

STAMFORD BENCHMARKING SURVEY 2003

HEADLINE FINAL RESULTS

Over the surveying period of August, September and October 2003, a total of 257 interviews with visitors to Stamford were carried out. Interviewing was carried out on some 19 days including weekdays and weekends at city centre locations; Red Lion Square, Meadows Area, Main Car Park, the Tourist Information Centre and the Precinct. The survey used a simple random sample of visitors. If the interviewee was a resident of Stamford or within a 5-mile radius of the town, they were deselected from the interview after question one.

TYPES OF VISITOR

The survey sample contains four different types of visitor to Stamford.

- i. Day visitors from home.
- ii. Touring UK
- iii. Overnight UK
- iv. Touring Overseas and Overnight Overseas.

The touring visitor market falls between those on a day out from home and those staying overnight in the city. Touring visitors are either passing through en-route between two different places or on a looped visit out from a holiday base for example, a Leicestershire resident on holiday in Northamptonshire and coming to the city for a day out. Those visitors en-route would include those passing through the area, for example, on their way from a visit to Stafford to another destination, such as Newcastle.

- 55% of all visitors to Stamford were on a day trip from home
- 32% are domestic visitors touring in/through
- 5% are domestic visitors staying overnight in Stamford
- 3% of visitors are touring overseas
- 5% of visitors are overnight overseas

New/Repeat Visitors:

26% of visitors were in Stamford for the very first time, 74% were repeat visitors.

ORIGIN OF VISITORS

Day Visitors:

By separating the various visitor markets it is possible to identify where the current flow is coming from and indicate future target areas for promotional campaigns. The sample is shown on a county basis. There is a local bias with the main suppliers being the Lincolnshire (26%) and Cambridgeshire (25%). Fewer visitors were from the neighbouring counties of Leicestershire (13%), Northamptonshire (9%) and Nottinghamshire (6%).

The remaining day visitors come from some 33 different counties.

Touring Domestic Visitors:

UK residents touring into the area were from a number of locations across the UK, dominated by visitors from the south/south east. London/Middlesex and Kent each contributed 7% of UK touring visitors, with Essex and Surrey contributing 6% respectively and Lancashire (5%). The remaining UK touring visitors came from 27 counties.

Overnight Domestic Visitors:

Only a small number of domestic visitors (13no) had stayed overnight in Stamford. The results for overnight (UK) visitors are presented on a county basis. The main counties where overnight visitors are coming from are Lincolnshire and Cambridgeshire (15%, 2no respectively).

Overseas Visitors:

Of the 20 overseas visitors staying overnight, the leading countries are:

- USA (35%)
- Africa (25%)
- Canada (10%)
- Australia (10%)
- Germany (5%)
- Netherlands (5%)
- New Zealand (5%)

Please note that the sample response for this question was extremely low and should be treated with caution.

Accommodation:

Of the 25 total domestic and overseas visitors staying overnight in the area identifying forms of accommodation, 52% were staying with friends or relatives, followed by 16% staying in a hotel and 12% were staying in a touring caravan. 8% of overnight visitors were staying in a pub/inn. Smaller numbers of visitors were staying in rented self-catering accommodation (4%) and B & B's (4%).

Those visitors staying overnight in serviced accommodation were asked to rate the quality of service using a grading system of 1-5 (1=very poor and 5=very good). In Stamford a third of visitors (33%) rated the quality of their accommodation as very good, a further 25% said it was good. 17% of visitors stated that the quality of accommodation was poor. The same visitors were asked to rate the value for money of their establishment. A third (33%) said it was very good, a further 25% said it was good, 8% said it was average and 17% said it was poor value for money.

Transport:

For day visitors the car/van/motorcycle/motor home was the main form of transport (75%). The next most popular form of transport was a bus/coach service (14%) followed by a coach tour (6%). 3% of day visitors arrived in Stamford by train.

Of those staying overnight in Stamford, 69% arrived by car/van/motorcycle/motor-home. 8% of visitors came by bus/coach service, 8% of overnight visitors came to Stamford by train.

Purpose of Visit:

Of the 231 day visitors to Stamford, 79% were on a leisure trip/holiday, 11% were on a shopping trip, and 10% were visiting friends and relatives.

Compared to the 26 visitors who were staying overnight in Stamford, over two thirds (69%) were on a leisure trip/holiday, 23% were visiting friends or relatives and 8% were on a shopping trip.

Levels of satisfaction:

Visitors were asked to rate their level of satisfaction with a number of facilities. Ratings varied from 1 (very poor) to 5 (very good).

The highest ratings were given to the feeling of welcome and general atmosphere (4.82 and 4.85), as well as the range of attractions available (4.76).

The cost of car parking was rated the worst at 2.79 out of 5.00.

SATISFACTION OF FACILITIES		
	COUNT	MEAN
Museums/Places of Interest		
Range	31	4.32
Level of Interest	31	4.45
Quality of Service	23	4.26
Value for Money	24	4.46
Places to eat and drink		
Range	160	4.19
Service	159	4.04
Quality of Food	157	4.15
Value for money	159	4.04
Markets		
Range	65	4.26
Presentation	65	4.22
Goods On Sale	65	4.23
Quality of service	66	4.24
Ease of finding way around		
Road signs	250	3.76
Pedestrian signs	248	3.59
Display maps & information boards	230	3.37
Public toilets		
Availability	135	2.76
Cleanliness	131	2.73

	COUNT	MEAN
Car Parking		
Ease	178	4.03
Cost	116	3.79
Streets and Parks		
Cleanliness of Streets	228	4.02
Atmosphere and Welcome		
General Atmosphere	256	4.42
Feeling of Welcome	255	4.16
Feeling of Safety		
Feeling of Safety from Crime	253	4.14
Feeling of Safety from Traffic	252	3.56

Level of enjoyment:

When visitors were asked how they rated their overall enjoyment of their visit, nearly a quarter (24%) rated their enjoyment as very high, 58% rated it as high, 18% rated their trip as average nobody rated their trip as low or very low.

Recommendation:

When asked if they would recommend their visit over half (57%) of visitors said it was very likely, a further 27% said likely and 15% said possibly. 1% said it would be unlikely or very unlikely that they would recommend Stamford as a place to visit.

Likes about the city:

Over a quarter of respondents liked Stamford because of the old buildings/stately homes (27%), followed by the architecture (22%) and the shopping/markets (15%). 13% of respondents stated that they liked Stamford because of the history/historical feel and 12% liked the atmosphere of the city.

Spoilt this visit:

The lack of toilets was disliked by 37% of visitors. 11% of visitors said that the traffic had spoilt their visit, and 8% cited the lack of car parking. The weather and the litter had spoilt the visit for 7% of visitors respectively.

Socio-economic status:

38% of day visitors were in socio-economic group AB, 35% in C1, 15% in C2 and 12% in DE.

Overnight visitors to Stamford comprised the following; 44% AB, 24% C1, 32% C2, no overnight visitors interviewed came under the DE category.