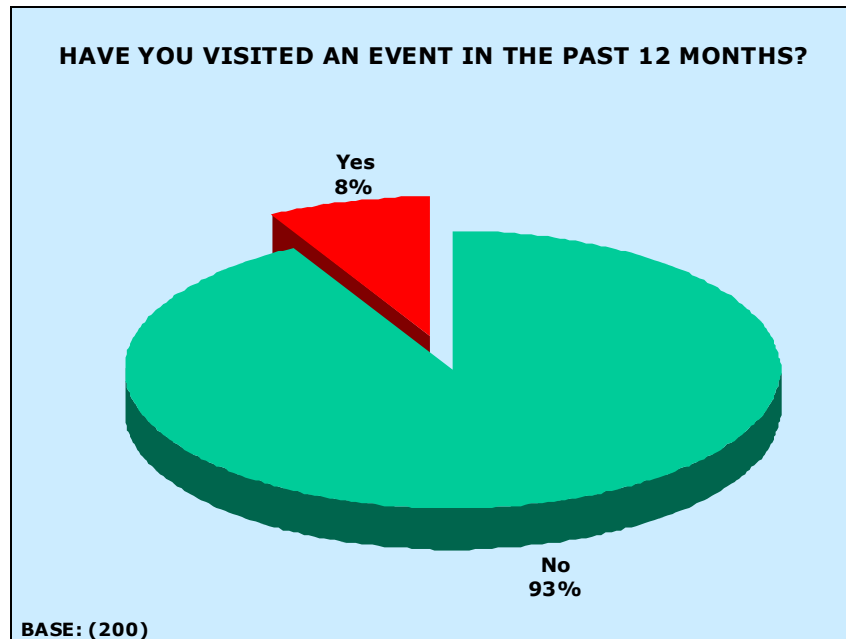
N.B these results add up to more than 100% as more than one answer allowed

3.18 Events / Festivals

Nine in ten (93%) of those surveyed had not visited an event / festival in Shipston-on-Stour in the past 12 months, compared to 8% who confirmed they had.

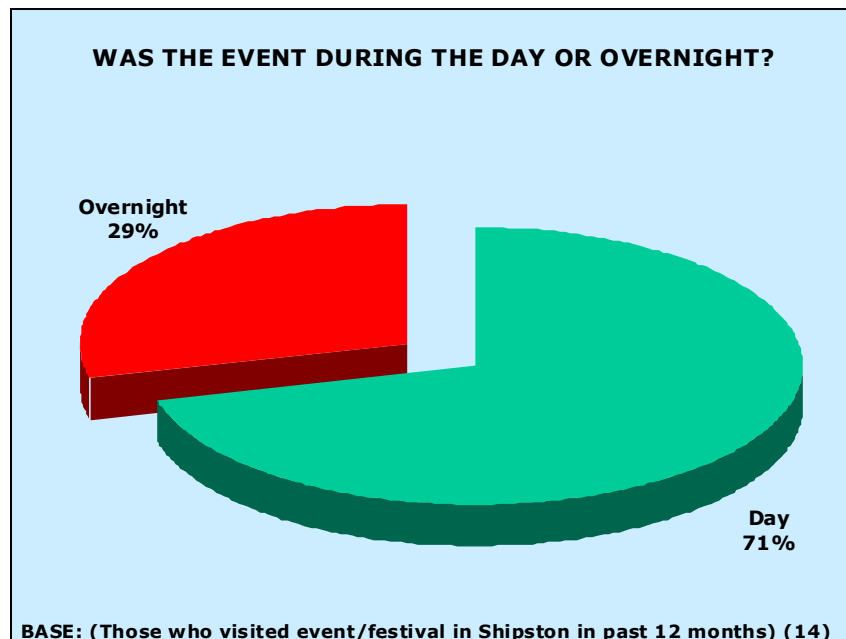
15 comments were made as to the name of the event / festival visited, as per Appendix 3.

Chart 12



Of the 8% who confirmed they had attended an event / festival, 71% said it was during the day, and 29% cited overnight.

Chart 13



3.19 Spending

Visitors were asked to estimate how much they and their party were likely to spend during the whole period of their in Shipston. Given that visitors were being asked to recollect their expenditure and to forecast future spending the figures should be treated as estimates.

Expenditure on accommodation, eating/drinking out, shopping, entertainment, transport/fuel spent in the area itself and other spending. The sample does include those who indicated that they had or did not intend to spend anything.

On average, day visitors spent an average of £16.67 in Shipston and day visitors on holiday £11.37.

Figures are broken down for day visitors and day visitors on holiday. There were not enough people interviewed staying in commercial accommodation in Shipston for the results to be statistically reliable.

Table 10

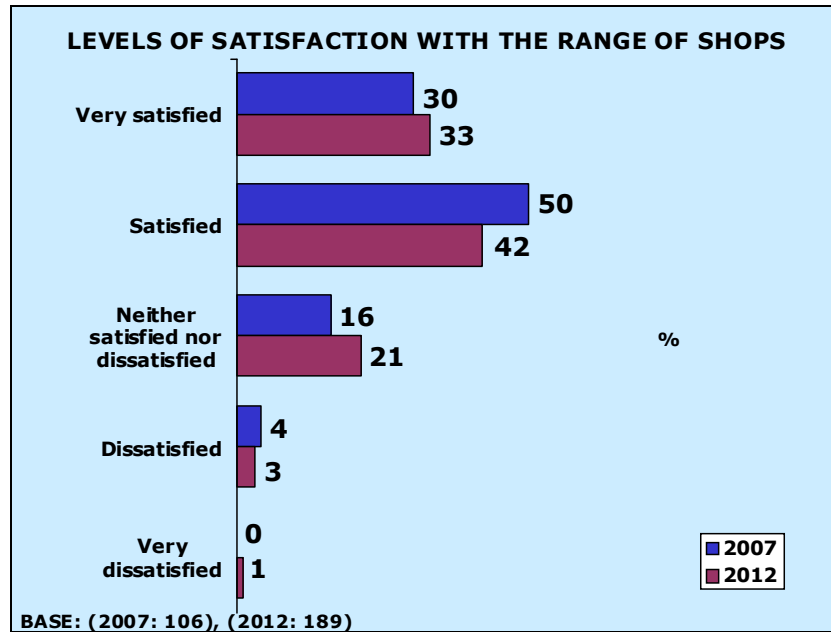
Breakdown of spending	Average Spend £ Per Person
Day visitor	£16.67
Day visitor on holiday	£11.37

4.0 Attitudes towards Shipston-on-Stour

4.1 The shops

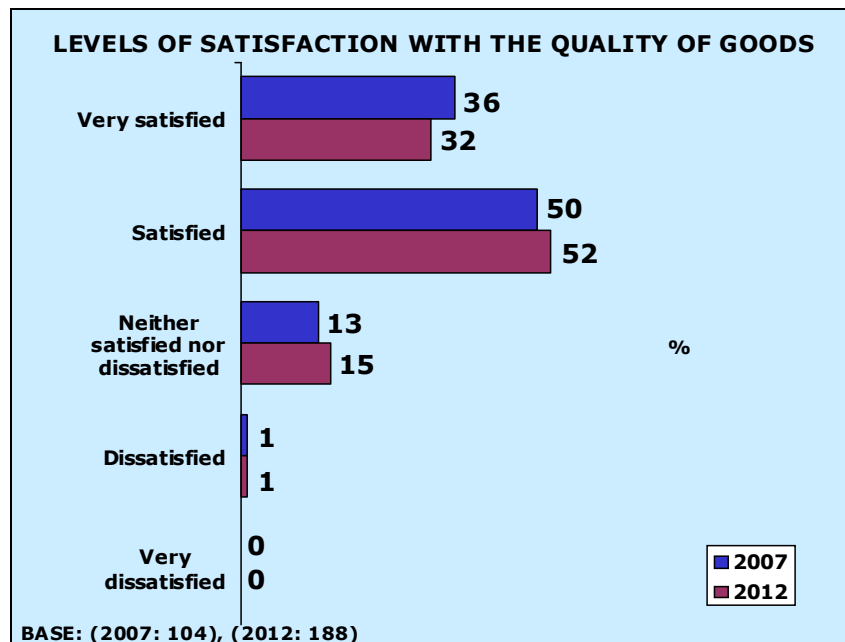
Exactly three quarters of visitors to Shipston-on-Stour (75%) expressed satisfaction with **the range of shops** (of interest to visitors), versus 4% who were dissatisfied. This represents a fall of 5 percentage points from 80% satisfaction in 2007. Dissatisfaction remained constant across both surveys.

Chart 14



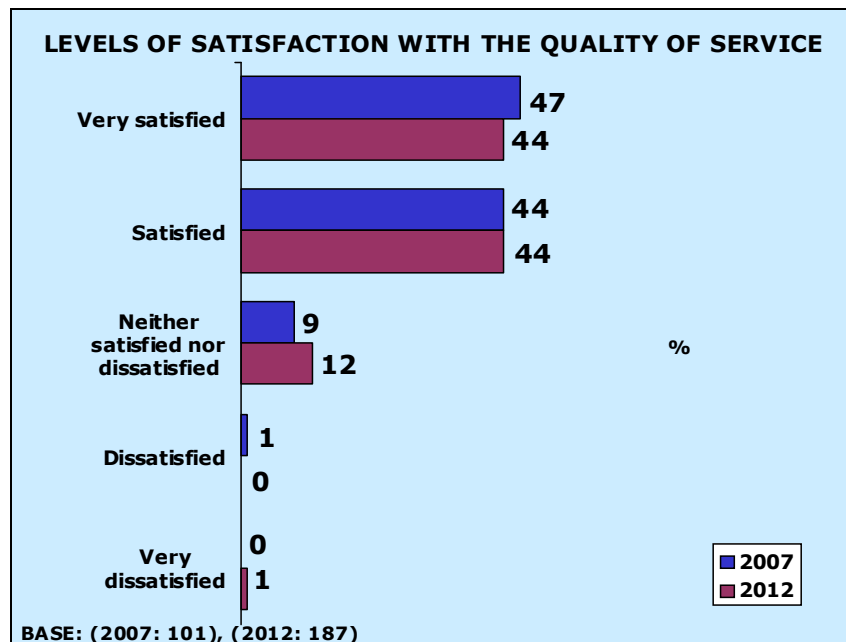
Over four fifths of visitors to Shipston-on-Stour (84%) were satisfied with **the quality of goods on sale in the shops**: 2 percentage points less than 2007.

Chart 15



Nine in ten visitors (88%) were very satisfied or satisfied with **the quality of service in the shops**: a fall of 3 percentage points from the score in 2007.

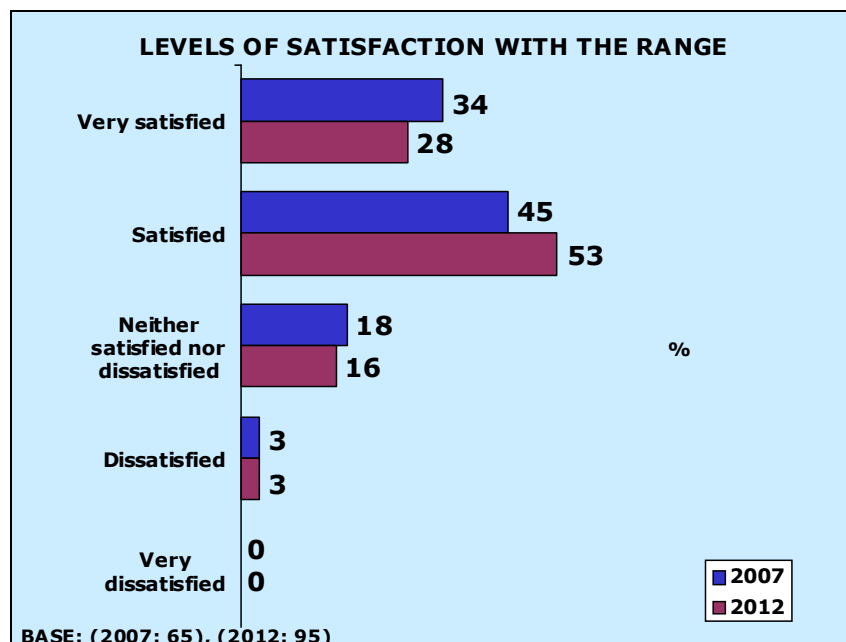
Chart 16



4.2 Places to eat and drink

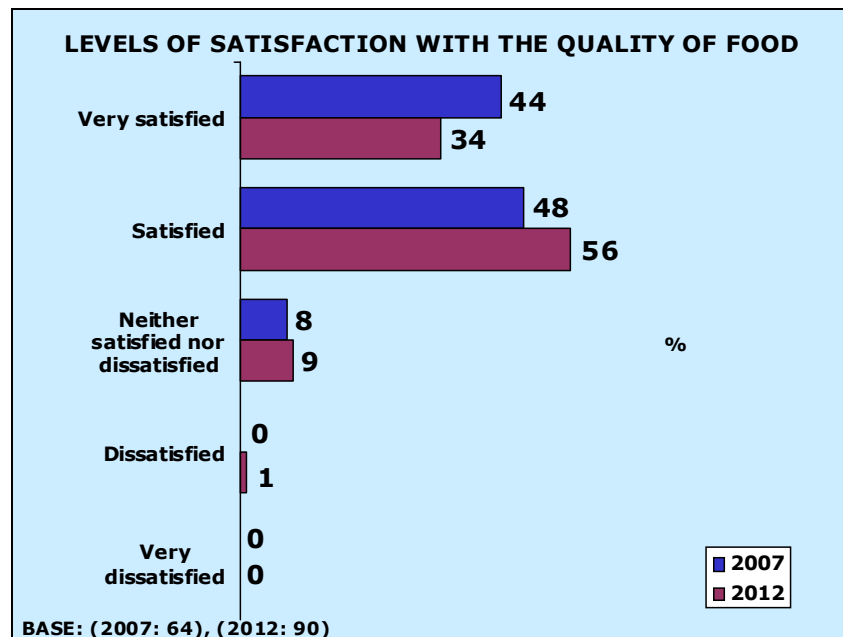
Over four fifths of visitors (81%) were satisfied with **the range of places to eat and drink**: 2 percentage points higher than the 79% satisfaction figure recorded in 2007.

Chart 17



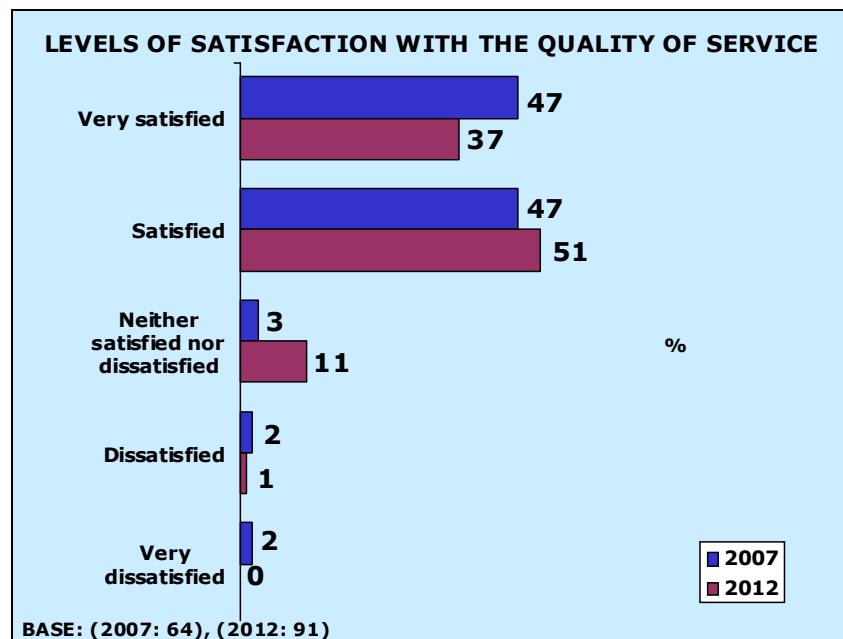
90% of visitors to Shipston-on-Stour expressed satisfaction with **the quality of food**: 2 percentage points less than in the previous survey (92%).

Chart 18



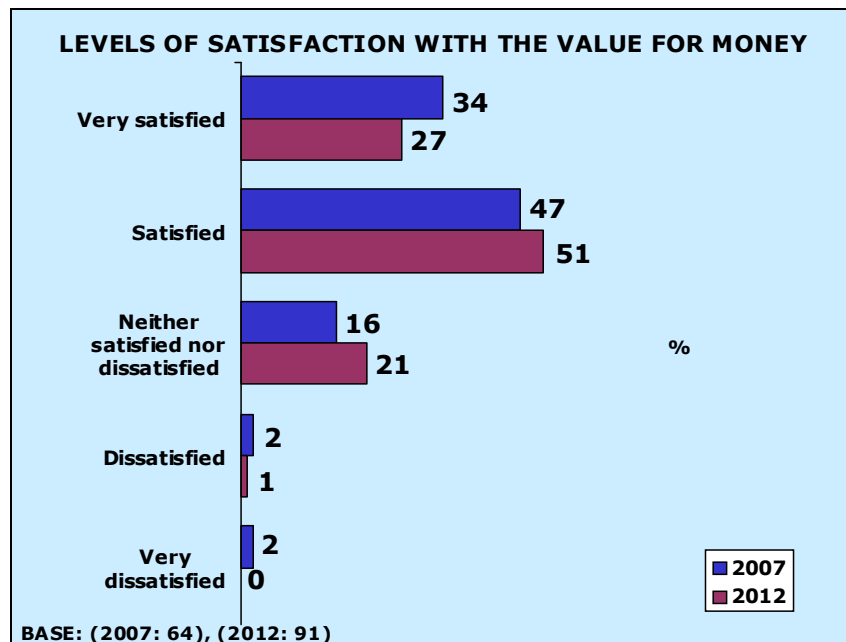
Nine in ten respondents (88%) were satisfied with **the quality of service** in places to eat and drink: 6 percentage points less than in 2007 (94%).

Chart 19



Almost four fifths of visitors (78%) were very satisfied or satisfied with **the value for money** in places to eat and drink: 3 percentage points less than 2007.

Chart 20



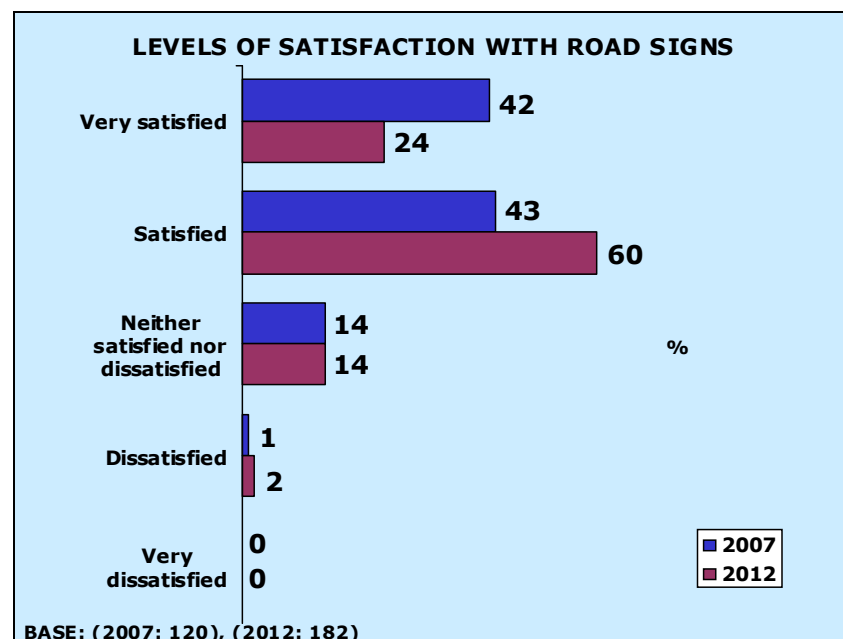
4.3 Museums and other places to visit in town

Visitors were asked four questions on museums and other places to visit in the town. As only three respondents had visited a museum, these results are not included in this report.

4.4 Ease of finding way around

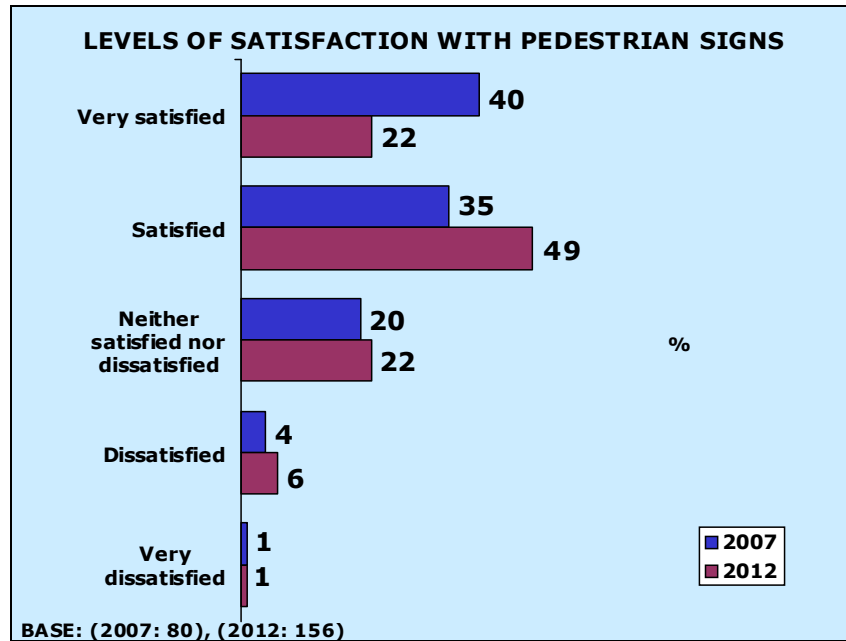
Regarding ease of finding way around, 84% of visitors to Shipston-on-Stour were satisfied with the **road signs**, as opposed to 2% who were dissatisfied. Current findings were a single point down on satisfaction compared to the earlier survey.

Chart 21



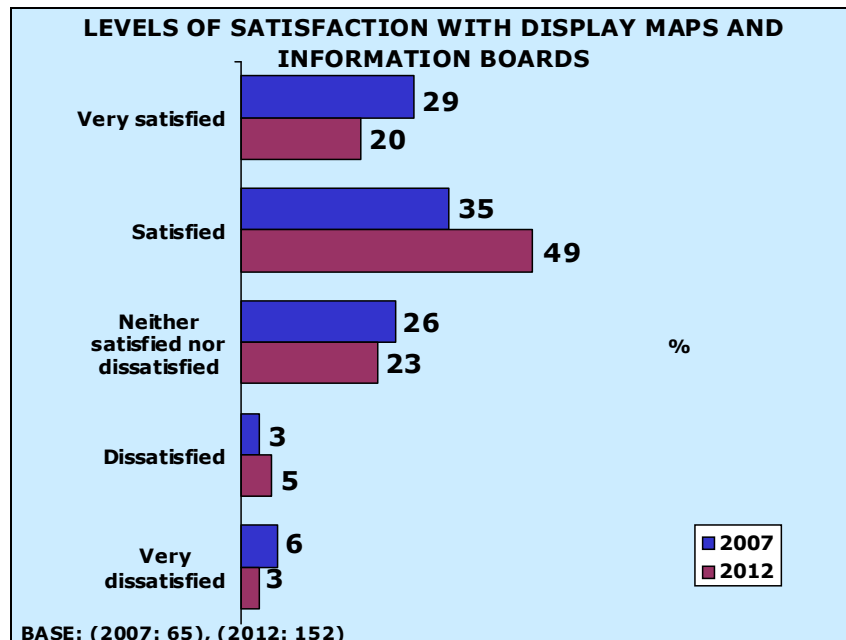
71% expressed satisfaction with the **pedestrian signs** (a fall of 4 percentage points from the 75% satisfaction in 2007), versus 7% dissatisfaction (5% dissatisfaction in 2007).

Chart 22



69% of visitors to Shipston-on-Stour were satisfied with the **display maps and information boards**, compared to 8% who were dissatisfied. This represents an increase in satisfaction of 5 percentage points from the 2007 figure.

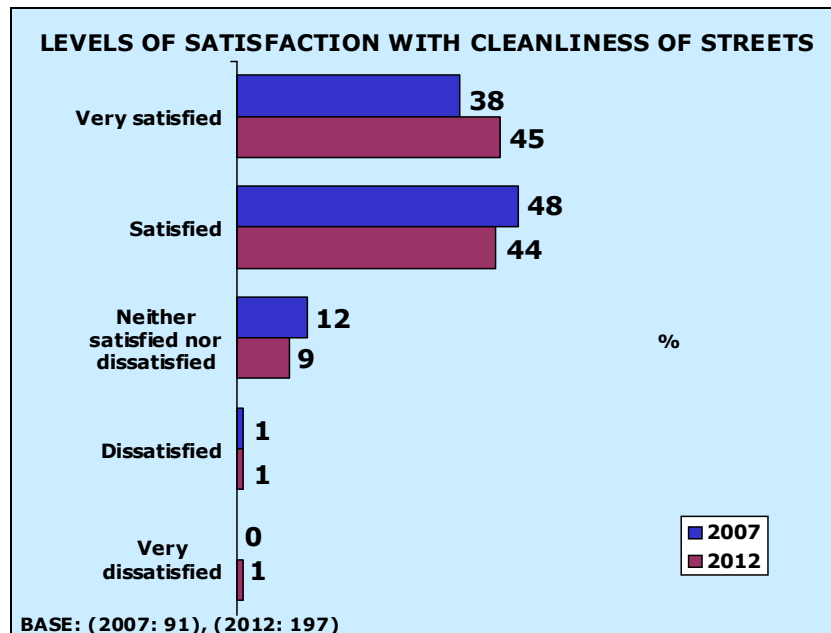
Chart 23



4.5 Cleanliness of the streets

Nine in ten visitors (89%) expressed satisfaction with the cleanliness of the streets (up 3 percentage points since the 86% satisfaction in 2007).

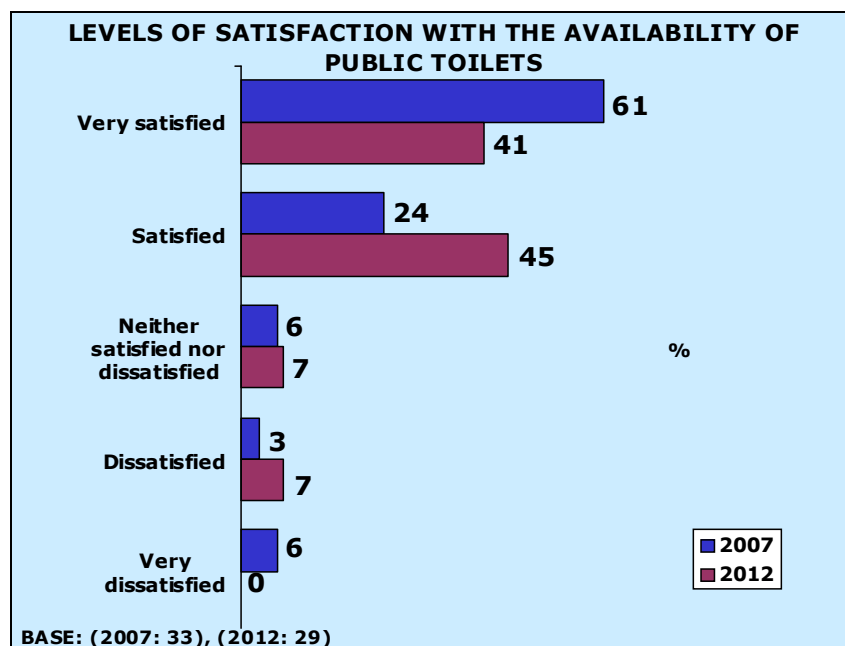
Chart 24



4.7 Public toilets

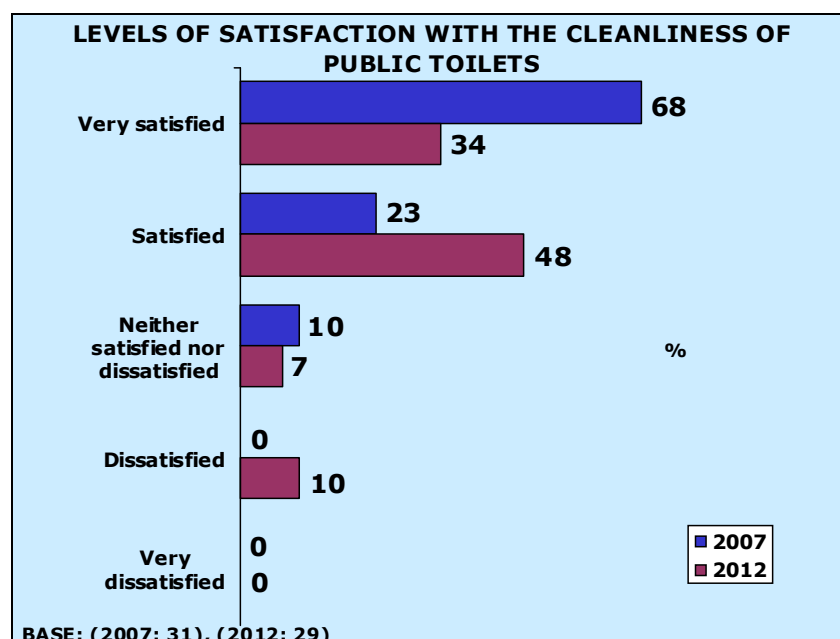
With reference to the public toilets, 7% were dissatisfied with **the availability**, as opposed to 86% who were satisfied (a single point more than the 85% satisfaction rating in 2007 and 2 percentage points down from the 9% dissatisfaction of 2007).

Chart 25



Over four fifths (82%) were satisfied with **the cleanliness** of the public toilets, versus 10% who were dissatisfied. This represented a fall of 9 percentage points from the 91% satisfaction in the previous survey. It also demonstrates an increase in dissatisfaction of 10 percentage points from the zero dissatisfaction recorded in 2007.

Chart 26



4.8 Visitor Information

With regard to the ease of finding visitor information, only three people responded to this question so results are not possible for this aspect.

4.9 Parking

Nine in ten (87%) of those visitors who travelled to Shipston-on-Stour by car, van, motorcycle or motor home, found it either very easy or easy to park in the town. This represents a single percentage point fall from the 88% figure in 2007.

Table 11

Ease of parking	2007 %	2012 %
Very difficult	1	2
Difficult	7	3
Neither difficult nor easy	4	9
Easy	25	45
Very easy	63	42
BASE (Those who travelled by car/van/motor home)	(120)	(180)

Almost three quarters of those visitors who came by car, van, motorcycle or motor home (73%) did not pay for parking.

Table 12

Cost of parking	2012 %
Very expensive	0
Quite expensive	0
About average	1
Quite reasonable	4
Very reasonable	20
Don't know	3
Not applicable free parking	73
<i>BASE (Those who travelled by car/van/motorhome)</i>	<i>(192)</i>

4.10 Atmosphere in Shipston-on-Stour town

Significantly, 94% of those surveyed expressed satisfaction with the general atmosphere in Shipston-on-Stour town, down by 2 percentage points since 2007.

90% of visitors were satisfied with the feeling of welcome in the town with 2% dissatisfaction in 2012. In 2007, there was 94% satisfaction versus zero dissatisfaction with the feeling of welcome.

Across both surveys, 93% were very satisfied or satisfied with the general appearance of the town, with 2% dissatisfied in 2012, compared to none in 2007.

Table 13

Levels of satisfaction with...	Very dissatis- fied %	Dissatis- -fied %	Neither %	Satis- -fied %	Very satis- -fied %
The general atmosphere (2007)	0	0	4	38	58
The general atmosphere (2012)	1	0	6	48	46
The feeling of welcome (2007)	0	0	6	38	56
The feeling of welcome (2012)	1	1	9	44	46
The general appearance (2007)	0	0	6	37	56
The general appearance (2012)	1	1	7	47	46
<i>BASE: (2007: 131), (2012:200)</i>					

4.11 Feeling safe and getting around

Nearly all (94%) were in agreement with the statement that they felt quite safe from crime in Shipston-on-Stour town, versus 2% disagreement. Agreement was a single percentage point less than the 95% recorded in 2007.

Almost three quarters (74%) agreed or agreed strongly that as a pedestrian in Shipston-on-Stour town they felt quite safe from traffic. 76% felt this way in 2007, representing a fall of 2 percentage points across the two surveys. In 2012, 7% disagreed versus 8% disagreement in 2007.

Almost three quarters (72%) agreed that they found it easy to get around Shipston-on-Stour town by car, as opposed to 6% who disagreed.

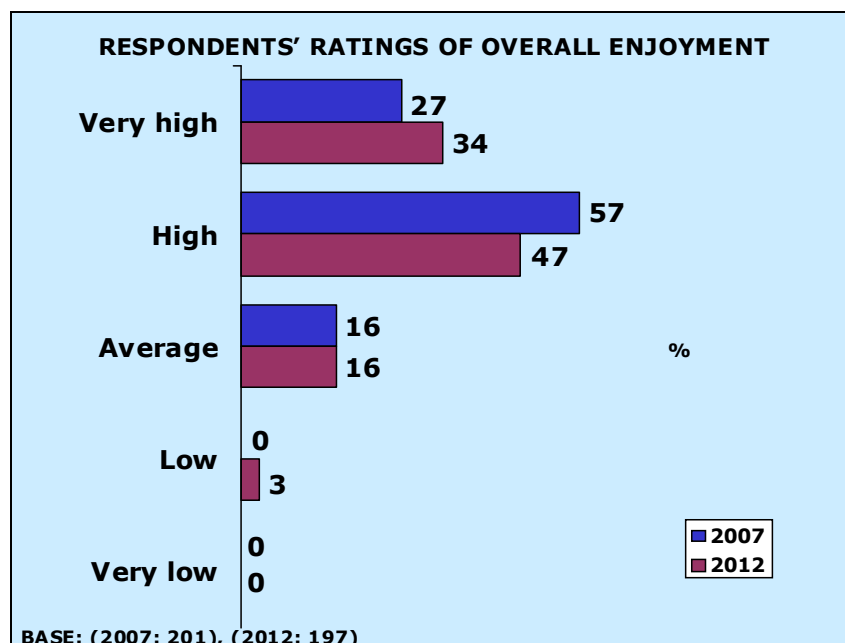
Table 14

Levels of agreement with...	Disagree strongly %	Disagree %	Neither %	Agree %	Agree strongly %
I felt quite safe from crime (2007)	0	1	5	50	45
I felt quite safe from crime (2012)	1	1	4	53	41
As a pedestrian, I felt quite safe from traffic (2007)	2	6	17	49	27
As a pedestrian, I felt quite safe from traffic (2012)	0	7	19	51	23
I found it easy to get around by car (2012)	1	5	22	49	23
BASE: (2007:127), (2012:198)					

4.12 Overall enjoyment

Over four fifths (81%) rated their overall enjoyment as either high or very high, 16% said average, and 3% stated low. In 2007, 84% rated their overall enjoyment as either high or very high, representing a decrease of 3 percentage points over the 5 years. In 2012, 3% stated low, compared to none in 2007.

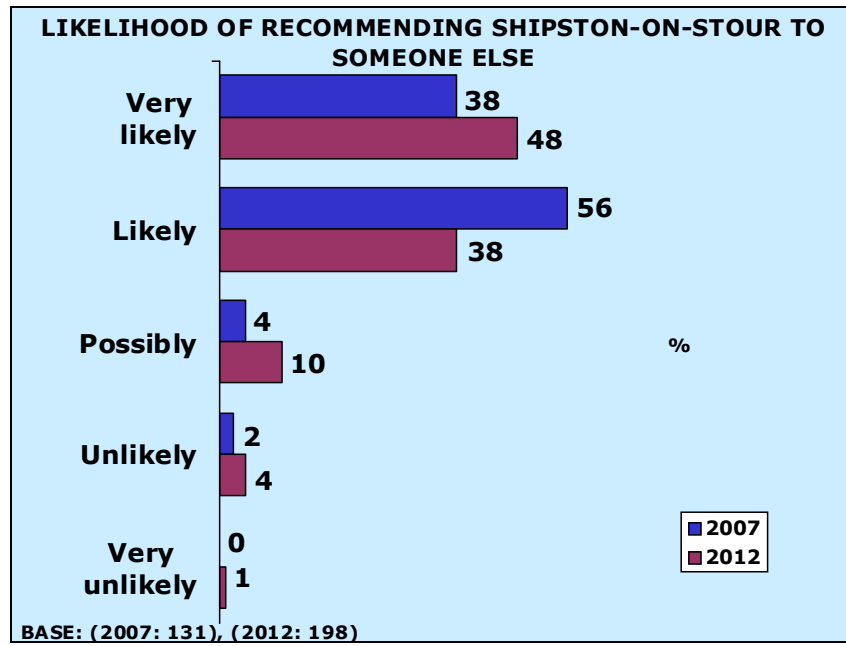
Chart 27



4.13 Recommending Shipston-on-Stour to someone else

86% of those surveyed confirmed they were either very likely or likely to recommend Shipston-on-Stour to someone else, 10% said possibly, and 5% said either unlikely or very unlikely. This represents a fall of 8 percentage points in those saying they are very likely or likely to recommend Shipston-on-Stour from the 94% recorded in 2007. 4% said possibly in 2007 and 2% stated unlikely. Those saying unlikely were asked why and these answers appear in Appendix 4.

Chart 28



4.14 What visitors like

Nearly half of the visitors to Shipston-on-Stour (47%) enjoyed the variety of the shops: the choice, the fact that they were individual, and local. 16% of those surveyed mentioned that it was a nice country or market town, and 14% commented on the character.

Other comments included "the recycling plant, "the library", "a good stopping off point" and "somewhere different on the bus route".

Table 15

What visitors liked about Shipston	2012 Number	2012 %
Variety / choice of shops / local / individual	91	47
Nice country / market town	31	16
Character / olde worlde / traditional / old fashioned	27	14
Nice / friendly people	24	12
Not too busy / small	23	12
Atmosphere / ambience	21	11
Good places to eat and drink	17	9
Architecture / buildings	13	7
Picturesque / pretty	9	5
Charity shops	6	3
History / heritage	6	3
Cheap / free parking / easily accessible parking	6	3
Everything I need here / convenient	6	3
Clean / tidy	4	2
Good access / pedestrianised	4	2
Relatives live here / born here	4	2
Friendly bank	3	2
Leisure centre	2	1
Wonderful art gallery	2	1
Churches / Abbey	1	<1
Feel safe	1	<1
Good garage	1	<1
Nice walks	1	<1
Well kept / maintained	1	<1
Other	11	6
<i>BASE</i>	<i>(195)</i>	

N.B. will add up to more than 100% as more than one answer possible

4.15 What spoilt the visit?

Almost three quarters of visitors to Southam (72%) confirmed that there was nothing they did not like about Shipston-on-Stour. 13% did not like the fact that there were not enough shops or that the service was not good or that they were expensive.

Other comments included "road surfaces could be improved" and "the weather"

Table 16

What visitors DID NOT LIKE about Shipston-on-Stour	2012 Number	2012 %
Not enough shops including charity shops / lack of services/ no market / bad service / expensive shops / overpriced goods	20	16
Parking (not finding free parking / lack of disabled bays)	8	7
Too small / not enough to do / seems quiet	7	6
Driving / traffic	5	4
Keep supermarket out / Tesco's	5	4
Toilets and lack of signs	5	4
Anti-social behaviour / drinks / drugs	4	3
Only snack food available / nowhere to eat / no decent pub	3	2
Other	5	4
No, none, nothing	108	88
<i>BASE</i>	<i>(123)</i>	

N.B. will add up to more than 100% as more than one answer possible

4.16 Additional facilities required in Southam

The comments made for this question are included in Appendix 5.

5.0 Attitudes - Importance versus Satisfaction

5.1 Importance versus Satisfaction

The survey also requested visitors to indicate the importance of each factor to their visit, alongside their satisfaction with facilities in Shipston. By indentifying those factors considered to be of greatest importance, the impact on future development can be maximised. For instance, where both satisfaction and importance are low, these factors should be lower on a priority list of action. However where satisfaction is low but importance is high, these factors should be of higher priority.

Furthermore, issues rated as important can be most effectively used in marketing and PR activity to the town.

The following table details the average scores for all factors addressed in the survey, in terms of both importance and satisfaction. These results indicate the factors visitors feel are the most 'important' to their visit and those factors were most 'satisfied' with.

The cleanliness of public toilets in Shipston was of greatest importance to visitors with a rating of 4.72. The availability of public toilets (4.65), the cleanliness of streets (4.56) and the quality of service in the shops (4.53) followed this. The lowest importance rating was for the ease of finding visitor information.

Of particular concern are the issues of high importance but relatively lower satisfaction. These include the cleanliness of public toilets, the availability of public toilets and the range of shops. It is worth mentioning that these satisfaction scores are still average or above.

The ease of finding visitor information received a satisfaction score higher than their importance score, indicating that although visitors were satisfied it was not as important to their visit.

Table 17

Average Scores for Shipston (on a scale of 1 to 5)	Importance Average	Satisfaction Average	Difference
Shops – range	4.47	4.04	-0.43
Shops – quality of goods on sale	4.50	4.15	-0.35
Shops – quality of service	4.53	4.31	-0.22
Places to eat & drink – range	4.38	4.06	-0.32
Places to eat & drink – quality of food	4.49	4.23	-0.26
Places to eat & drink – quality of service	4.48	4.24	-0.24
Places to eat & drink – value for money	4.41	4.04	-0.37
Museums and other places to visit in the town – range	3.56	*	-
Museums & other places to visit in town: level of interest	3.77	*	-
Museums & other places to visit in town: quality of service	3.89	*	-
Museums & other places to visit in town: value for money	3.88	*	-
Ease of finding way around – road signs	4.29	4.07	-0.22
Ease of finding way around – pedestrian signs	4.15	3.86	-0.29
Ease of finding way around – display maps & boards	4.13	3.79	-0.34
Cleanliness of streets	4.56	4.32	-0.24
Public toilets – availability	4.65	4.21	-0.44
Public toilets – cleanliness	4.72	4.07	-0.65
Visitor information – ease of finding	3.37	3.67	+0.30
Overall impression - General atmosphere	4.50	4.38	-0.12
Overall impression - Feeling of welcome	4.48	4.35	-0.13
Overall impression – General appearance	4.51	4.36	-0.15

* sample not big enough for meaningful result

APPENDICES

Appendix 1 - Other main reason for visiting Shipston-on-Stour 13 comments

- Business meeting
- Job offer
- Treasure trail
- Husbands job
- Hospital
- Visit the clock shop
- Medical
- Medical
- Optician and dentist
- Hairdressers/Bank
- Visit the tip
- To take stuff to the dump

Appendix 2 - Other reasons for visiting Shipston-on-Stour 6 comments

- Architecture
- Wedding
- Art
- Free parking
- Recycle centre
- Meeting place for family

Appendix 3 - Name of the event / festival visited in Shipston-on-Stour 15 comments

- Fayre/Wall market
- The Proms, choir, French market
- Fairground
- Wool and sheep fair
- Sheep and Wool fair
- Jazz concert
- Jazz evening at the wine cellar
- The Wool fair
- The proms in the square
- Xmas Victorian evening
- Wool fair
- Proms in the summer
- Victorian fayre
- Music festival
- Victorian evening / Proms

Appendix 4: Why would not recommend Shipston to someone else 8 comments

- Wasn't what we expected, thought it would have more emphasis on the river. Late bar down there
- I wouldn't go out my way to come here / not a lot to do
- Its out of date and out of touch
- Not enough parking or shops here
- Eating places too expensive
- No choice here / needs more shops and better variety
- Nothing to attract anyone here

- Nothing here / I'm too young for this place

**Appendix 5: What additional facilities or services would have added to the enjoyment of your visit to Shipston?
150 comments**

More shopping, variety
 A bench for elderly people
 A bigger open space near the town centre / they could make more of the riverside
 A decent supermarket / Boots chemist / a sports shop
 A farmers' market
 A farmers' market maybe 2 per month / needs more to attract visitors
 A few benches as my husband is disabled
 A few benches would be nice
 A few empty shops need filling
 A few more stylish shops
 A games shop and internet cafe
 A good quality dress shop - not too young but not old fashioned
 a market
 A market would add to the place
 A nice Italian or any kind of restaurant, then I'd come back at night
 A Proper restaurant
 A second hand bookshop
 A visitor centre
 Another chemist
 Another toilet - more central / The only one is out the way
 Better clothing shops, not over-priced and not old fashioned
 Better parking, more parking
 Better signage, art shop
 Bookshop
 Cleaner toilets
 Daughter lives here so for her a Tesco or Morrison's, cheaper than co-op
 Farmers market
 Got everything
 Make free parking more than 2 hours so we'd stay longer
 More bins
 More free parking
 More gift shops needed
 More ladies clothes and childrens toy shops
 More open shops
 More parking
 More parking needed
 More parking, don't charge for parking
 More places to eat and drink
 More seating around the main streets
 More seats by bus stop
 More shops needed / interesting individual shops / more parking and less car congestion in the centre
 More toilets and better signs to them
 More value for money eating places needed / not paying £6 for a bowl of soup
 More variety of shops needed
 Needs a market
 Needs a market if its going to be called a market town
 Needs a TIC
 Needs a tourist office in free car park
 Needs another cafe
 No x 33 mentions
 No a better bus to Stratford/more regular
 No good range of pubs or eating areas / Better more regular bus service to Banbury

No, it's just right
No, keep it small
None x 23 mentions
None for our age group
Nothing x 24 mentions
Nothing, as not sure we need a market here
Police are never here / needs more shops / Sainsbury's or Tesco's
Shame the old mill is closed / expected more to be made
Signposts to the church
Signs from High street to toilets needed
Signs to toilets are needed
Small supermarket
Take down out of date posters, empty shops, pedestrianised, market
The book sale shop should open more regularly
The free signed car park was pay and display
TIC
Toy shop
Why's the market not open
Would like a market here
Would like a market here
Would like a nice card shop that sells local post cards
WYFY need maybe a cafe with it
Younger clothes shops / nothing for my age group
Zebra crossings