

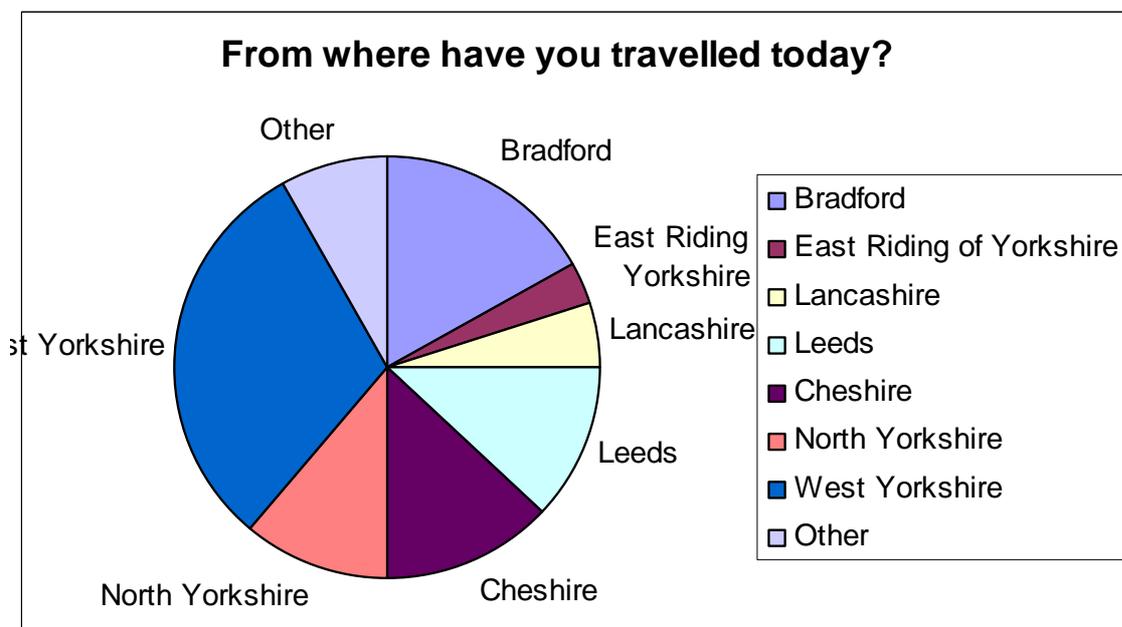
Introduction

- 1.1 75 Saltaire visitors were interviewed to gauge an indication on their views their opinions about Saltaire. A copy of the questionnaire follows at the end of this section.
- 1.2 There were a few non-compliant answers where more than one answer was given to a specific question, or where no answer was given to for example a 'yes or no' question. These were very few and only included one or two of the 75 people per question. Calculations have been adjusted to provide an accurate percentage.

GENERAL INFORMATION

Q1: From where have you travelled today to come to Saltaire?

- 1.3 17% have come from Bradford and 31% came from other areas of West Yorkshire. The large majority of people came from neighbouring counties such as North Yorkshire, Lancashire and Cheshire, with only 8% of people coming from areas other than in the nearby North East and North West.



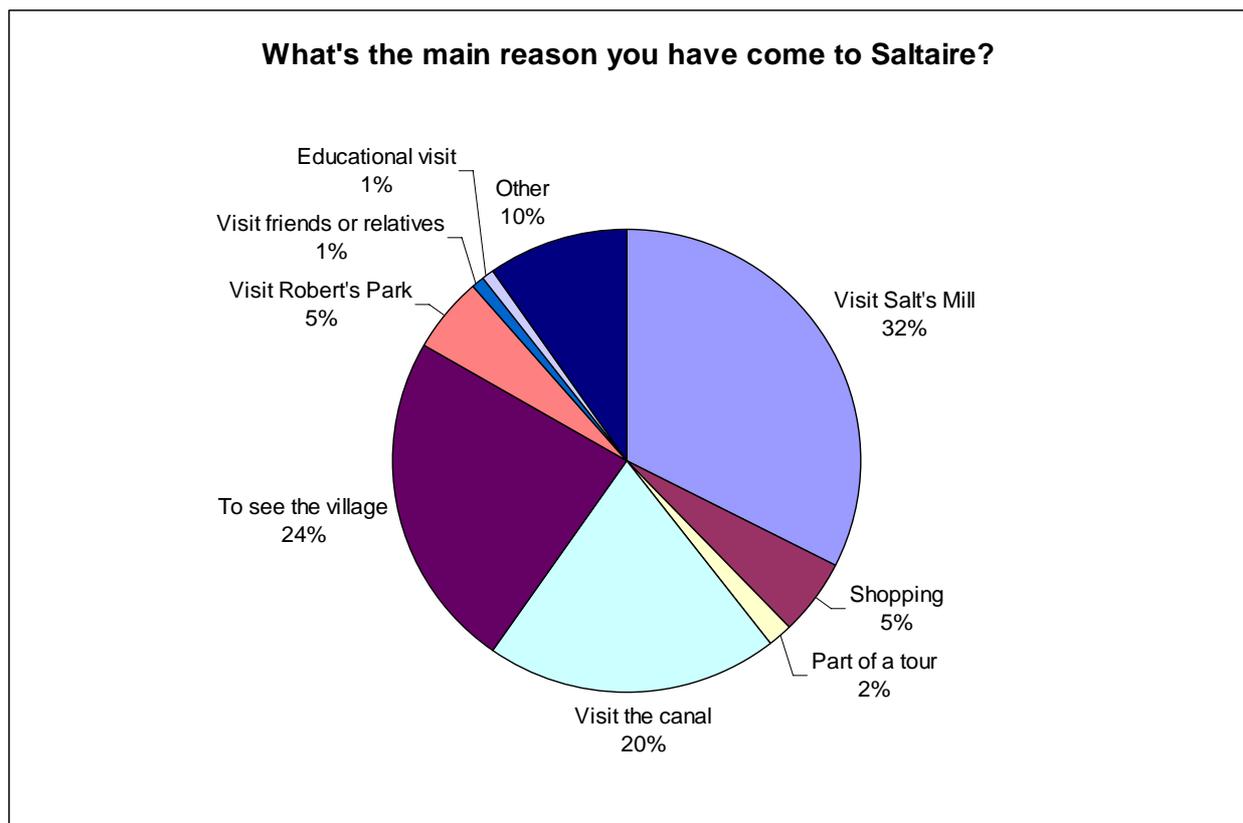
Q2: And where is your home?

1.4 Again, this question reflects the locality of the visitors to Saltaire as over 65% live in Bradford or West Yorkshire. A surprising 12% came from Greater Manchester but only 1% came from South Yorkshire.

YOUR VISIT TODAY

Q3: What's the main reason why you have come to Saltaire?

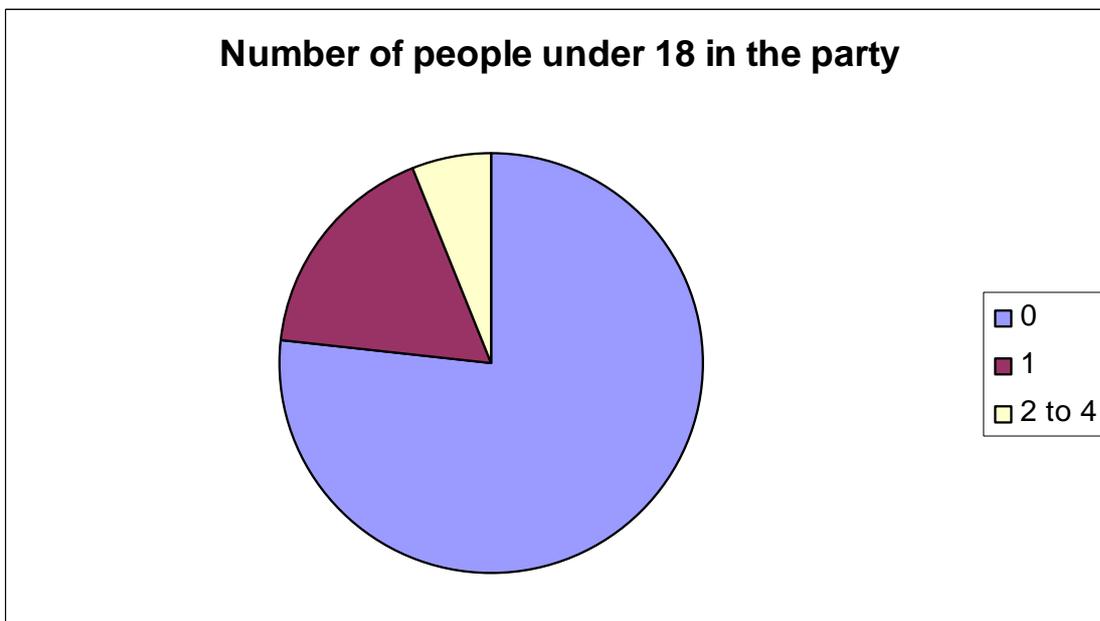
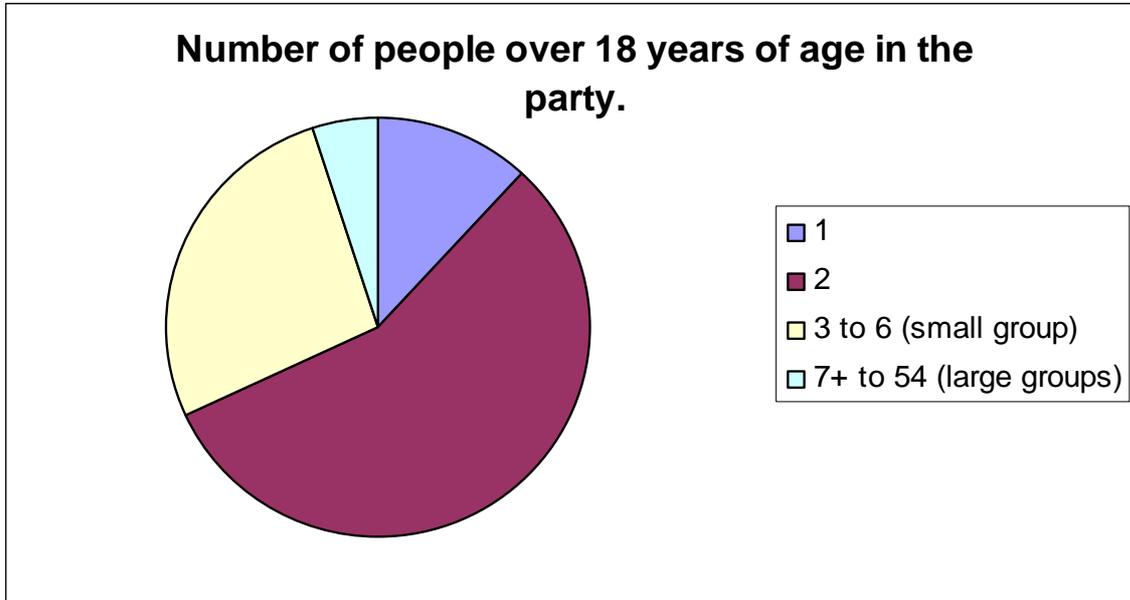
1.5 As expected the majority (32%) of people were here to visit Salt's Mill. An encouraging 20% were here to visit the canal and even more encouraging 24% of people were here to see the village. This indicates its success as a recreational amenity for visitors. Only 1% were here as an educational visit, but again the interviews were undertaken out of term time.



Q4: Including yourself, how many people aged 18 or over are in your party? And how many people are under 18 in your party?

1.6 A large majority of people visit the site in small groups of two to six (83%), only 12 % of people come on their own. 5% of people were in large groups of

over 7 people, with one group numbering 54 people! Again a large majority of people (76%) didn't take any children.



Q5: Who have you come with today?

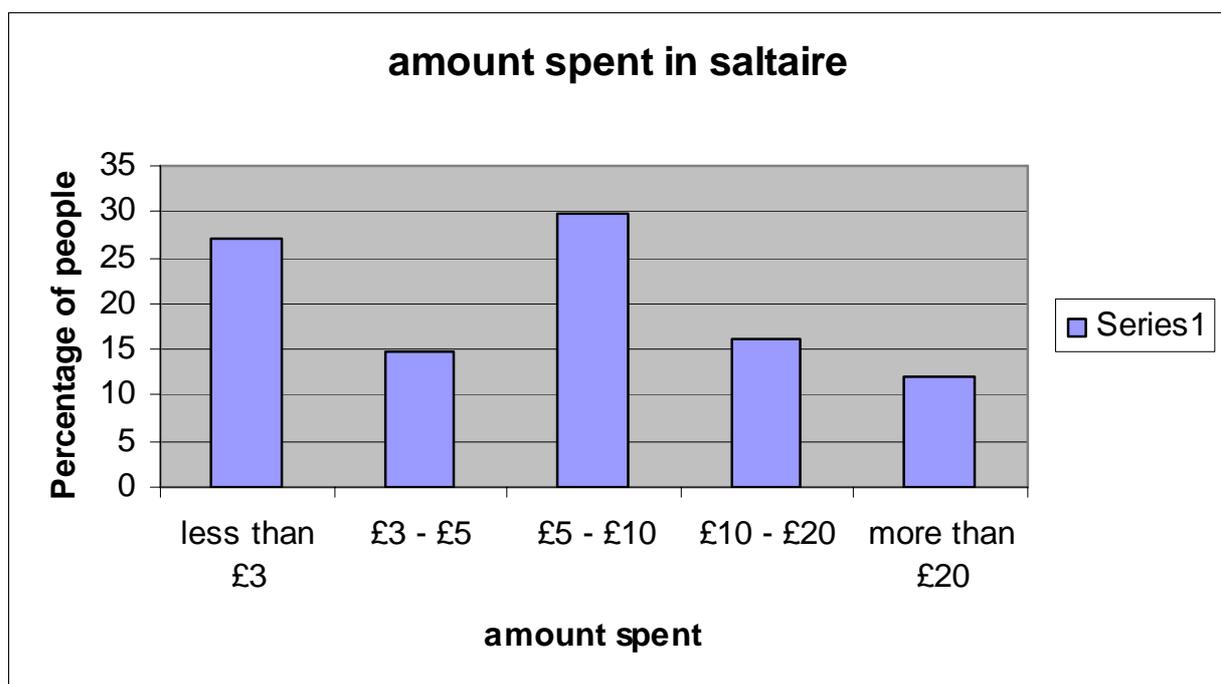
- 1.7 46 out of 73 people came with their friends and families and 24 out of 73 people came with their spouse or partner, reinforcing the idea that the site is visited as a recreational pursuit for enjoyment during leisure time. 6% of people came alone.

Q5: How long do you plan on staying?

1.8 Very few people came for less than an hour (4%) and most people (70%) came for 1 to 3 hours. An impressive 9% came for the whole day.

Q6: Approximately how much have you / will you spend in Saltaire today per person in your party?

1.9 The most popular amount was between £5 and £10, but 27% of people thought they would spend £3 or less. This is surprising considering the time spent there and that the majority of people would be visiting Salt’s Mill, where there are attractive areas of retail space. This question, may have reflected purely what people had spent up until the point when they were interviewed rather than what they would spend. At the other end of the scale 12% of people had / would spend over £20.



Q8: Have you visited Saltaire before?

1.10 Out of the 75 people interviewed 72% of people had visited the site before. Interestingly 3 people didn’t respond or didn’t know.

Q9: If yes, when was the last time?

1.11 20% of people asked this question either provided non-compliant answers, or hadn't been to the site and so the percentages given, only include those that had visited the site before. The majority of people had been in the last year, with 15 of the 60 interviewed who had been in the last month.

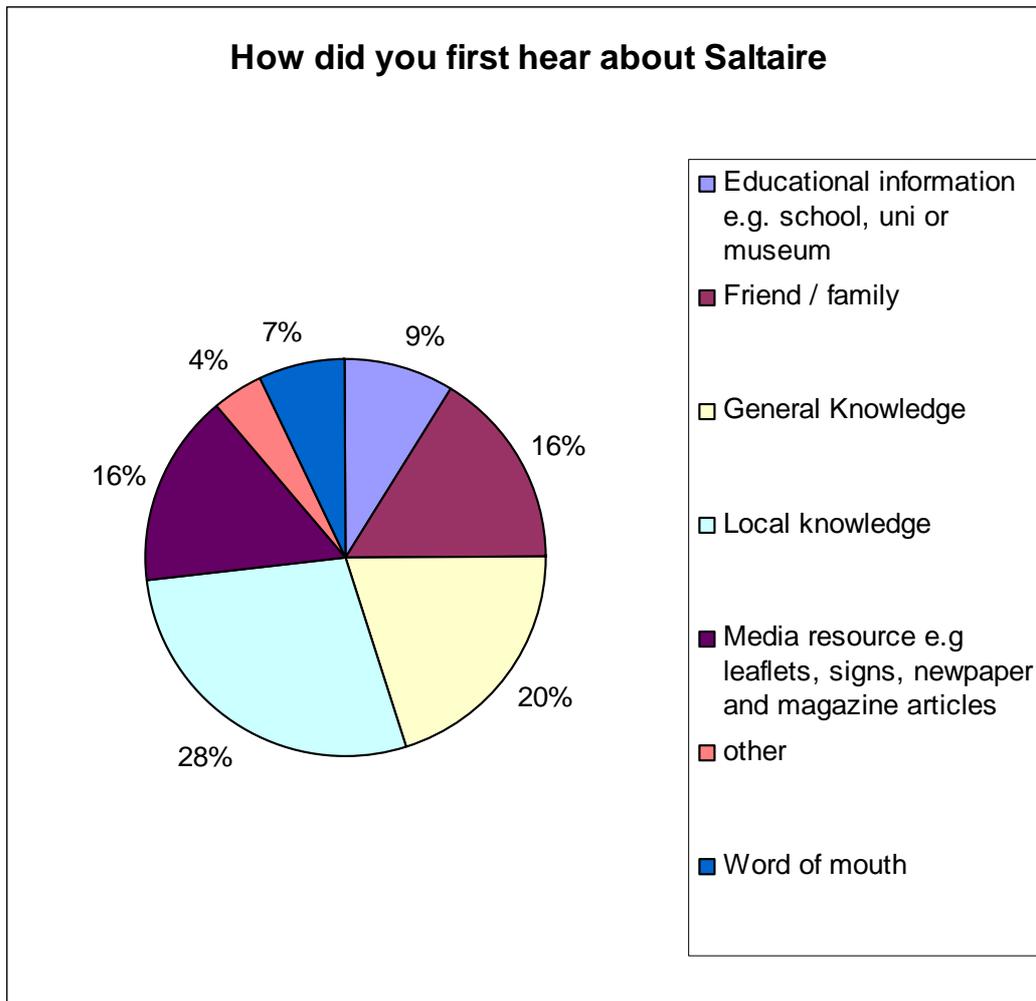


Q10: How many times would you say you have visited Saltaire in the last 2 years?

1.12 The large majority of people who had visited the site in the last two years had done so between 1 to 6 times, but a few had visited the site between 12 and 40 times. One person estimated they had visited the site 100 times.

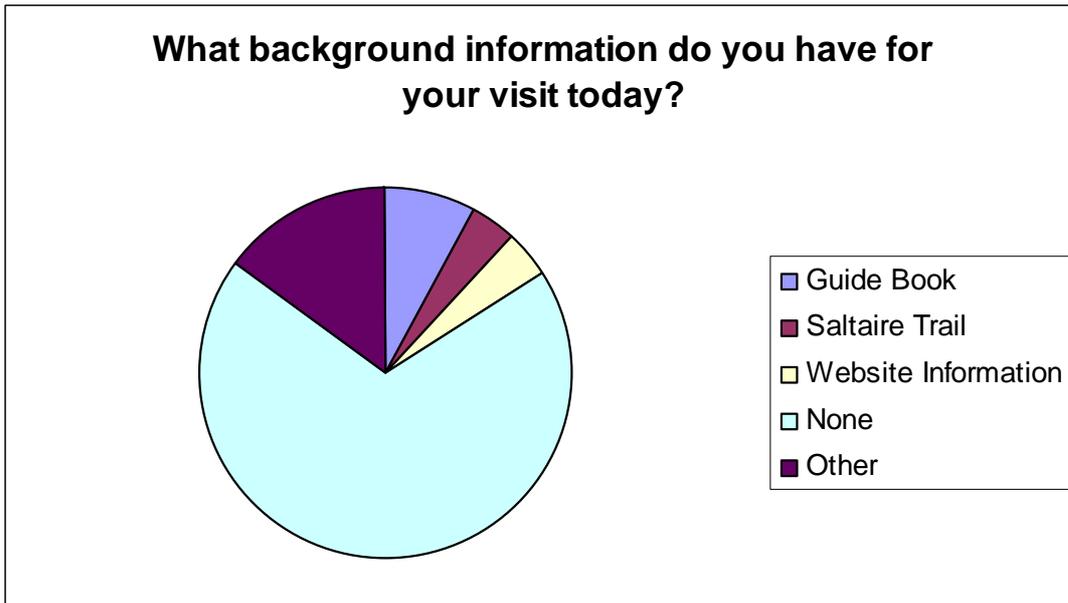
Q11: How did you first hear about Saltaire?

1.13 This can be interestingly broken down into those that heard from friends & family, word of mouth, local knowledge, general knowledge and who found out from media resources. 28% of people heard about Saltaire from local knowledge and 20% from general knowledge. A further 16% of people found out from friends and family. A disappointing 9% heard about the site from an educational resource, e.g. through school or museum, indicating that Saltaire is not widely promoted in the education system. This questionnaire also supports the idea that the majority of visitors are local and have heard about the site from friends and family and through local knowledge.



Q12: What background information do you have for your visit today?

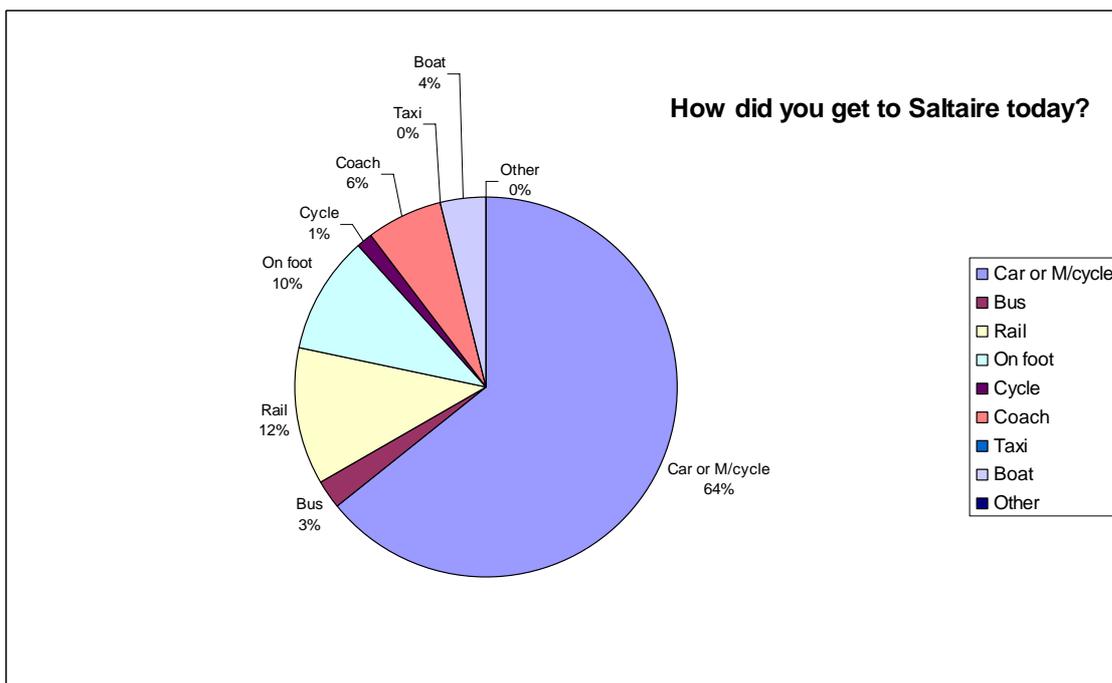
1.14 Out of 74 people, 51 didn't bring any background information on the site with them. This again suggests that the site is used as a leisure and recreational amenity rather than an educational trip.



GETTING HERE

Q13: How did you get to Saltaire today?

1.15 64 % of people came by car or by motorcycle. Very few came by public transport such as train (12%) or bus (3%). An interesting 10% came on foot, but only 1% cycled.

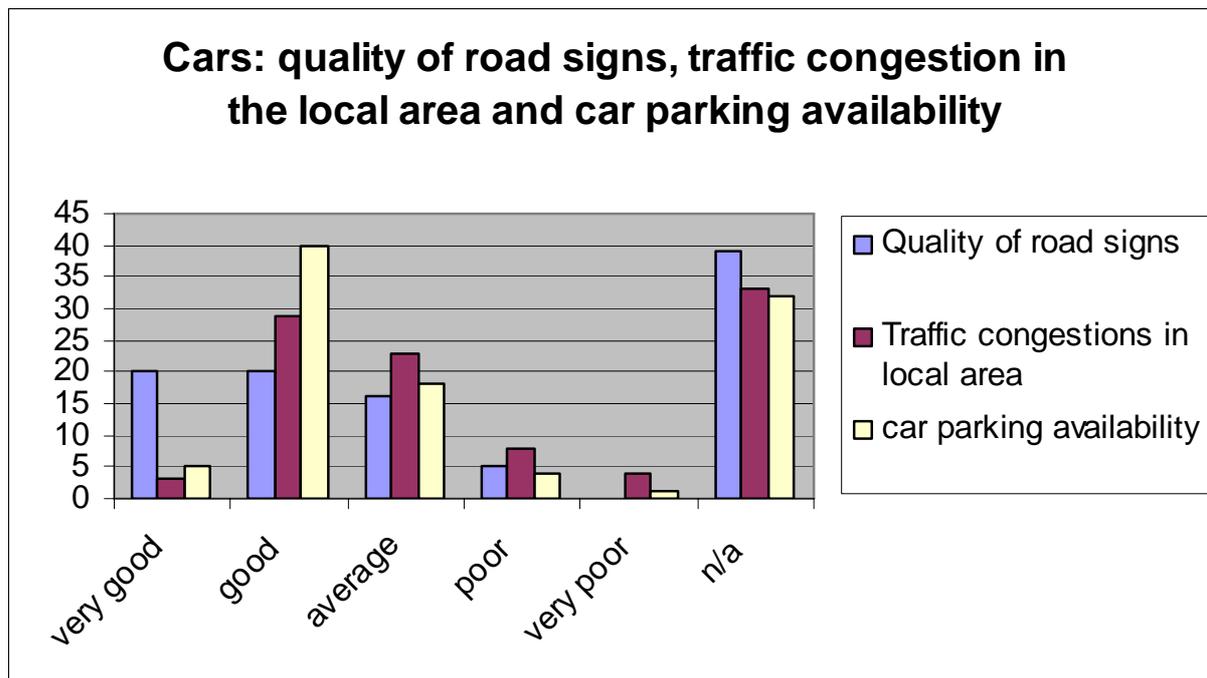


Q14: For each of the following that are applicable to your visit today please tell me how you rate them (Ranging from Very Good, Good, Average, Poor or Very Poor)

| | |
|-----------------------|--|
| Cars | Road signs to Saltaire Traffic Congestion in the local area Car Parking availability |
| Coach | Parking / drop off location |
| Local Bus | Quality of Service Quality of Local Bus Vehicles |
| Rail | Quality of Local Service Quality of Local Carriages |
| Footpaths to Saltaire | Quality |
| Cycleways to Saltaire | Quality |
| Boats | Quality of moorings Availability of boat mooring Facilities at boat mooring |

1.16 A series of issues concerning transport (cars, coaches, local bus, rail, footpaths, cycleways, boats) were put forward and interviewees asked how to rate them, ranging from very good, good, average, poor, very poor and not applicable.

1.17 A large amount of interviewees chose the ‘not applicable’ answer. This is a perfectly valid answer when the majority of people travelled by car and so the other methods of transport were not applicable for them to answer, but there was a high ‘apathy’ rate on the questions to do with cars also. Many people felt that road signs were very good or good. Traffic congestion along with car parking availability was considered for the most part good or average. Over 30% chose the not applicable category for all of these issues relating to cars.



1.18 The majority of people who had an opinion on coach drop off locations, footpaths, cyclepaths and boat moorings thought they were good to average, understandably the ‘not applicable’ answer was favoured. The quality and service of the local rail and bus service was considered by most that were applicable, to be very good or good, although again, not applicable was the most popular response.

Q15: Have you any suggestions for transportation improvements?

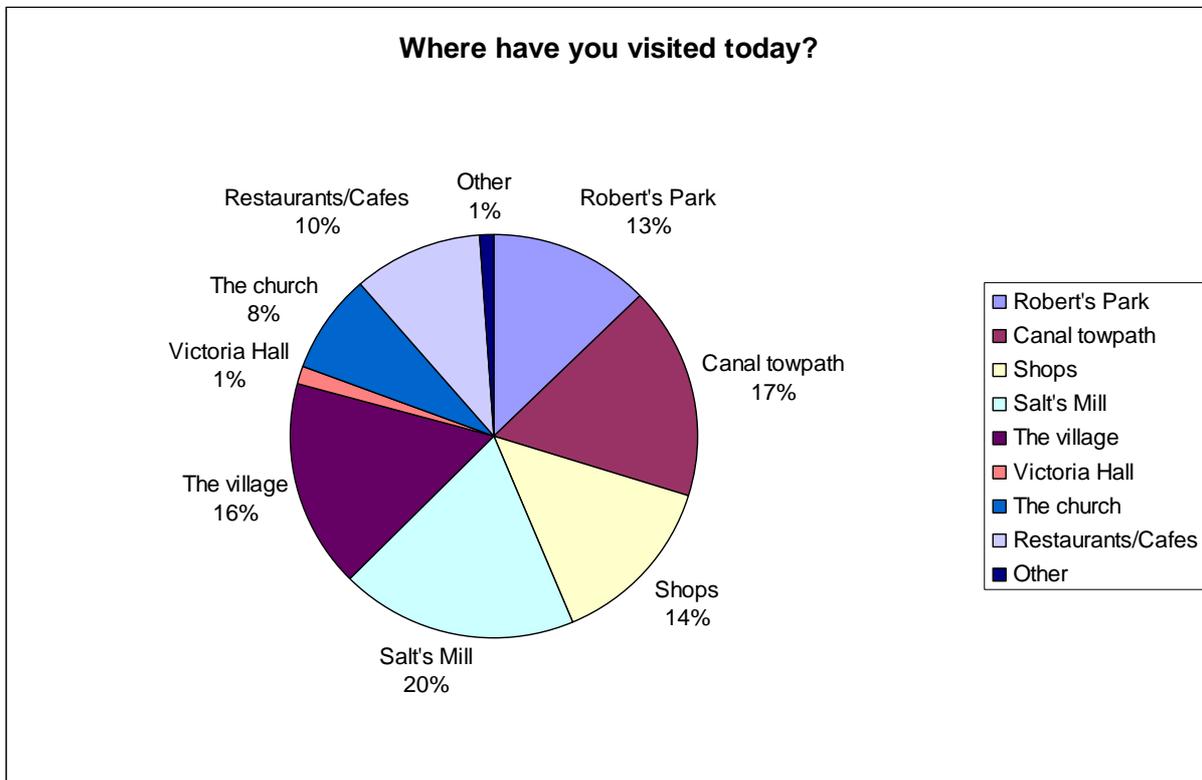
1.19 Popular answers included:-

- Improved signage within and into the site from other towns / tourist destinations
- Improvements to car parking on site
- Improvements to off site parking by providing some kind of park and ride or waterbus
- Improved public transport service timetables, especially at weekends

WHERE HAVE YOU VISITED TODAY

Q16: Which of these places have you visited today?

1.20 20% of people had visited the mill, 16% the village and 17% the canal towpath. This very much reflects the main reason why they were visiting the site identified in Question 3. This suggests that people visit the site for one purpose and possibly don't use the other amenities or facilities the site has to offer. Only 8% visited the church, which is surprising considering its proximity to Salts Mill and the Canal towpath, and only 1% visited Victoria Hall.



Q17: Can you tell me what you think about each of the following? (Ranging from Very Good, Good, Average, Poor or Very Poor)

- The welcome you received today
- Direction signs around the village
- Information about Saltaire's history
- Cleanliness of the area

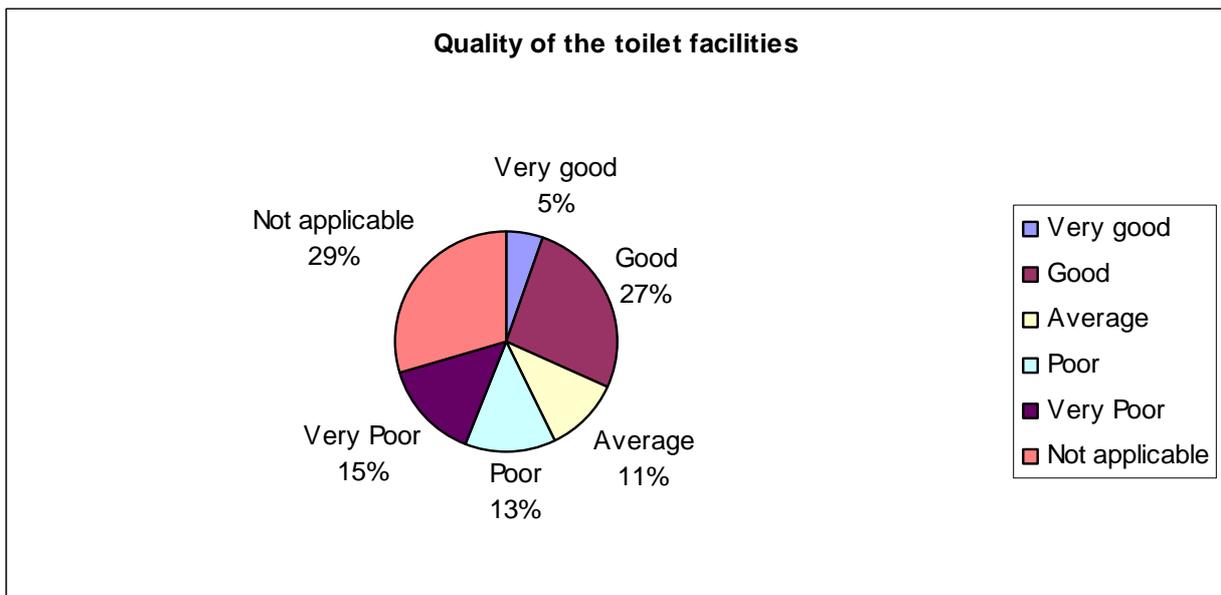
- Availability of toilet facilities
- Quality of toilet facilities
- Your overall impression of Saltaire as a place to visit

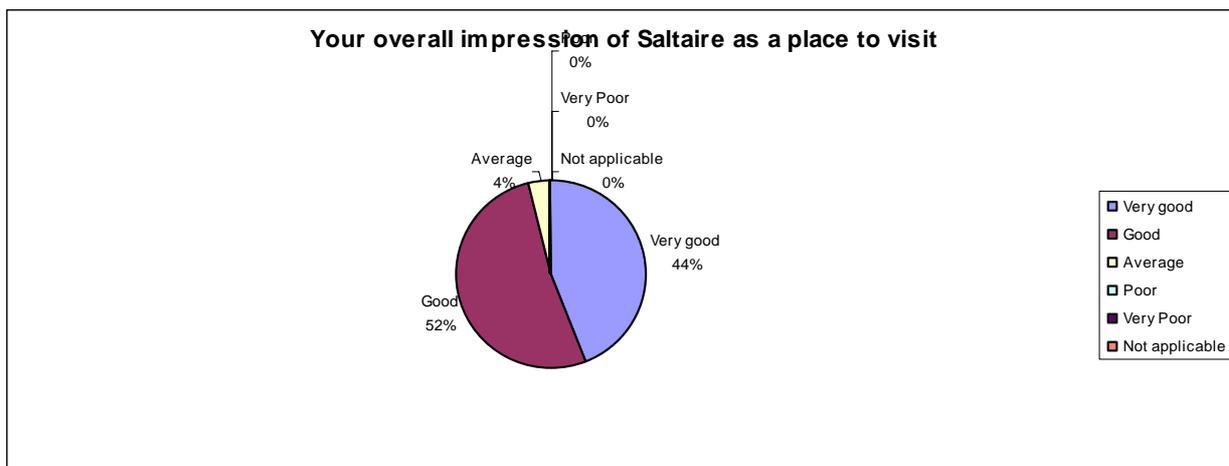
1.21 Opinions were sought about the impression of Saltaire.

1.22 The most interesting opinions were that over 70% of people thought that the information provided about Saltaire’s history was very good or good. The availability and quality of toilet facilities received mixed reviews that ranged very good to very poor, with 30% considered the toilet facilities to be poor or very poor.

1.23 The welcome was considered to be good by 48% of the people interviewed, although there was a high number of people who didn’t comment (27%). This same pattern was true of direction signs around Saltaire. The cleanliness of the site was considered very good or good by over 75% of people interviewed.

1.24 Overall 44% had a very good impression of Saltaire, and 52% thought it was good. No one thought that it was poor or very poor.





Q18: How busy did you find Saltaire today?

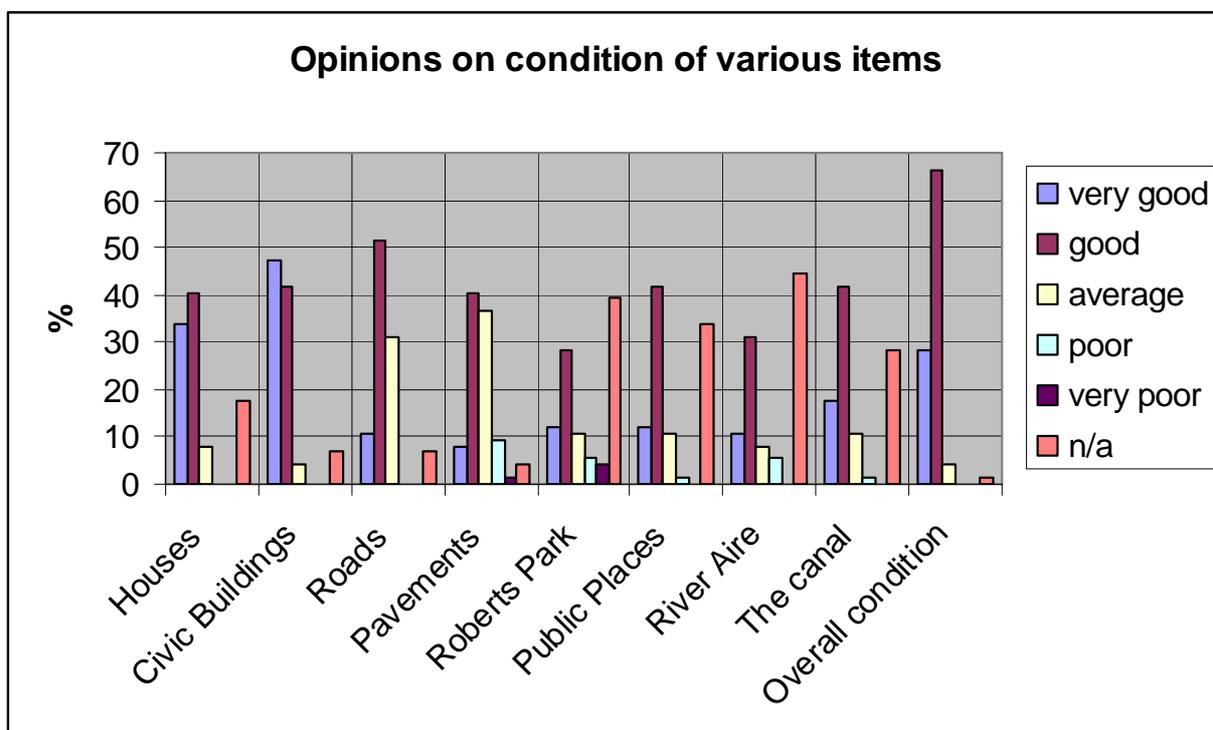
1.25 This had mixed reviews with 63% of people finding it fairly quiet and 28% finding it quite busy. Interesting there is no correlation between those who found in busy being interviewed on a particularly busy street or at a busy time of day compared to those that found it fairly quiet. This indicates that the busyness is very much the opinion of the interviewee.

QUALITY OF THE SALTAIRE AREA

Q19: Can you tell what you think about the condition of each of the following?

- Houses in Saltaire
- Principal Buildings, e.g. Victoria Hall, United Reform Church
- Roads in Saltaire
- Pavements
- Roberts Park
- Public Places
- River Aire
- The canal
- Overall condition of Saltaire

- 1.26 Opinions were sought on the condition of various items of infrastructure within the site.
- 1.27 Homes, civic buildings, Roberts Park, the canal, River Aire and public places in general were considered very good or good to the majority of people. The pavements and roads didn't fair so well but were still considered good to average. Overall 66% of people thought that the site was in good condition with no one considering it in poor or very poor condition.

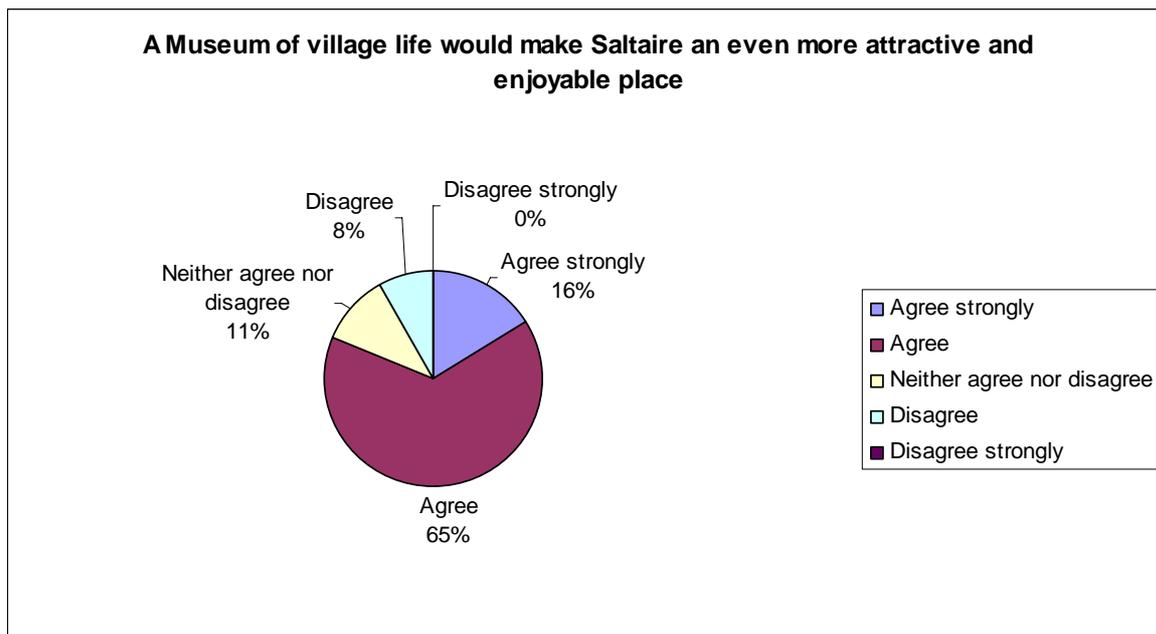
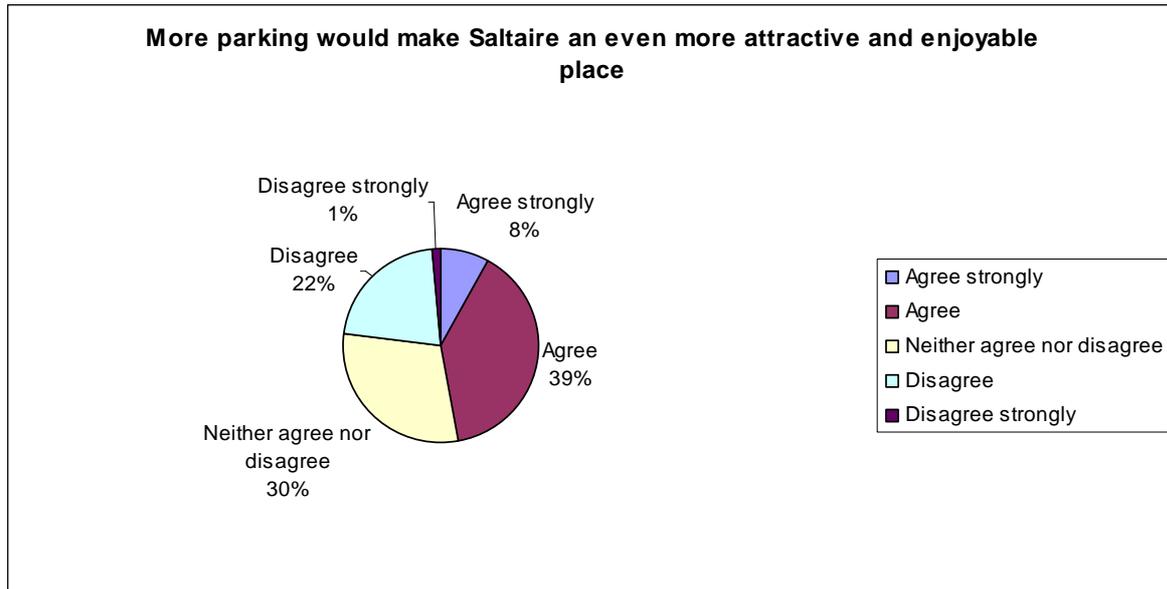


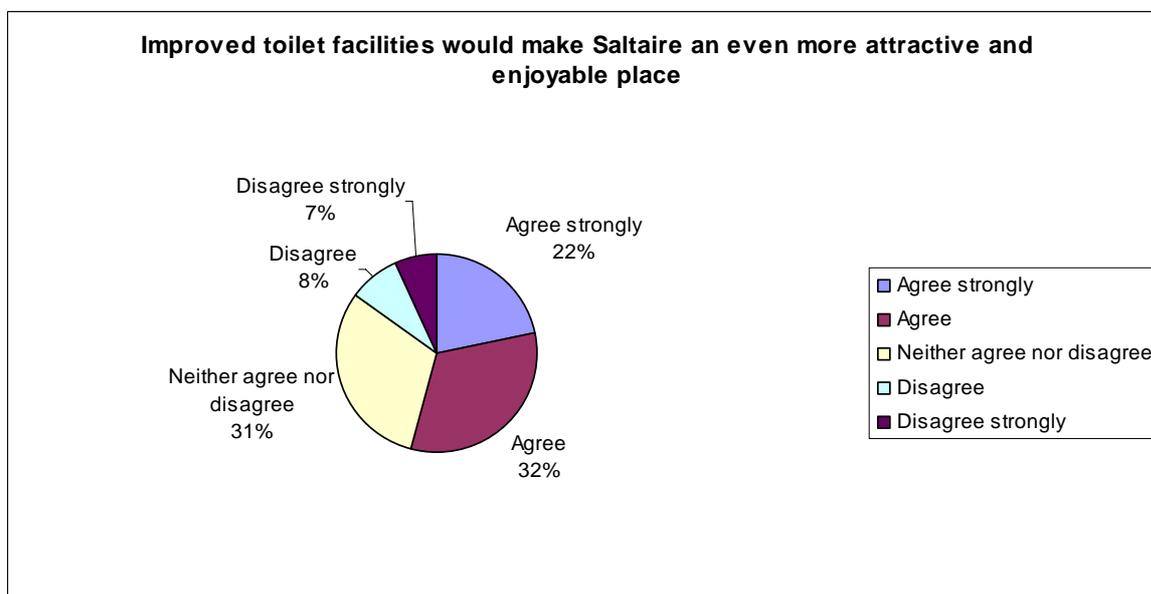
MAKING SALTAIRE MORE ATTRACTIVE FOR VISITORS

Q20: A number of things could be done to make Saltaire an even more attractive and enjoyable place for visitors. To what extent do you agree or disagree that each of the following would improve your visit? (Ranging from Agree Strongly, Agree, neither Agree nor Disagree, Disagree, Disagree Strongly)

- Visitors Centre
- Museum of village life
- Official tourist information centre

- More shops
 - More restaurants / cafes
 - More parking
 - Hotel
 - Improved toilet facilities
 - Better improved signs
 - More information on history and importance of Saltaire
- 1.28 When asked to consider whether parking would Saltaire a more attractive and enjoyable place most people agreed (39%) although 22 % disagreed. 30% however neither agreed nor disagreed with this suggestion.
- 1.29 The following suggestions were popular, with over 50% of people agreeing or agreeing strongly:- Visitors Centre, Museum of village life, Official Tourist Information, Improved toilet facilities, more information on history and importance of Saltaire.
- 1.30 Suggestions where more people tended to disagree than agree, indicating that they were not such popular suggestions comprised:- more shops, more restaurants / cafes, hotel.
- 1.31 Suggestions which people felt were neither a good suggestion or a bad one which received very mixed results comprised:- More parking, better improved signs.
- 1.32 When asked to consider whether a museum of village life would improve the site this was a popular suggestion with 65% of people agreeing and 16% agreeing strongly.





Q21: Can you suggest anything else that would make your visit easier, more enjoyable or more informative?

1.33 Suggestions included:-

- Providing more facilities including toilets, disabled toilets
- A play area for children
- More seating within the site – a popular answer!
- Better parking
- More interpretation and signage within the site
- Better range of shops, or having a specialist range of shops

SOME FINAL QUESTIONS

Q22: Do you know that Saltaire is a World Heritage Site?

1.34 An impressive 83% of people knew of its designation.

Q23: What does this mean to you?

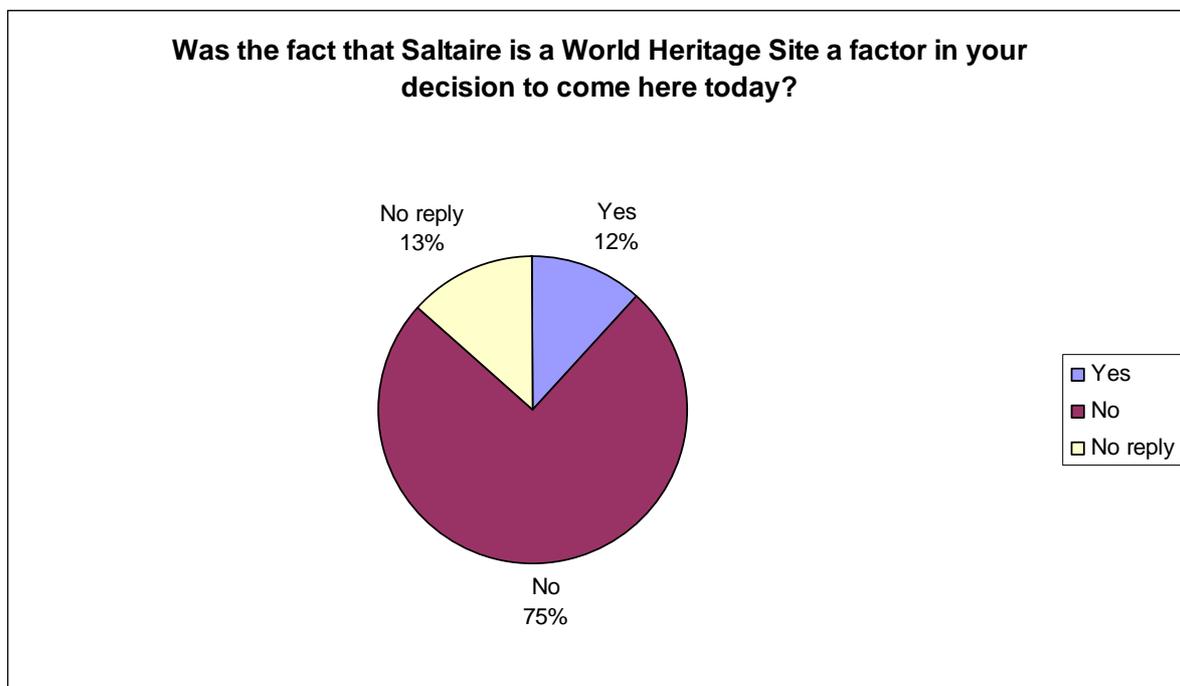
1.35 Again the answers were impressive, positive and showed a good understanding of what the designation indicated. General themes brought up in relation to this answer included:-

- The site is preserved / protected
- Its has a sense of historical importance
- Is important internationally
- Is unique
- Means more investment and improvement for the area

1.36 One interviewee, when asked ‘what does this mean to you’ replied ‘little’!

Q24: Was this a factor in your decision to come here today?

1.37 Only 12% of people thought that its designation was a factor. Reasons for this which have been hinted at throughout the questionnaire could include, that they had been here before and so knew the site already; they had heard about it from friends and family; they live locally and so would come anyway; it is possibly not included in mainstream educational resources in schools or museums which may teach information about what the designation means.



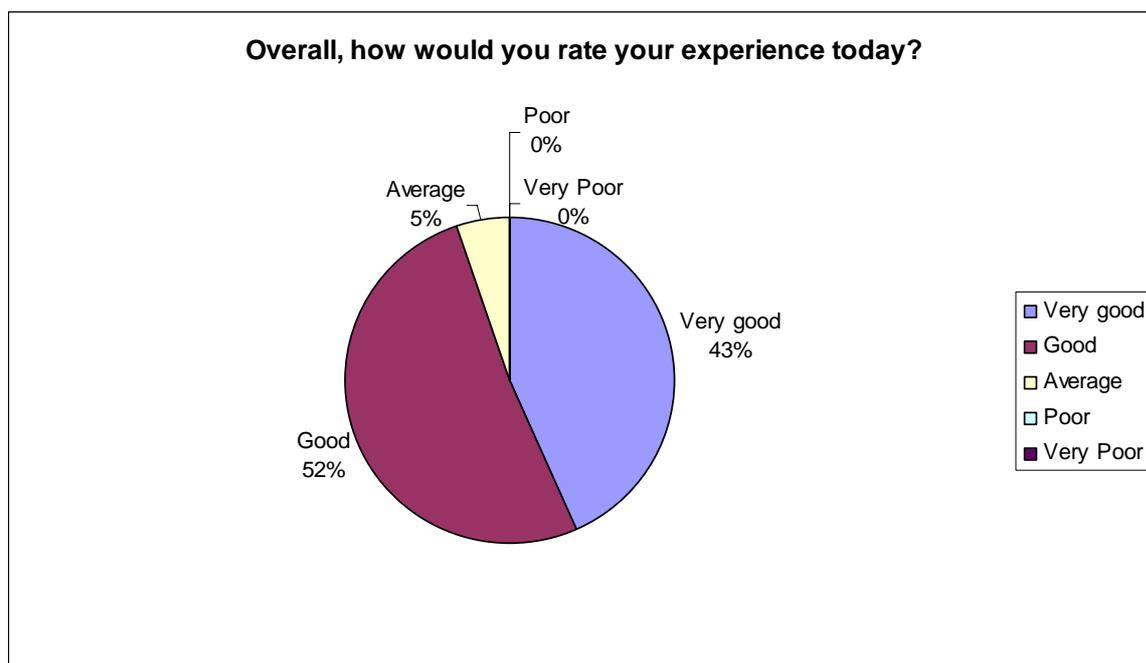
Q25: Did Saltaire meet your expectations of what a WHS should be? and Q26: If not, why not?

1.38 48 out of 75 people interviewed said that it meant their expectations. Those who did not consider it to have met their expectations were then questioned as to the reasons why not. Some declined to answer or didn't know but of the few that did provide a reason they comprised:-

- Its very local and so is taken for granted
- There is little information or tourist provisions which would be expected at a WHS
- Visitors are not told that it is a WHS on the site
- Expected more specialist shops (!)
- It lacks an international presence
- Needs tidying up

Q27: Overall how would you rate your experience today?

1.39 A very positive 43 % of people had a very good experience and 52% a good experience. No one considered themselves to have had a poor or very poor experience.



Q28: How likely is it that you will visit Saltaire again? If not, why not?

- 1.40 Encouragingly 93% said that they would very likely or quite likely to visit Saltaire again. This corresponds with those numbers of people that had been before to the site, and suggest a core number of people returning to the site, which should increase in time. Of the 4 people who said they would probably not come again, it was because they had 'been twice' already, or there were other various places to visit.

Q30: How likely is it that you will recommend Saltaire to others as a place to visit?

- 1.41 Again a very positive response with 84% of people saying they were very likely to recommend it.

Q31: Please can you tell me which of these age groups you are in? (Ranging from Under 18, 18 – 25, 26 – 35, 36 – 50, 51 – 65, Over 65)

- 1.42 The majority were in the 51 – 65 age range, closely followed by the 36 – 50 age range. Only one person was under 18 that were interviewed. This may reflect that the interviews were undertaken out of term time.

Q32: Is there anything you would like to say about Saltaire as a place to visit?

- 1.43 There were a reasonable number of responses to this, indicating that interviewers felt that they could add helpful things to the survey. This suggests that they have strong opinions about the site, its future and its current condition. Suggestions which haven't been touched on before included:-

- Maintenance of the towpaths at the canal needed to be better as its overgrown
- That they had a fairground once and that it should be kept open
- Didn't want it over commercialised
- Encourage tourists to view its uniqueness and historical importance
- More events, such as costume dressing up
- Parking is too close to the buildings and houses to be able to take photos

- More guided tours, also guided tours for children
- DVD's or photos on sale
- Remove modern street furniture
- Littering in Roberts Park
- Setted streets should be reinstated

INTERVIEWER RECORD

Q33: Gender

- 1.44 There majority (71%) of people who answered the questionnaires were female, however 10% of those interviewed gave non-compliant multiple answers to indicate that they were in mixed sex groups.

Q34: Weather and temperature

- 1.45 65% of people didn't answer this question, or it wasn't filled out. The other 35% recorded weather that was mostly hot or warm.