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## NOTICE OF MEETING

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# WINDSOR TOWN FORUM

will meet on

**WEDNESDAY, 14TH FEBRUARY, 2018**

**At 6.30 pm**

in the

**COUNCIL CHAMBER - GUILDHALL, WINDSOR,**

TO: MEMBERS OF THE WINDSOR TOWN FORUM

COUNCILLORS JACK RANKIN (CHAIRMAN), MALCOLM ALEXANDER (VICE-CHAIRMAN), JOHN BOWDEN, HASHIM BHATTI, WISDOM DA COSTA, EILEEN QUICK AND SAMANTHA RAYNER

SUBSTITUTE MEMBERS

COUNCILLORS MICHAEL AIREY, PHILLIP BICKNELL, NICOLA PRYER, COLIN RAYNER, WESLEY RICHARDS, EDWARD WILSON AND MALCOLM BEER

Karen Shepherd – Service Lead Democratic Services - Issued: 6 February 2018

Members of the Press and Public are welcome to attend Part I of this meeting. The agenda is available on the Council's web site at [www.rbwm.gov.uk](http://www.rbwm.gov.uk) or contact the Panel Administrator **Wendy Binmore** 01628 796251

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## AGENDA

### PART I

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1.	<u>APOLOGIES FOR ABSENCE</u>  To receive apologies for absence.	
2.	<u>MINUTES</u>  To confirm the Part I minutes from the previous meeting.	5 - 14
3.	<u>DECLARATIONS OF INTEREST</u>  To receive any Declarations of Interest.	15 - 16
4.	<u>WINDSOR RIVERSIDE UPDATE</u>  To receive an update on the Windsor Riverside area.	
5.	<u>NIGHT TIME ECONOMY / VIOLENT CRIME</u>	
6.	<u>VISITOR'S SURVEY</u>  To discuss the results of the most recent Visitor Survey.	17 - 82
7.	<u>STOVELL ROAD / MAIDENHEAD ROAD JUNCTION UPDATE</u>  Highways to show what has been agreed following resident feedback.	83 - 84
8.	<u>ROYAL WEDDING ARRANGEMENTS</u>  To discuss the arrangements being put in place for the Royal Wedding.  <a href="http://rbwm.moderngov.co.uk/documents/s17331/Windsor%20Improvement%20programme.pdf">http://rbwm.moderngov.co.uk/documents/s17331/Windsor%20Improvement%20programme.pdf</a>	
9.	<u>ANTI-SOCIAL BEHAVIOUR / STREET DWELLING</u>  To receive the above update.	
10.	<u>TOWN CENTRE UPDATE</u>  To receive an update from the Town Manager.	



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# Agenda Item 2

## WINDSOR TOWN FORUM

WEDNESDAY, 25 OCTOBER 2017

PRESENT: Councillors Jack Rankin (Chairman), Malcolm Alexander (Vice-Chairman), John Bowden, Wisdom Da Costa, Eileen Quick, Samantha Rayner and Phillip Bicknell

Officers: Paul Roach, Karen Shepherd, Victoria Goldberg, Rob Large and Craig Miller

### APOLOGIES FOR ABSENCE

An apology for absence was received from Councillor Bhatti.

### DECLARATIONS OF INTEREST

None

### MINUTES

**RESOLVED UNANIMOUSLY: That the minutes of the meeting held on 5 July 2017 be approved.**

In relation to actions from the last meeting it was noted that there was no funding available for public realm art installations. The issue of benches being installed in King Edward Court had been raised with the leaseholder, however they were on hold as different market installations were being trialled.

At recent civic events arrangements had been made by the Mayoral team to enable elderly veterans to park in the library car park. The service on 11 November would inevitably be larger so there would be more demand.

- ❖ **Action:** The Chairman to raise the issue with the Mayoral team.

Garry Williams confirmed that he had not received any further information in relation to customer services calls being times out.

- ❖ **Action:** The Chairman to investigate on behalf of Mr Williams

The Property Service Lead commented that the construction Management Plan for York House was a planning matter.

- ❖ **Action:** The Property Service Lead to check the document was in the public domain, send the pdf to the Chairman who would then deliver copies in appropriate areas.

Brian Rayner commented that he had not received any information from the Waste Team detailing the official policy of using the Chalvey Tip in Slough as a borough resident.

- ❖ **Action:** The Chairman to investigate on behalf of Mr Rayner.

The Property Services Lead confirmed that the York House business case was no longer commercially sensitive and he would therefore now be able to make it publically available, within the next two weeks.

- ❖ **Action:** The Property Services Lead to ensure the business case was made available.

It was noted that details of the Visitor Survey were now available on the Windsor.gov website.

Brian Rayner reported that the clock outside the Thai restaurant had stopped again. The Windsor Town Manager confirmed that this had been reported. The power supply had been switched off when the bus stop had been moved. A new power supply had been put in place and would be connected shortly.

- ❖ **Action:** The Town Manager to check when the clock would be reconnected.

Brian Rayner asked if any concessions were available to help residents to get into town to undertake business at the library. The Chairman commented that it cost more to park at the library than at York House. The Head of Public Protection agreed that it was different but that an Advantage Card discount was available. Options could be looked into for Members' to consider. Councillor Bicknell commented that there had been no public parking at York House during the day anyway. The issue was the lack of bays outside the library. Councillor Quick suggested that the owner of the empty property on the corner of Victoria Street be approached to see if the car park there could be used until works began. Councillor Bicknell confirmed that he had written to officers earlier that day to ask for this to happen.

## ORDER OF BUSINESS

**RESOLVED UNANIMOUSLY: That the order of business as detailed in the agenda be amended.**

## HOMELESSNESS IN WINDSOR TOWN CENTRE (PEASCOD STREET)

The Head of Public Protection explained that the issue had been brought to the Forum as a result of an increase in reports of homeless people in Windsor. The council was working with a multitude of stakeholders in the town centre including Thames Valley Police (TVP), third sector charities and council support teams to develop a holistic strategy for the town centre and night time economy issues. The draft strategy would be considered by senior officers and TVP in mid-November 2017. In the interim officers of the council and TVP were working together to profile individuals.

The Chairman commented that in such a wealthy society, no-one should be homeless and the council had a statutory responsibility to home the homeless. Given the council had a well-funded service he questioned why the prevalence of homeless people in the town was increasing. He asked whether this could be because people would not engage with the council?

The Head of Public Protection commented that not all the individuals on the street were necessarily actually homeless. There were a number of drivers for people to be on the streets. The reality was that some individuals did not want to engage or fell out of engagement. Other factors such as drug dependency came into play. This

demonstrated the need for a holistic strategy. The Chairman commented that one driver was the ability to earn money from tourists in the town. If this was the case, the individuals should be moved on. The Head of Public Protection commented that such mechanisms were available but required evidence. The profiling that was being undertaken would identify where people were coming into the town with the aim of begging. The borough would work with other councils to identify needs the host authority may have an obligation to provide.

Councillor Bicknell highlighted that some of the individuals in question had mental health needs or addictions. The government required councils to house homeless people overnight when the temperature dropped below a certain point. The borough had taken the view that whatever the temperature, accommodation would be provided.

The Head of Public Protection acknowledged that a robust strategy would need buy-in therefore a community engagement process with residents, visitors and businesses would be required.

Councillor S Rayner commented that the council had opened Braywick Lodge as well as John West House. In conjunction with a local charity officers spoke to homeless people in the borough on a weekly basis.

Councillor Bowden highlighted the problem of the yard to side of the former Morrison's premises that was used by homeless people. He felt that the area should be boarded up until construction on site began. The Town Manager confirmed that officers had been talking to the administrators of the premises however the response had been that they were not prepared to spend any money on the building. A more positive response had been received from the landlords therefore it was hoped that progress could be made. The Head of Public Protection explained that the council had some powers if the premises were not secure or allowed unlawful occupation. However the council needed to show it had taken all steps to get the owners to act first. If the area was covered by a PSPO the police could confiscate alcohol. The Community Wardens worked closely with TVP on this issue. The Town Manager confirmed that discussions were underway with the two shopping centres to look at potential options such as banning notices for individuals. Businesses were being asked to report any activity as evidence was required in this respect.

The Chairman thanked the Head of Public Protection for his service to the council, as this was his last council meeting.

## PLANNING ENFORCEMENT

Although the report had not been included on the Agenda the Chairman agreed to consider it as an urgent item, in accordance with Section 100B (4) (b) of the Local Government Act 1972. Councillor Quick explained that as a Ward Councillor she regularly received complaints about enforcement. She had asked an officer to provide an explanation as it was often not as straightforward as residents hoped it would be.

Victoria Goldberg, Team Leader - Performance and Conservation explained that enforcement was an ever-evolving, complicated world. The council was inundated with people reporting issues. Some were beyond the council's remit; others were within the remit but had to be prioritised because of the volume.

The Team Leader - Performance and Conservation explained that householders and businesses were allowed to undertake a certain amount of development without planning permission under national legislation, therefore the council had no powers in this respect. When considering enforcement, the council had to consider if the development required planning permission and was in line with government guidance. Officers were required to undertake an expediency assessment in this respect. The council could not take enforcement action simply on the basis a premises did not have planning permission; enforcement was a discretionary service. The Town and Country Planning Act was clear that the planning system was pro-development therefore even if a development was unauthorised, the perpetrator always had the opportunity to regularise the situation in retrospect.

Reports often came in that a development was larger than the plans approved. The fall-back position was the need to identify if it was in the public interest to pursue enforcement, in term of resourcing if there was no evidence there was a benefit in planning terms of pursuing the action. There was often confusion between planning benefit and personal benefit.

Conditions were often imposed to make a development acceptable in planning terms. There were six legal tests that should be met to ensure the conditions robust and therefore were enforceable and legal. However, just because a condition existed, the council could not necessarily take action. The Enforcement team had no delegated authority to take action, authority had to be sought from a Development Management Panel. This could lead to a 6 week delay in action being taken. Enforcement action should always be the last resort. The council should look to work with the perpetrator wherever possible. Enforcement was therefore seen as a failure of the Local Planning Authority.

Councillor Quick commented that the six legal tests were not always known by the Panel Members. She therefore suggested they be added to the agenda or advised by officers. The Team Leader - Performance and Conservation explained that Member training in this area was being proposed.

Councillor Bowden asked how the council dealt with transport plans for large developments. The Team Leader - Performance and Conservation explained that if the application included a Construction Management Plan, her team could deal with enforcement in this respect. Highways officers would be involved to assess safety before and after development.

Richard Douglas referred to enforcement on a development in Bridgeman Drive. He commented that there was disconnect between what residents believed planning conditions and constraints meant and what the developer thought they meant. He believed that conditions had to be met before any development. The develop often saw it that if enforcement was unlikely, they would carry on anyway.

The Team Leader - Performance and Conservation explained that there were three potential criminal offences: works to a listed building, the display of advertisements without consent and failure to comply with enforcement notices. One prosecution had taken place in the previous month for the felling of trees. Breaches of condition were dealt with at the Magistrates Court however it was unlikely fines would be above £500. The tools and mechanisms were in place but often the penalty was not a disincentive for development. The Chairman commented that the problem was a legal one; the law



did not have enough teeth. He asked how much discretion could be used in the expediency test and how could this potentially be tightened?

The Team Leader - Performance and Conservation explained that the adopted enforcement policy talked about the expediency test; expediency was a term set out in case law. The borough was unusual in that it had two large town centres including a historic core, major redevelopment and rural / Green Belt issues as well. Four officers in the team dealt with up to 40 complaints per day. It was impossible to deal with all as quickly as residents would wish. If there were less complaints the council could be more pro-active. On average it took over one year for an Enforcement appeal to be determined and the council was unable to take action during this time.

Brian Rayner referred to an issue in the road he lived in. He had been in touch with the Head of Planning but residents felt they were being ignored. All residents in the road had signed a petition. Officers had told him he could not appeal but a hearing or review could take place but that had never happened. Residents had asked for a site meeting but it not happened. Mr Rayner was advised that any complaints could be escalated up to Russell O'Keefe, Executive Director.

Mr Williams asked, if all actions had to be referred to Panel for agreement, was the system sufficiently flexible? The Team Leader - Performance and Conservation responded that no, it was not sufficiently flexible. Provisions existed for officers to serve emergency notices but delays occurred because of the requirement to prepare and publish a report and for the meeting to take place. The Chairman suggested this issue be addressed in the upcoming Constitution Review, for example a delegation be given to the Chairmen of the three Panels. Councillor Bicknell suggested the Panels were involved because there was an element of interpretation. There were 28 days between each panel meeting therefore there should be some delegation for smaller scale decisions.

### WINDSOR YARDS

The Property Service Lead explained that the council owned the freehold of King Edward court, now renamed as Windsor Yards, with the exception of the multi-storey car park and a few small pieces of land. The lead lease in place was owned by Aberdeen Standard Investments (ASI). The council had a one third financial interest but did not manage the property or have a say in most decisions. Therefore the council had had no involvement with the name change or an ability to challenge the decision.

The motivation behind the name change was to attract the right sort of tenants to vacant premises. All large department stores nationwide and European had been approached in relation to the former Fenwick Store space, but there had been no interest. Detailed discussions were however underway in relation to a half store.

Lars Swann commented that it was a shame that representatives of the management could not have been present at the meeting. The name change did not inspire him to consider Windsor as a historic town.

The Property Service Lead confirmed that he had spoken to the management about the need to update all signage as soon as possible.

Anne Taylor of the Windsor and Eton Society had written to ASI and received a detailed letter in response. ASI had also agreed to meet with the society to discuss detailed aspirations. The society was pleased that the word Windsor had been included in the name, but felt the change could have been undertaken more diplomatically. Some property managers, such as Daniels, had been unaware of the change. The Property Service Lead commented that Daniels was not part of the property but did have quarterly meetings with ASI.

It was confirmed that footfall into the centre had fallen since the closure of Fenwicks, but this trend had been seen generally across the town centre. Councillor Bicknell commented that with the internet it was recognised that retail was becoming a black art. The centre offered specialist shops and a retail experience therefore there was a need to be positive and get behind the renamed centre. Councillor S Rayner requested that the Property Service Lead talk to ASI about tidying up the area close to Fenwick as it was looking sad.

- ❖ **Action:** The Property Service lead to raise issues of signage and tidying up the area around Fenwicks with ASI.

Councillor Quick suggested the new manager be encouraged to engage with the local community in the way the former manager had done. The Town Manager confirmed the new manager had attended the recent Town Partnership meeting. Issues such as internal cleaning had been discussed.

Councillor Rankin left the meeting at 8.30pm. Councillor Alexander therefore assumed the Chair.

#### UPDATE ON WINDSOR RIVERSIDE

The Property Service Lead explained that consultants GL Heard had been selected to undertake the Windsor Riverside Improvement Opportunity study, following a full OJEU process. The consultants would produce initial thoughts and a baseline report by the end of November 2017. Workshops with key officers and Members would take place mid-December 2017. A final report would be available by February 2018. Local groups would then be engaged to provide feedback on the options. GL Hearn had been instructed to start with a blank page.

It was confirmed that the Windsor 2030 group was a listed consultee. Roz Rivaz commented that although Eton was not covered, both Eton and Eton Wick currently had a number of views across to Windsor therefore should be involved as early as possible.

- ❖ **Action:** The Property Service Lead to check the list of consultees to ensure the following were included: Windsor and Eton Society, Eton Wick Neighbourhood Plan Group, Eton Community Association, Eton Wick Village Association.

Garry Williams asked if there was any intention to restore the free flow of traffic though Alexandra Gardens? The Property Services Lead explained that all options were being considered. Highways experts were part of the consultant team. The team would be aware of the conditions associated with an Asset of Community Value. Archaeological experts would also be included in the team so could address any issues that arose.

The process for public consultation was currently being finalised. It was the intention for all Neighbourhood Plan groups to be consulted.

### UPDATE ON THE NEIGHBOURHOOD PLANS RELEVANT TO WINDSOR

John Bastow of the Windsor Neighbourhood Plan explained that the plan covered the major part of residential Windsor excluding the gardens, town centre, riverside and the area of West Windsor in Bray parish. The 6 week pre-submission consultation had taken place in September 2016. Comments had been reviewed in early 2017 and the plan refined as necessary. National legislation required the plan to conform with generic Borough local Plan (BLP) policies. It had been difficult to plan in the absence of the BLP and therefore the neighbourhood plan had been longer than as necessary. Therefore the group would welcome the publication of the BLP.

Locality, the administrative arm of the DCG, had health checked the plan and raised a number of issues. The group had applied for additional funding from two pots:

- i) A free of charge facilitation package for technical advice; this had been agreed in the last few days
- ii) A cash grant to fund further work if necessary. The decision had been deferred for one month.

The main issue was now the need to reduce the number of policies and update some including Open Space. This illustrated the problem with the absence of a BLP. If a Strategic Environmental Assessment was needed this would be followed through with the help of the facilitation package. Technical issues such as a sustainability assessment and the need to consider each policy against the National Planning Policy Framework needed to be addressed. Production of the final draft was expected in February 2018, which would then be submitted to the borough, or a second public consultation would be run if sufficient changes were required.

Roz Rivas of the Eton and Eton Wick Neighbourhood Plan explained that the group had been split into four teams, which all reported into the Steering Group. The group had worked closely with the borough officers in all areas. The only remaining issue was transport. 300 people had contributed to the six week consultation. One issue had been de-emphasised as a result, to become a small project rather than a core one. Regulation 15 documents had been submitted on 13 June 2017. In parallel, contributions had been made to the Conservation Area Action Appraisal document. The Regulation 16 consultation had been planned to avoid the summer break as many people had a relationship with Eton College and were therefore not around over the summer.

There was one issue in relation to the BLP, although this was not felt to be a reason not to submit. There were three designations of places in the BLP: town centre, district centre and local centre. A local centre was designated as when a number of premises no longer had businesses, they could convert to residential properties. It was imperative for both Windsor and Eton not to have this allowance. The objection was included in the first round of the consultation. The group had been horrified when it had come back remaining as a local centre. Eton Wick was a local centre, however Eton was a different case and was effectively a town centre. It had therefore been requested that Windsor and Eton be considered as one town centre for the purposes

of the BLP. A future meeting was planned to consider the enhanced designation of retail outlets in the area.

Sally Stevens of the Windsor 2030 group explained that the plan was business focussed but did include some residents. It was hoped that the draft plan would go back to the professional writers at the end of the week. A design guide was being drawn up. A legal review had been undertaken to tighten up the policies to be more robust and resilient. The group had resolved to ask the council for scoping opinions in relation to the Environmental Impact Assessment. It was hoped a professional assessment would not be needed.

The revised plan would be published in January or February 2018, with consultation in March or April. A referendum was therefore possible by the end of 2018. The timetable would be impacted if an Environmental Impact Assessment was required. Meetings for specialist interest groups had been held, for example St Leonards Road traders and companies on the Vansittart Road Industrial Estate. It was confirmed that Heathrow was not covered by the plan.

The Chairman thanked the three representatives for their presentations and for the work of all the volunteers involved.

#### ALEXANDRA GARDENS BANDSTAND

The Town Manager explained that the bandstand had been opened the year before. The Town Partnership had committed to a summer programme, with a few events being held in the first year. An extended programme had been promoted for the summer of 2017, including 12 bands and choirs performing. One date had been cancelled because of a police incident. Hundreds of bands had been contacted and bookings were already being taken for 2018. This was all being achieved without any budget. The majority of bands played for free.

Sponsors were being sought for 2018 as a minimum of £3000 was required to allow for Saturday and Sunday bookings. The website allowed bookings to be made online but it was not necessarily the easiest form to find. The Town Manager would look at making it more accessible. It was confirmed that attendance levels were monitored; turnout often depended on the weather.

Councillor Bicknell thanked officers for their work in moving this in the right direction.

#### WINDSOR CHRISTMAS ACTIVITIES

The Town Manager advised that the Christmas programme had just been printed and included 65 different events through November and December. Four light switch-on events would take place in Windsor, Eton, Datchet and Sunningdale. Permission had been given to project images of artwork by local children onto the castle walls, as had occurred the previous year. Coburg would once again be donating a tree and decorations. A number of events were due to take place in the castle grounds and were featured in the programme. There would be a Victorian element to the switch-on event on 18 November 2017. The Living Advent Calendar would feature again this year, with a live event taking place at 6.15pm each evening. It was confirmed that spaces would be reserved for those with mobility issues at such events. The new security measures meant all events in public had to be reviewed with TVP.

DISCUSSION ON VICTORIA STREET CROSSING

The Town Manager explained that work had been undertaken to raise the level of the crossing point to allow people to walk seamlessly from Peascod Street into St Leonard’s Road. The traffic lights would also be improved to become pedestrian responsive.

The budget had been approved therefore delivery of the programme could occur after detailed plans had been drawn up. There were a number of services including a BT cavity to take into account. Implementation was targeted for February or March 2018, following consultation.

Councillor Bicknell commented that the traffic lights were 35 years old so were in need of replacement. He believed the proposals would support the retail experience. An information board was being planned to act as a business directory. It was confirmed that there were no plans to restrict traffic flows.

Garry Williams expressed concern that there would be a loss of town centre parking as a result. Councillor Bicknell responded that there were no plans to remove the 5 or 6 parking spaces.

Brian Rayner commented that he would be against extending the crossing time because traffic would build up to Charles Street and Clarence Road. He would support lights that gave a time for crossing as were seen in London. Councillor Bicknell explained that there had been a number of complaints from pedestrians and wheelchair users who could not get across in the given time. It was a particularly short crossing time and needed amending.

The meeting, which began at 7.00 pm, finished at 9.30 pm

CHAIRMAN.....

DATE.....

Addendum to minutes as requested by the Panel relating to the item ‘Planning Enforcement’

*Paragraph 203 of the National Planning Policy Framework states “Local planning authorities should consider whether otherwise unacceptable development could be made acceptable through the use of conditions”*

*Paragraph 206 of the National Planning Policy Framework states “Planning conditions should only be imposed where they are:*

- 1.necessary;*
- 2.relevant to planning and;*
- 3.to the development to be permitted;*
- 4.enforceable;*
- 5.precise and;*
- 6.reasonable in all other respects.”*

*The policy requirement above is referred to in this guidance as the 6 tests.*

## MEMBERS' GUIDE TO DECLARING INTERESTS IN MEETINGS

### Disclosure at Meetings

If a Member has not disclosed an interest in their Register of Interests, they **must make** the declaration of interest at the beginning of the meeting, or as soon as they are aware that they have a DPI or Prejudicial Interest. If a Member has already disclosed the interest in their Register of Interests they are still required to disclose this in the meeting if it relates to the matter being discussed.

A member with a DPI or Prejudicial Interest **may make representations at the start of the item but must not take part in discussion or vote at a meeting.** The term 'discussion' means a discussion by the members of meeting. In order to avoid any accusations of taking part in the discussion or vote, Members should move to the public area or leave the room once they have made any representations. If the interest declared has not been entered on to a Members' Register of Interests, they must notify the Monitoring Officer in writing within the next 28 days following the meeting.

### Disclosable Pecuniary Interests (DPIs) (relating to the Member or their partner) include:

- Any employment, office, trade, profession or vocation carried on for profit or gain.
- Any payment or provision of any other financial benefit made in respect of any expenses occurred in carrying out member duties or election expenses.
- Any contract under which goods and services are to be provided/works to be executed which has not been fully discharged.
- Any beneficial interest in land within the area of the relevant authority.
- Any license to occupy land in the area of the relevant authority for a month or longer.
- Any tenancy where the landlord is the relevant authority, and the tenant is a body in which the relevant person has a beneficial interest.
- Any beneficial interest in securities of a body where:
  - a) that body has a piece of business or land in the area of the relevant authority, and
  - b) either (i) the total nominal value of the securities exceeds £25,000 or one hundredth of the total issued share capital of that body **or** (ii) the total nominal value of the shares of any one class belonging to the relevant person exceeds one hundredth of the total issued share capital of that class.

Any Member who is unsure if their interest falls within any of the above legal definitions should seek advice from the Monitoring Officer in advance of the meeting.

A Member with a DPI should state in the meeting: ***'I declare a Disclosable Pecuniary Interest in item x because xxx. As soon as we come to that item, I will leave the room/ move to the public area for the entire duration of the discussion and not take part in the vote.'***

*Or, if making representations on the item: 'I declare a Disclosable Pecuniary Interest in item x because xxx. As soon as we come to that item, I will make representations, then I will leave the room/ move to the public area for the entire duration of the discussion and not take part in the vote.'*

### Prejudicial Interests

Any interest which a reasonable, fair minded and informed member of the public would reasonably believe is so significant that it harms or impairs the Member's ability to judge the public interest in the item, i.e. a Member's decision making is influenced by their interest so that they are not able to impartially consider relevant issues.

A Member with a Prejudicial interest should state in the meeting: ***'I declare a Prejudicial Interest in item x because xxx. As soon as we come to that item, I will leave the room/ move to the public area for the entire duration of the discussion and not take part in the vote.'***

*Or, if making representations in the item: 'I declare a Prejudicial Interest in item x because xxx. As soon as we come to that item, I will make representations, then I will leave the room/ move to the public area for the entire duration of the discussion and not take part in the vote.'*

### Personal interests

Any other connection or association which a member of the public may reasonably think may influence a Member when making a decision on council matters.

Members with a Personal Interest should state at the meeting: ***'I wish to declare a Personal Interest in item x because xxx'. As this is a Personal Interest only, I will take part in the discussion and vote on the matter.***

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## Report of Findings for the Royal Borough of Windsor & Maidenhead

### Windsor Visitor Survey 2017

November 2017

Prepared by:  
TSE Research  
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**TSE Research is a member of the Market Research Society Partner Scheme and our fieldwork is accredited by the Interviewer Quality Standards Scheme**

**Member Company Registered under the Data Protection Act - Registration No. Z8594703**

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# 1 EXECUTIVE SUMMARY

## 1.1 Introduction

This document presents the findings of a survey of visitors to Windsor, conducted between early August and mid September 2017. The survey was commissioned by the Royal Borough of Windsor & Maidenhead and undertaken by TSE Research.

The purpose of the survey was to gather information on the origin, profile, behaviour and satisfaction of visitors to Windsor, and compare results with previous surveys.

Key findings from this year's survey are presented below.

## 1.2 Visitor profile

This year saw an increase in the proportion of day visitors from holiday bases outside Windsor (55% compared to 48% last year) and similar proportions of people visiting as day visitors from home (34% compared to 32% last year). The remaining 11% of all visitors were staying overnight in commercial or non-commercial accommodation within Windsor (20% in 2016).

Day visitors on holiday were found to be predominately staying in accommodation in London (93%). Five percent were staying in other towns or villages in Berkshire and one percent were staying in accommodation in Surrey.

Average group size was significantly higher than in previous years. On average, visiting parties consisted of 3.85 people, made up of 3.09 adults and 0.76 children. This compares to an average group size of 2.90 people last year made up of 2.25 adults and 0.64 children.

As with previous years, a high proportion of all visiting parties consisted of adults only (68%), and among adult only groups, most (44%) consisted of two adults. Adult only groups made up 72% of visiting parties last year. This year just over a third (33%) of all visitor parties included one or more children (31% last year).

Twenty percent of all people represented within the visitor groups surveyed were children aged 0-15 years (compared to 22% last year). Around a third (29%) were adults aged between 35 and 54 years old and a further 24% of all visitors were mature adults aged 55 years or more.

The survey results indicate a relatively affluent profile of visitors to Windsor. The majority of visitors were from ABC1 households (accounting for 79% of all visitors; 77% last year). This includes 31% of all visitors who were from the top AB professional grade (down from 35% last year).

Overseas visitors accounted for just over half (51%) of the overall sample and represented 39 different countries. France, the United States and Australia were the most frequently mentioned countries of residence. Most overseas visitors were day visitors travelling to Windsor from holiday bases elsewhere (day visitors on holiday).

Domestic visitors came from a wide range of home locations around the UK, however, the highest proportion originated from the Greater London area (45%).

### 1.3 Use of destination information

Overall, nearly two thirds (61%) of all visitors mentioned one or more features or promotions they had seen prior to their visit (51% last year).

Of the formal channels of visitor information available, websites were most likely to have been used (32%). A few visitors recalled seeing other promotions including information from VICs (12%), the Windsor Visitor Guide (9%) or information on social media (2%). Word of mouth/ recommendation was mentioned by 21% of all visitors.

Nearly half (43%) of those who used websites had visited the Royal Borough's own website ([www.windsor.gov.uk](http://www.windsor.gov.uk)) compared with 46% last year. Seventy-nine percent rated the website as 'good' whilst another 16% of visitors rated it as 'very good'.

### 1.4 Trip features

The highest proportion of visitors indicated that the main purpose of their visit to Windsor was for 'leisure/ holiday' purposes (93%). Five percent were in Windsor primarily for the purpose of visiting friends or relatives (VFR), 1% were on a special shopping trip, 1% were language students and less than 1% were there specifically for eating out.

Those staying in Windsor are the most likely to be visiting for the purpose of seeing friends and/or relatives compared to the other two types of visitor groups.

The majority (90%) of the visitors surveyed this summer were visiting Windsor independently, with the remaining 10% indicating that their visit was with an organised group or tour.

Fifty-six percent of all visitors interviewed in 2017 were visiting Windsor for the first time, while the remaining 44% had visited on at least one occasion previously.

Day visitors spent an average of 4.3 (4.9 nights last year) hours in the town and visitors staying overnight in Windsor stayed for an average of 4.1 nights in 2017 (3.3 nights last year).

Of the visitor groups staying overnight in Windsor, 84% were using serviced accommodation (76% last year), including 67% who were staying in a hotel and 5% who were staying in a B&B or guest house. Fourteen percent of all staying visitors were accommodated in the homes of friends or relatives in 2017.

Forty-three percent of all visitors had travelled to Windsor by private vehicle (car/ van/ motorcycle or motorhome). A further 40% of all visitors used public transport (a train or coach/bus service) and around 13% had arrived in Windsor as part of a coach tour.

A high 36% of visitors who travelled to Windsor by private motor vehicle had used the Park & Ride facility. A further 51% had used the town centre car parks and 13% had parked on the street or at their accommodation base in Windsor.

Ninety percent of visitors said that Windsor Castle had been the main reason for their visit (80% last year). Twenty-two percent said that Legoland had been their main reason for visiting Windsor (8% last year).

Cafe's/ restaurants/ pubs (visited by 69% of visitors) and shops (visited by 27% of visitors) were the most frequently mentioned attractions visited in 2016.

Windsor Castle was the most frequently mentioned formal attraction, with 90% of all visitor groups saying they had or intended to visit inside the Castle.

Unlike in previous years, 45% of all visitors indicated that they had been into the Visitor Information Centre during their visit to Windsor in 2017. This may be due to the high number of overseas visitors encountered that would tend to be less familiar with what Windsor has to offer compared with domestic visitors

The average overall spend on eating out, shopping, entertainment and travel/transport among visitors staying overnight in Windsor in 2017 was £55.55 (per person per 24 hours), lower than the average expenditure of £57.79 last year. In common with previous years, eating out and shopping accounted for the highest proportion of expenditure. Including spend on commercial accommodation, the average total spend for staying visitors, was estimated to be £94.40 per person per night (£106.30 last year).

Day visitors (combining day visitors from home and day visitors on holiday) to Windsor spent an average of £43.58 per person per day during 2016 (higher than the average expenditure of £34.71 last year). Eating out and shopping accounted for the highest proportion of day visitor spend.

## 1.5 Visitor satisfaction

As in previous years, high levels of visitor satisfaction were reported for many aspects relating to the visitor experience in Windsor. Aspects of the visit which were rated particularly highly in 2017 included: *Feeling of welcome* (4.91 out of 5), *Upkeep of parks & open spaces* (4.88 out of 5), *Value for money for attractions* (4.88 out of 5) *Quality of service at attractions* (4.87 out of 5), *Range of attractions* (4.87 out of 5) and *General atmosphere* (4.86 out of 5).

As in 2016 lowest scores went to *Cost of parking* (2.83 out of 5) and *Ease of parking* (3.55 out of 5). Cost of parking was also the lowest score in the previous two years. It should be noted that only scores lower than 3 are poor scores.

An overview of all performance scores show that compared to last year a high number of performance indicators saw an improvement in their score. To be considered a significant improvement, there needs to be an increase in the satisfaction score of at least 0.20 points.

There were eleven aspects which achieved this level of improvement this year compared to last year. The most significant increases were: *value for money for places to eat/drink* (up 0.69 points in its score), *Value for money for attractions* (up 0.67 points in its score) and *Availability of public toilets* (up 0.48 points in its score).

Only one area dropped by 0.20 points or more when compared to last year. This was the *Ease of parking* (down 0.36 points in its score).

The top response on what contributed the most to visitors overall enjoyment was Windsor Castle (mentioned by 75% of visitors), followed by the general atmosphere and ambience of the town (mentioned by 12% of visitors). In common with previous years, the River Thames and the historic interest of the town featured strongly in the responses given on aspects contributing most to enjoyment.

The majority of visitors (97%) indicated that 'nothing' had spoiled the enjoyment of their visit to Windsor. Of those who did offer comments, a variety of different aspects were mentioned, often by only one or two visitors. This included poor weather, too crowded and difficulty parking.

When visitors were asked about their first impressions of the town, by far the most dominant impression mentioned by five in ten visitors was how attractive and appealing they found the town to be. This was followed by its cleanliness (37%), the feeling of welcome (33%) and the busy/bustling feel (26%).



Overall, 78% of visitor indicated that the visit had met their expectations, while 22% reported that it had exceeded their expectations. Less than 1% reported that the visit had failed to meet their expectations.

Virtually all visitors (99%) indicated that they were 'very likely' or 'likely' to recommend Windsor as a visitor destination to others.

## 2 INTRODUCTION

### 2.1 Background

This document presents the findings of a face to face interview survey of visitors to Windsor, conducted between early August and mid September 2017. The survey was commissioned by the Royal Borough of Windsor & Maidenhead and undertaken by TSE Research, the research arm of Tourism South East.

The purpose of the survey was to update previously gathered information on the origin, profile and behaviour of visitors to Windsor, and the characteristics of their visits in order to provide year on year trends. The survey also aimed to explore views on the strengths and weaknesses of Windsor as a visitor destination, and to evaluate opinions on specific aspects of the visitor experience.

Where appropriate, comparisons have been made with the findings of previous surveys to identify trends. Results are presented in tables and graphs with short commentary.

### 2.2 Research objectives

The objectives of the visitor survey were as follows:

- i) To provide up to date data on the profile, origin, behaviour, use of facilities and opinions of visitors to Windsor in order to help improve understanding of tourism within the town and provide the basis for tourism development.
- ii) To identify the characteristics of visits, in order to better understand why specific visitor types come to Windsor, their perceptions of certain aspects of the town and their particular likes and dislikes.
- iii) Where possible, to make comparisons with previous survey data enabling emerging trends to be identified, so that more informed decisions can be made in relation to future visitor management, marketing and service/facility provision in the town.

### 2.3 Survey methodology

In order to meet the above objectives, a street survey involving face-to-face interviews with a random sample of adult visitors was carried out by experienced TSE Research interviewers at selected locations within the town centre.

In all, 1850 people were stopped for interview. Of these 722 (39%) were not eligible to complete the interview and 732 (40%) refused to be stopped. In total 396 (21%) adult visitors were interviewed at key locations in Windsor. The distribution of the sample by survey location is presented below.

**Table 1: Sample by interview location**

Location	Base	Proportion
Windsor & Eton Bridge	35	9%
Corner of High St & Castle Hill	114	29%
Halfway down Peascod Street	78	20%
Windsor Royal Station	139	35%
Guildhall area	30	7%
Total	396	100%

## 2.4 Statistical reliability

All sample surveys are subject to statistical error that varies with the sample size. Table 2 below shows the margins within which one can be 95% certain that the true figures will lie (based on the sample being randomly selected).

**Table 2: Confidence limit**

Result	Sample	All Windsor visitors
10% or 90%	+/-	3.0%
20% or 80%	+/-	3.9%
30% or 70%	+/-	4.5%
40% or 60%	+/-	4.8%
50%	+/-	4.9%

The figures are at the 95% confidence limit. This means, for example, that we can be 95% certain that, if 50% of 'all Windsor visitors' surveyed are found to have a particular characteristic or view, there is an estimated 95% chance that the true population lies within the range of +/- 4.9% i.e. between 45.1% and 54.9%. The margins of error shown above should be borne in mind when interpreting the results contained in this report.

Where a figure of 0% is shown in any table of results, it represents a value of less than 0.5%.

## 2.5 Presentation of results

Key findings are presented under the following headings:

- Visitor profile
- Use of destination information
- Trip features
- Visitor satisfaction

For the purposes of this report, survey respondents are divided into three main types:

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

*'Day visitors on holiday'* – visitors travelling to Windsor for the day while staying away from home in accommodation outside the town or while en route to other locations.

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

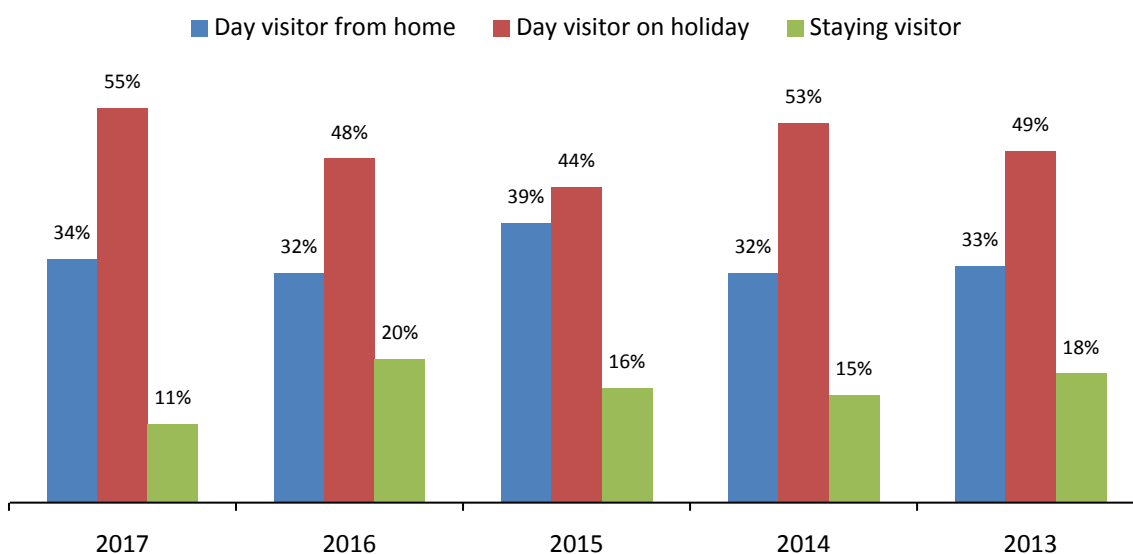
### 3 VISITOR PROFILE

#### 3.1 Visitor type

Of the 396 visitor groups interviewed, 89% were day visitors. The majority of these visitors (55% of all visitors) were day visitors from holiday bases outside Windsor, while 34% were day visitors from home. The remaining 11% of all visitors were staying overnight in commercial or non-commercial accommodation within Windsor.

The distribution between the three visitor types – day visitors from home, day visitors from holiday base elsewhere and staying visitors reveals that this year there was relatively more day visitors from holiday bases elsewhere, fewer staying visitors and similar numbers of day visitors from home.

**Figure 1: Visitor type- comparison with previous surveys**



Day visitors on holiday were found to be predominately staying in accommodation in London (93%). Smaller proportions were staying in accommodation in other towns or villages in Berkshire, in Surrey, Kent and Somerset.

**Table 3: Locations day visitors on holiday were staying**

Greater London	93%
Berkshire	5%
Surrey	1%
Somerset	<1%
Kent	<1%

#### 3.2 Group size and composition

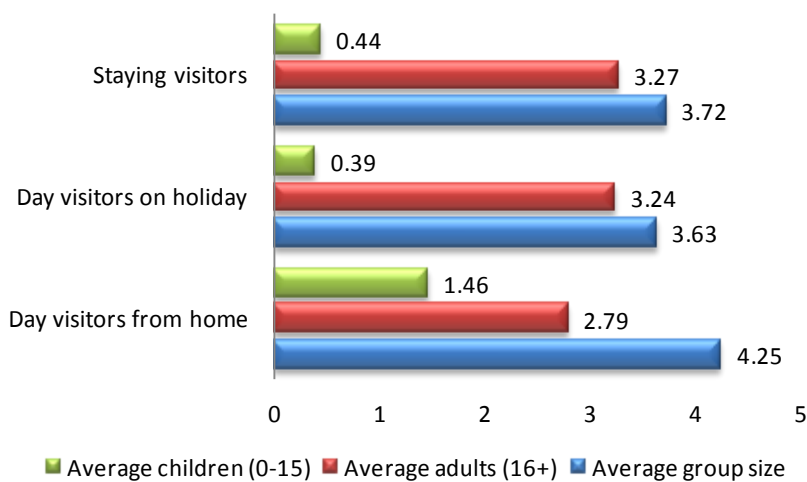
On average, groups of visitors to Windsor in 2017 consisted of 3.85 people (3.09 adults and 0.76 children). There has been a large increase in average group size this year compared to previous years.

**Table 4: Average group size - comparison with previous surveys**

	2017	2016	2015	2014	2013
Total Adults (16+)	3.09	2.25	2.44	2.36	2.44
Total Children (0-15)	0.76	0.64	0.52	0.39	0.51
Total people	3.85	2.90	2.96	2.74	2.95

Day visitors from home, on average, contained nearly double the number of children than last year (1.46 compared with 0.50 in 2016). The average group size of those visiting from home was also found to be higher than the previous year (4.25 people compared with 2.75 people). Those staying overnight in the town also saw an increase in average group size 3.72 people compared with 2.70 people in 2016. However, the average group size of day visitors on holiday was found to be smaller than previous years (average group size of 3.63 people compared to 3.08 people last year).

**Figure 2: Average group size - by visitor type**



As in previous years, a high proportion of all visiting groups consisted of adults only (68%), and among adult only groups, most consisted of two adults (44%).

A third (33%) of all visitor groups in 2017 included one or more children, which is similar to last year.

The comparative results suggest that since 2013 more family groups make up the visitor market. The proportion of visiting groups containing children was only 25% in 2013.

**Table 5: Group composition (adults/ children) – comparison with previous years**

	2017	2016	2015	2014	2013
<i>Base:</i>	396	397	399	400	416
<b>Adults only</b>					
One adult	5%	11%	10%	15%	7%
Two adults	44%	48%	42%	41%	49%
Three adults	4%	6%	7%	10%	9%
Four adults	8%	5%	6%	10%	8%
Five or more adults	7%	2%	5%	2%	2%
<b>Sub-total</b>	<b>68%</b>	<b>72%</b>	<b>70%</b>	<b>76%</b>	<b>75%</b>

<b>Adults &amp; children</b>					
One adult & one child	1%	2%	3%	2%	1%
One adult & two or more children	1%	2%	0%	1%	1%
Two adults & one child	3%	6%	7%	6%	5%
Two adults & two or more children	15%	10%	9%	6%	8%
Three adults & one child	2%	3%	3%	3%	2%
Three adults & two or more children	4%	2%	2%	1%	2%
Four or more adults & one or more children	7%	6%	5%	4%	5%
<b>Sub-total</b>	<b>33%</b>	<b>31%</b>	<b>30%</b>	<b>24%</b>	<b>25%</b>
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Group composition by visitor type reveals that the day visitors travelling for the day from home contained more family groups (55% of groups contained children) compared with day visitors on holiday (19%) and staying visitors (20%). However, day visitors on holiday and staying visitors tended to have higher numbers of adult only groups than those visiting from home for the day.

**Table 6: Group composition (adults/ children) – by visitor type**

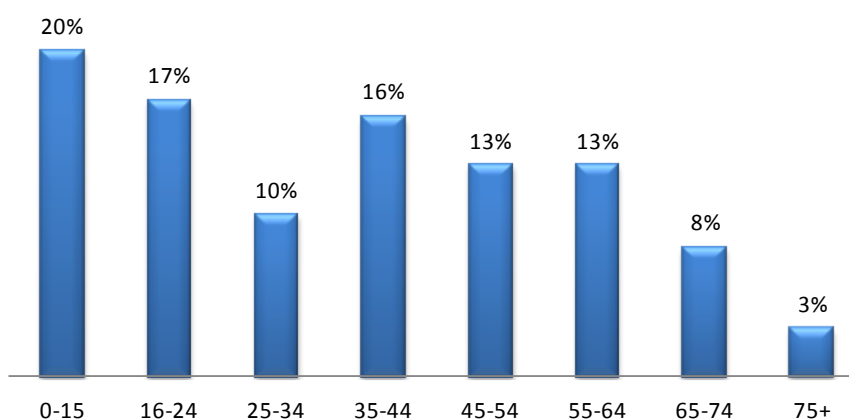
	Day visitors from home	Day visitors on holiday	Staying visitors
<i>Base:</i>	136	217	43
<b>Adults only</b>			
One adult	4%	6%	5%
Two adults	34%	49%	49%
Three adults	3%	5%	-
Four adults	3%	10%	14%
Five or more adults	1%	10%	12%
<b>Sub-total</b>	<b>45%</b>	<b>80%</b>	<b>80%</b>
<b>Adults &amp; children</b>			
One adult & one child	1%	-	2%
One adult & two or more children	2%	<1%	-
Two adults & one child	4%	2%	5%
Two adults & two or more children	26%	9%	9%
Three adults & one child	2%	1%	2%
Three adults & two or more children	7%	2%	2%
Four or more adults & one or more children	13%	5%	-
<b>Sub-total</b>	<b>55%</b>	<b>19%</b>	<b>20%</b>
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

### 3.3 Age profile of respondents

Visitors across all age groups were represented in the 2017 survey. As with previous years, when looking at the age category of all members of the visiting party (not just the respondent), the distribution across the age categories was fairly even and no single age band was particularly dominant.

Twenty percent of all people represented within the visitor groups surveyed were children aged 0-15 years (slightly lower than the 22% found last year). Around a third (29%) were adults aged between 35 and 54 years old. Twenty-four percent of all visitors were mature adults aged 55 years or more; lower than the proportion seen last year (32%).

**Figure 3: Visitor age profile – all visitors**



**Table 7: Age profile – by visitor type**

	Day visitors from home	Day visitors on holiday	Staying visitors	2017	2016	2015	2014	2013
<i>Base:</i>	136	217	43	396	397	399	400	416
0-15 years	34%	11%	12%	20%	22%	18%	14%	17%
16-24 years	15%	18%	26%	17%	8%	11%	9%	9%
25-34 years	13%	9%	6%	10%	10%	14%	11%	13%
35-44 years	20%	14%	9%	16%	14%	15%	13%	14%
45-54 years	6%	18%	19%	13%	14%	16%	15%	16%
55-64 years	6%	18%	19%	13%	14%	12%	18%	12%
65-74 years	3%	12%	8%	8%	13%	10%	14%	14%
75+ years	1%	4%	3%	3%	5%	4%	5%	4%

### 3.4 Employment and socio-economic status

Visitors were asked to indicate the employment status of the chief income earner of their household. Three-quarters (75%) of all respondents indicated that their household's chief income earner was in employment at the time of the survey (69% in 2016). Of these, 67% were in full time employment, 3% were working part-time and 5% were self-employed. Compared to last year there were significantly fewer retired visitors (15% compared with 27% in 2016).

**Table 8: Employment status of chief household income earner**

	2017	2016	2015	2014	2013
<i>Base</i>	396	397	399	400	416
Employed full-time	67%	55%	58%	56%	56%
Employed part-time	3%	3%	4%	4%	5%
Self-employed	5%	11%	13%	7%	10%
Retired	15%	27%	19%	26%	25%
Full-time student living at home	2%	1%	1%	2%	1%
Full-time student living away	5%	2%	2%	4%	3%
Unemployed	1%	1%	1%	1%	1%
Refused	3%	2%	2%	1%	0%

The socio-economic profile of visitors is based on the occupation of the household's highest income earner and takes into account the previous occupation of those who were retired. The survey results indicate a relatively affluent profile of visitors to Windsor. The majority of visitors were from ABC1 households (accounting for 79% of all visitors in 2017 broadly similar to previous years). This includes 31% of all visitors who were from the top AB professional grade (4% lower than last year).

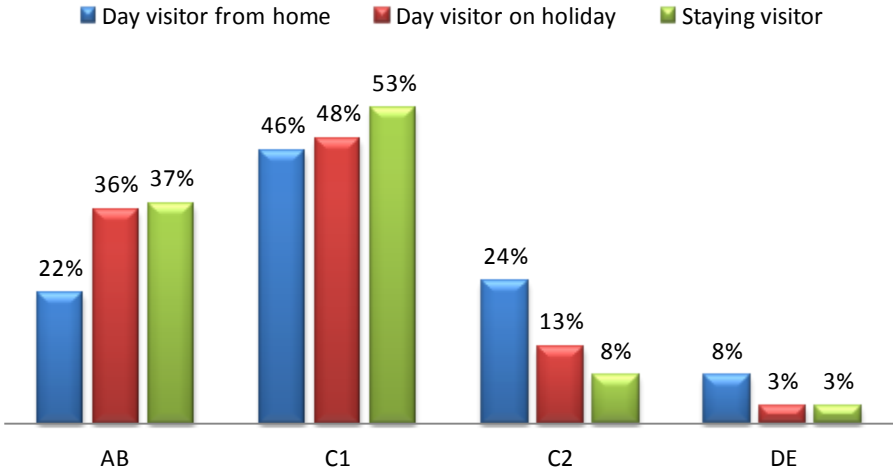
Sixteen percent of visitors were classified as C2 socio-economic group, with the remaining 5% falling into the lowest group (DE).

**Table 9: Socio-economic grouping**

	2017	2016	2015	2014	2013
AB	31%	35%	37%	27%	32%
C1	48%	42%	43%	53%	47%
C2	16%	15%	13%	14%	17%
DE	5%	8%	7%	6%	4%

The socio-economic profile varies between type of visitor. Groups of staying visitors and day visitors on holidays contained more visitors from the AB socio-economic group and less from the C2 socio-economic group when compared with day visitors from home.

**Figure 4: Visitor socio-economic profile**





### 3.5 Visitor origin

Overseas visitors accounted for just over half (51%) of the overall sample in 2017. This could be due to the exchange rate, at the moment, making the United Kingdom as a whole a favourable place for foreigners to visit. Results from previous years show that the overseas market tends to account for a third of the tourism market.

**Table 10: Proportion of domestic and overseas visitors**

	2017	2016	2015	2014	2013
Domestic visitor	49%	70%	67%	65%	71%
Overseas visitor	51%	30%	33%	35%	29%

A total of 204 visitors from overseas were interviewed, representing 39 different countries. Most overseas visitors were day visitors travelling to Windsor from holiday bases elsewhere (day visitors on holiday). France, the United States, Australia, Germany and Spain were the most frequently mentioned countries of residence.

**Table 11: Top 10 countries of overseas visitor residence**

	All overseas	Day visitor on holiday	Staying visitor
<i>Base</i>	204	179	25
France	15%	14%	20%
U.S.A.	11%	12%	4%
Australia	10%	9%	20%
Germany	9%	8%	16%
Spain	9%	10%	8%
Italy	8%	7%	12%
Canada	6%	7%	-
Austria	3%	3%	-
Russia	3%	3%	-
Netherlands	2%	2%	-

As shown in Table 12, domestic visitors came from a wide range of home locations around the UK, however, the highest proportion originated from the Greater London area (45%).

As in previous years, the majority of day visitors from home originated from London (56%). Day visitors on holiday and staying visitors tended to come from a wider range of residences across the UK.

**Table 12: Top 10 counties of domestic visitor residence**

	All domestic	Day visitor from home	Day visitor on holiday	Staying visitor
<i>Base</i>	192	134	40	18
Greater London	45%	56%	13%	33%
Surrey	13%	19%	-	-
Essex	6%	7%	3%	6%
Scotland	5%	-	20%	6%
Kent	5%	7%	3%	-
Berkshire	4%	4%	-	11%
Hertfordshire	3%	2%	5%	-
Northern Ireland	3%	-	8%	11%
Wales	2%	-	8%	6%
West Midlands	2%	-	8%	6%

## 4 USE OF DESTINATION INFORMATION

### 4.1 Features or promotions seen prior to the visit

Overall, nearly two thirds (61%) of all visitors mentioned one or more features or promotions they had seen prior to their visit. This is slightly higher than the proportion mentioning one or more features or promotions they had seen prior to their visit last year.

Of the formal channels of visitor information available, websites were most likely to have been used (32%). Word of mouth/ recommendation was mentioned by 19% of all visitors. Twelve percent of visitors had visited a Tourist Information Centre and 9% recalled seeing the Windsor Visitor Guide (3%). A few visitors mentioned other sources of information including travel books or guides and using knowledge from previous visits.

**Table 13: Features or promotions seen prior to the visit**

	2017	2016	2015	2014	2013
<i>Base:</i>	396	397	399	400	418
Website	32%	18%	24%	21%	26%
Word of mouth/recommendation	21%	12%	15%	14%	15%
Visitor Information Centre	12%	1%	2%	1%	1%
Windsor Visitor Guide	9%	3%	5%	3%	2%
Social media	2%	3%	3%	2%	n/a
TV feature	-	4%	3%	3%	4%
Newspaper	-	2%	1%	1%	1%
Other sources	3%	14%	13%	8%	5%
None/did not see/did not use	29%	49%	44%	55%	51%

*NB: Multiple responses permitted*

Information from website was the most popular source of visitor information for visitors staying overnight in Windsor (21%). Fewer day visitors from home had used a website to obtain information compared with the other two types of visitor. Word of mouth recommendation was also a popular source of information, especially amongst staying visitors.

**Table 14: Information sources visitors came across – by visitor type**

	Day visitor from home	Day visitor on holiday	Staying visitor
Website	21%	38%	35%
Word of mouth/ recommendation	19%	21%	33%
TV feature	-	-	-
Windsor Visitor Guide	6%	11%	12%
Social media	4%	1%	2%
Visitor Information Centre	5%	17%	9%
Newspaper	-	-	-
Other sources	4%	3%	-
None/did not see/did not use	46%	20%	16%

Visitors who indicated that they had seen websites promoting Windsor were asked which ones they had used. Overall, just under half (43%) of those who used websites had visited the Royal Borough's own website ([www.windsor.gov.uk](http://www.windsor.gov.uk)), whilst only 2% had looked at the [www.visitthames.co.uk](http://www.visitthames.co.uk) website and less than 1% had visited the VisitBritain website.

**Table 15: Websites consulted**

	All visitors 2017	Day visitors from home	Day visitors on holiday	Staying visitors
<i>Base:</i>	126	28	83	15
www.windsor.gov.uk	43%	14%	17%	12%
www.visitthames.co.uk	2%	-	2%	-
VisitBritain website	<1%	11%	57%	3%
Other sites	12%	4%	8%	-

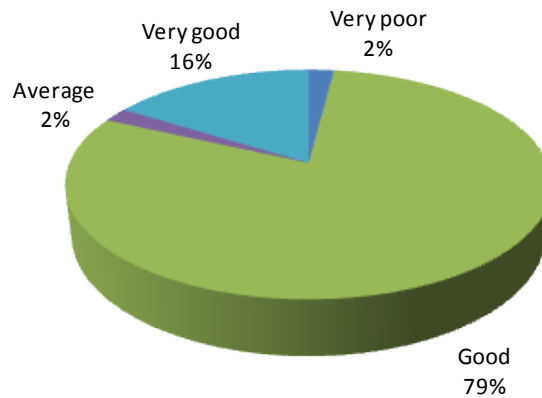
*NB: Multiple responses permitted*

A number of respondents mentioned 'other' websites they had consulted when planning their visit to Windsor – most often this was the search engine Google.

## 4.2 Opinions on www.windsor.gov.uk website

Those who had seen or used the www.windsor.gov.uk website prior to their visit were asked to rate it on a scale of 1 to 5. The results reveal a high rating of 4.07. Over three-quarters (79%) rated the website as 'good' and 16% rated it as 'very good'.

**Figure 5: Visitor rating of website**



## 5 TRIP FEATURES

### 5.1 Main purpose of the visit

As in previous surveys, the highest proportion of visitors indicated that the main purpose of their visit to Windsor was for 'leisure/ holiday' purposes (93%). Five percent were in Windsor primarily for the purpose of visiting friends or relatives (VFR), 1% were on a special shopping trip, 1% were language students and under 1% were there specifically for eating out. The results are broadly consistent to previous years.

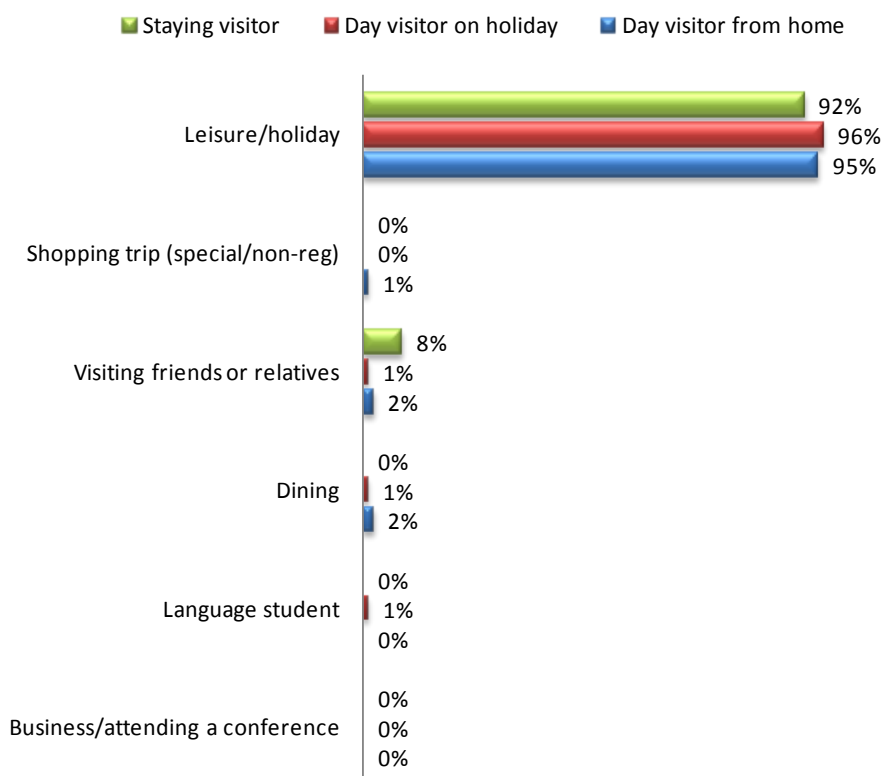
**Table 16: Main purpose of visit to Windsor**

	2017	2016	2015	2014	2013
<i>Base:</i>	396	397	399	400	418
Leisure/ holiday	93%	86%	87%	86%	90%
VFR	5%	7%	6%	7%	8%
Special shopping trip	1%	3%	4%	3%	1%
Business trip	-	2%	2%	1%	1%
Language student	1%	1%	1%	2%	-
Dining	<1%	1%	n/a	n/a	n/a
Total	100%	100%	100%	100%	100%

The vast majority of people visit Windsor for leisure or holiday purposes. Those visiting Windsor as a day visitor on holiday are the most likely to be visiting for leisure purposes (96%). These visitors will predominately be visiting Windsor as a day excursion whilst holidaying elsewhere or visiting friends and relatives elsewhere.

Visiting friends/relatives is more popular among visitors staying overnight in Windsor – 8% of overnight visits were VFR based compared to 2% of visits among day visitors from home and 1% of visits among day visitors on holiday.

**Figure 6: Main purpose of visit by visitor type**



## 5.2 Whether part of an organised group or coach party

The majority of people who visit Windsor during the summer do so independently. This year only 10% visited as part of an organised group or tour.

The year to year results show some variation in the overall proportion of organised group/tour visits. The proportion this year was the lowest for the past five years.

**Table 17: Proportion of visitors travelling as part of organised group/tour**

	2017	2016	2015	2014	2013
<i>Base</i>	396	397	399	400	418
Yes	10%	20%	17%	21%	15%
No	90%	80%	83%	80%	85%

## 5.3 First time/ repeat visits

Windsor attracts a significant proportion of first time visitors each year. Fifty-six percent of all visitors interviewed in 2017 were visiting Windsor for the first time, while the remaining 44% had visited Windsor at least once before.

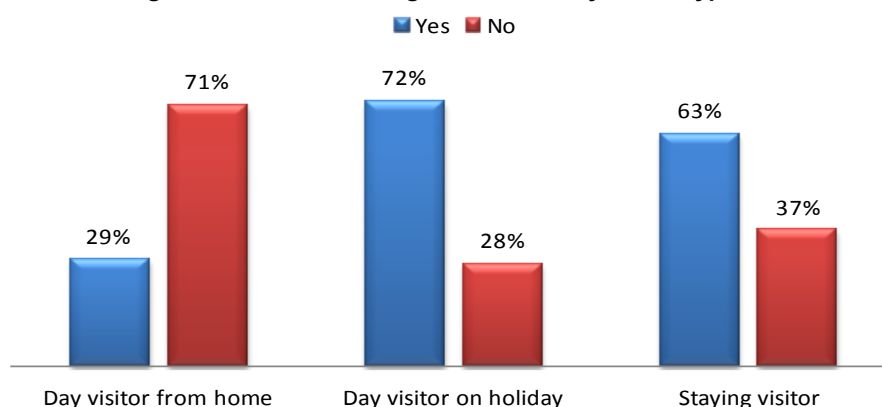
The proportion of first-time visitors in 2017 was higher than in previous years. This may be due to the higher proportion of overseas visitors encountered this year.

**Table 18: Whether visiting for first time - all visitors**

	2017	2016	2015	2014	2013
<i>Base</i>	396	397	399	400	418
Yes	56%	46%	44%	46%	44%
No	44%	54%	56%	54%	56%

Results by visitor type show differences in the proportion of first time visitors. Day visitors on holiday and staying visitors were more likely to be visiting Windsor for the first time (72% and 63% respectively), whereas day visitors from home were far more likely to be repeat visitors (71% have visited before).

**Figure 7: Whether visiting for first time by visitor type**

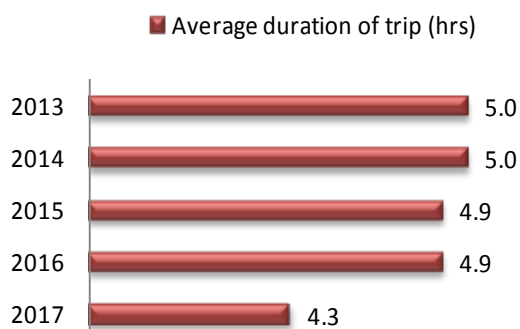


## 5.4 Average duration of trip

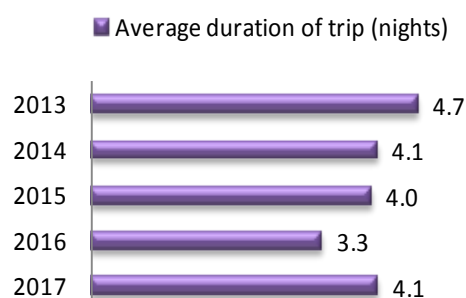
Day visitors to Windsor (visiting from home or while on holiday) spend an average of 4.3 hours in the town. The length of time is lower than that of previous years.

Visitors staying overnight in Windsor stayed for an average of 4.1 nights in 2017, higher than the average of 2016 but comparable with years previous to that.

**Figure 8: LOS day visitors**



**Figure 9: LOS staying visitors**



## 5.5 Type of accommodation used by staying visitors

Of the 43 groups staying overnight in Windsor, 84% were using serviced accommodation, including 67% who were staying in a hotel, 5% who were staying in a B&B/guest house and 12% in a pub/ inn with rooms. The proportion staying in serviced accommodation was higher than the previous four years.

Fourteen percent of all staying visitors were accommodated in the homes of friends or relatives in 2017, a slightly higher proportion than last year.

It should be noted, however, that as the sample is based on only 43 visiting groups, there will be a higher margin of error in the reliability of the results, so they should be treated with a degree of caution.

**Table 19: Type of accommodation used**

	2017	2016	2015	2014	2013
<i>Base:</i>	43	78	67	61	76
Hotel	67%	69%	64%	54%	74%
B&B/ Guest house	5%	6%	6%	10%	7%
Pub/ inn	12%	3%	1%	-	-
Rented house/ cottage/ flat	-	3%	1%	-	5%
Caravanning/ camping	-	3%	-	10%	1%
Onboard a boat/ yacht	-	5%	12%	8%	1%
Home of friend or relative	14%	12%	15%	16%	11%
Other (second home, host family etc.)	2%	-	-	5%	1%
Total	100%	100%	100%	100%	100%

## 5.6 Main mode of transport used

Forty-three percent of all visitors in 2017 had travelled to Windsor by private vehicle (car/ van/ motorcycle or motorhome). This is slightly lower than the proportion of visitors who travelled by private motor vehicle in 2016 (50%).

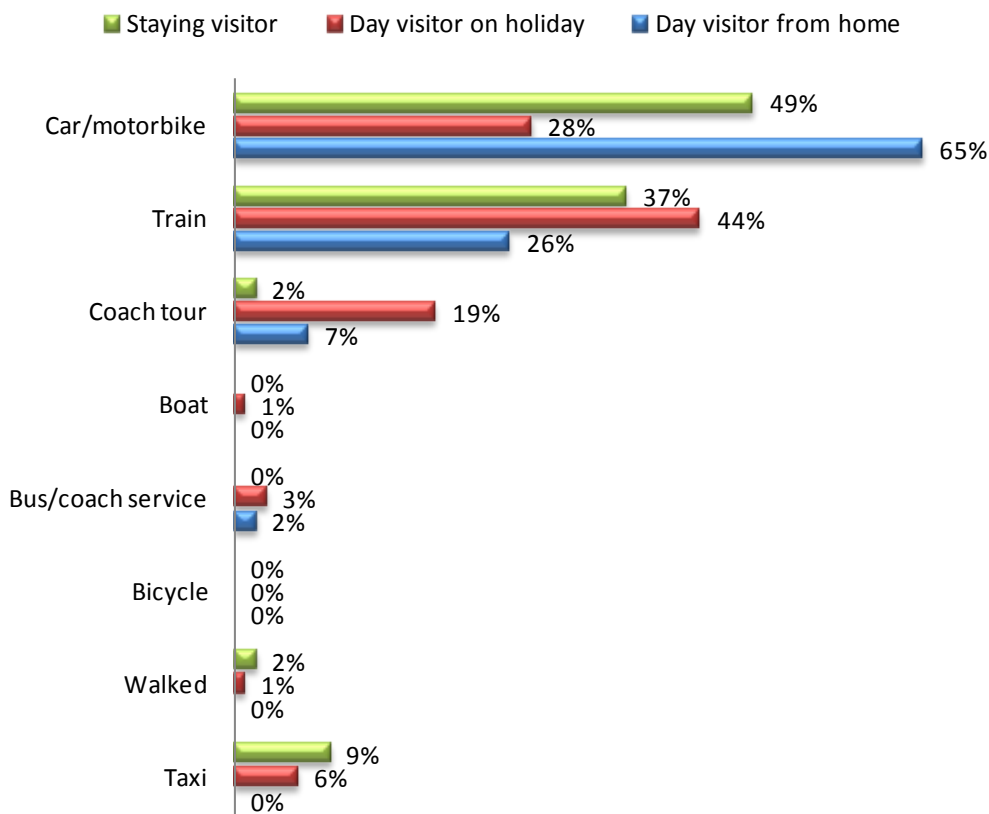
Public transport was far more popular in 2017 with 37% of visitors coming to Windsor by train (22%) in 2016. Whilst coach tours appeared to be slightly less popular with only 13% travelling to Windsor as part of a coach tour compared with 19% in 2016.

**Table 20: Main mode of transport used to reach Windsor**

	2017	2016	2015	2014	2013
<i>Base:</i>	396	397	399	400	418
Car/ van/ motorcycle	43%	50%	49%	43%	60%
Bus/ coach service	3%	4%	6%	9%	8%
Coach tour	13%	19%	17%	16%	10%
Bicycle	0%	0%	1%	2%	0%
Boat	<1%	2%	2%	2%	1%
Train	37%	22%	23%	25%	17%
Taxi	4%	3%	2%	2%	2%
Walked	1%	1%	0%	1%	1%
Other	0%	1%	0%	1%	0%
Total	100%	100%	100%	100%	100%

Day visitors on holiday were most likely to travel to Windsor as part of a coach tour or use public transport and less likely to be using their own vehicle than other visitor types.

**Figure 10: Main mode of transport used to reach Windsor by visitor type**



## 5.7 Use of car parking facilities

There was a large increase in the number of visitors encountered that had driven to Windsor and also used the Park & Ride facility. This year just over a third of visitors (36%) used this facility compared with an average of just below 4% from the previous four years. As in previous years, a high proportion (51%) of those travelling to Windsor by car still used the town centre car parks, with the remainder either parking on street, at their accommodation base in Windsor or parking elsewhere.

**Table 21: Parking facilities used by those travelling to Windsor by car**

	2017	2016	2015	2014	2013
<i>Base:</i>	168	196	196	172	251
Used Park & Ride facility	36%	2%	5%	3%	5%
Used town centre car parks	51%	73%	75%	74%	75%
Other (parking on street etc.)	13%	25%	20%	23%	20%

## 5.8 Local attractions visited during the trip

Visitors were asked whether Legoland or Windsor Castle were the main reason for visiting Windsor. Virtually all day visitors on holiday (95%) and staying visitors (91%) said that Windsor Castle had been the main reason for their visit that day. Far fewer visitors mentioned Legoland as the main reason for their visit, however, higher proportions of day visitors from home (40%) mentioned Legoland compared to the other two visitors types (12% and 14% respectively).

**Table 22: Whether Legoland or Windsor Castle were main reason for visiting by visitor type**

	All visitors	Day visitor from home	Day visitor on holiday	Staying visitor
<i>Base:</i>	396	136	217	43
Windsor Castle	90%	80%	95%	91%
Legoland	22%	40%	12%	14%
Neither	3%	3%	3%	2%

\* Multiple responses allowed

Visitors were shown a list of attractions and places of interest in and around Windsor and asked which (if any) they had visited or were intending to visit during their current trip to Windsor.

Windsor Castle was again the most frequently mentioned formal attraction, with 90% of all visitor groups saying they had or intended to visit inside the Castle. Day visitors on holiday and staying visitors were particularly likely to visit inside the Castle during their trip to Windsor.

As in previous years, cafe's/ restaurants/ pubs (visited by 69% of visitors) and shops (visited by 27% of visitors) were frequently mentioned attractions in 2017.



**Table 23: Visits to local attractions by visitor type**

	All visitors	Day visitor from home	Day visitor on holiday	Staying visitor
<i>Base:</i>	396	136	217	43
Visit inside Windsor Castle	90%	79%	96%	91%
Visit a cafe/ restaurant/ pub	69%	77%	66%	58%
Visit the shops	27%	21%	30%	30%
Visit inside Legoland	22%	40%	12%	12%
Visit Guildhall Museum	21%	23%	20%	21%
Visit Windsor Great Park/ Long Walk	16%	15%	16%	16%
Take a horse-drawn carriage ride	15%	12%	18%	12%
Stanley Spencer Gallery	8%	7%	9%	2%
River Thames	7%	7%	6%	9%
Take a riverboat excursion/ Duck Tour	6%	10%	5%	5%
Parks & gardens near the river	6%	7%	5%	5%
Follow the Queen's Walkway	5%	5%	5%	5%
Windsor Farm Shop	4%	4%	4%	7%
Arts/ music venue or Theatre Royal	4%	4%	3%	12%
See the soldiers marching	3%	2%	3%	2%
Look around Eton College	3%	2%	2%	7%
Visit inside Savill Garden	3%	4%	3%	-
Take an open top bus tour	2%	1%	1%	9%
Runnymede/ Magna Carta	2%	1%	2%	7%
Hire a rowing boat	2%	2%	1%	2%
Visit inside Frogmore House & Gardens	2%	1%	1%	7%
Dorney Court	2%	1%	2%	-
Windsor Racecourse	1%	1%	1%	2%
Swimming pool/leisure centre	1%	1%	1%	-
Take a guided walking tour	1%	1%	<1%	-

*NB: Multiple responses permitted*

## 5.9 Use of the Visitor Information Centre (VIC)

In direct contrast to previous years, nearly half of all visitors encountered (45%) indicated that they had been into the Visitor Information Centre during their visit to Windsor in 2017, varying between 33% of staying visitors to 50% of day visitors on holiday. This dramatic increase in usage may be able to be put down to the high levels of overseas visitors encountered during the survey.

**Table 244: Whether visited the VIC**

	2017	2016	2015	2014	2013
<i>Base:</i>	396	397	399	400	417
Yes	45%	9%	10%	10%	8%
No	55%	91%	90%	90%	92%

**Table 255: Whether visited the VIC by visitor type**

	Day visitor from home	Day visitor on holiday	Staying visitor
<i>Base:</i>	136	217	43
Yes	42%	50%	33%
No	58%	50%	67%

## 5.10 Visitor spend by staying visitors

As shown in Table 26, the average overall spend on eating out, shopping, entertainment and travel/transport among visitors staying overnight in Windsor in 2017 was £55.55 (per person per 24 hours), slightly lower than the average level of expenditure on these items seen in the last two years. Entertainment and travel/transport accounted for the highest proportion of expenditure.

**Table 266: Average spend by staying visitors (£ per person per 24 hours)**

	2017	2016	2015	2014	2013
Eating out	£23.03	£25.04	£24.39	£17.15	£27.47
Shopping	£14.48	£18.82	£24.68	£12.38	£22.86
Entertainment	£13.03	£10.93	£8.77	£7.88	£10.54
Travel/ transport in Windsor	£5.01	£3.00	£3.68	£3.38	£8.36
<b>Sub-total</b>	<b>£55.55</b>	<b>£57.79</b>	<b>£61.52</b>	<b>£40.77</b>	<b>£69.23</b>
All commercial accommodation	£38.85	£48.51	£31.37	£33.66	£39.79
All accommodation (incl. second homes and homes of friends/relatives)	£32.74	£34.73	£28.35	£21.72	£33.56
<b>Total (including commercial accommodation)</b>	<b>£94.40</b>	<b>£106.30</b>	<b>£92.89</b>	<b>£74.43</b>	<b>£109.02</b>

*NB: Figures relate to those staying overnight in Windsor only. Average spend figures exclude 'no replies'.*

The average spend on commercial accommodation<sup>1</sup> in Windsor was lower this year compared to 2016 (£38.85 per person per night compared to £48.51 in 2016). The average total spend for staying visitors, including spend on commercial accommodation, was estimated to be £94.40 per person per night.

## 5.11 Day visitor expenditure

Day visitors (combining day visitors from home and day visitors on holiday) to Windsor spent an average of £43.58 per person per day during 2017, Nearly ten pounds higher than the average spend seen last year.

Entertainment and travel/transport accounted for the highest proportion of day visitor spend.

**Table 277: Average spend by day visitors (£ per person per day)**

	2017	2016	2015	2014	2013
Eating out	£11.98	£12.24	£12.07	£12.31	£12.51
Shopping	£6.93	£11.12	£10.74	£12.44	£11.92
Entertainment	£16.79	£9.29	£8.53	£9.90	£8.58
Travel/ transport in Windsor	£7.88	£2.06	£1.46	£2.73	£6.83
<b>Total</b>	<b>£43.58</b>	<b>£34.71</b>	<b>£32.80</b>	<b>£37.37</b>	<b>£39.83</b>

*NB: Average spend figures exclude 'no replies'.*

<sup>1</sup> Commercial accommodation in Windsor includes all forms of paid-for accommodation including hotels, B&Bs, rented self-catering accommodation and boat moorings. All accommodation includes accommodation which did not incur a charge.

## 6 VISITOR SATISFACTION

### 6.1 Introduction

Visitors were asked to express their opinions on various aspects of their visit which together comprise the 'visitor experience'. Each aspect or indicator was rated on a scale of one to five, where 1= 'very poor' (or the most negative response), 2= 'poor', 3= 'average', 4= 'good' and 5= 'very good' (the most positive response), allowing an average opinion 'score' (out of a maximum of five) to be calculated.

When making comparisons between the mean scores year on year, only a difference of 0.20 points or more should be considered statistically significant.

### 6.2 Commercial accommodation

Visitors who were staying overnight in commercial accommodation within Windsor were invited to comment on the quality of service and value for money provided by their accommodation establishment.

The majority of visitors (92%) staying in commercial accommodation in Windsor rated the quality of service in their establishment as either 'good' or 'very good', resulting in an average rating score of 4.17. This score is lower than the average scores of 4.34 and 4.50 achieved in the previous two years.

The value for money of commercial accommodation establishments was also rated well, with 92% of visitors rating this aspect of their visit as 'good' or 'very good', leading to an average satisfaction score of 4.17 which is slightly higher than that achieved in 2016 (4.12).

**Table 288: Visitor satisfaction with commercial accommodation**

	Quality of service	Value for money
Very poor	-	-
Poor	-	-
Average	8%	8%
Good	67%	67%
Very good	25%	25%

**Table 299: Satisfaction scored for commercial accommodation**

All visitors	Quality of service	Value for money
2017	4.17	4.17
2016	4.34	4.12
2015	4.50	4.32
2014	4.23	4.03
2013	4.35	4.05

### 6.3 Car parking

Those who had travelled to Windsor by car and used town centre car parks were invited to comment on the ease and cost of parking in the town. As shown in Tables 30 and 31, the ease of parking was rated more favourably than the cost of parking. This is consistent with findings in previous surveys.

The average rating score on ease of parking has fallen over recent years (3.55 compared to 3.91). The cost of parking saw a slight increase in the average satisfaction score given by visitors – 2.83 compared with 2.62 in 2016. However, a significant proportion of visitors continue to find the cost of parking to be expensive with 42% deeming it to be either ‘poor’ or ‘very poor’.

**Table 30: Visitor satisfaction with the ease and cost of parking in town centre car parks**

	Ease of parking	Cost of parking
Very poor	-	24%
Poor	32%	18%
Average	11%	15%
Good	29%	35%
Very good	29%	8%

**Table 31: Satisfaction scores for ease and cost of parking in town centre car parks**

All visitors	Ease of parking	Cost of parking
2017	3.55	2.83
2016	3.91	2.62
2015	4.05	2.91
2014	3.87	2.70
2013	3.71	2.80

## 6.4 Visitor attractions and places to visit

The range of attractions and places to visit in Windsor was rated extremely highly by visitors in 2017, with the mean score of 4.87 being significantly higher than the average score of 4.60 achieved in the previous year. Virtually all visitors (99%) rated this aspect as ‘good’ or ‘very good’.

The quality of service at attractions and places to visit was also rated very extremely high by visitors to Windsor; with all of them indicating this aspect of their visit had been ‘good’ or ‘very good’ (98% in 2016). The scores for quality of service have been increasing year on year and so the mean score of 4.87 was the highest for this aspect in the last five years.

Opposite to what has happened in previous years, the value for money of attractions and places to visit was rated favourably with an average score of 4.88 (4.21 in 2016). 99% of visitors rated this aspect as ‘good’ or ‘very good’. This may be due to the high proportion of overseas visitors encountered this year and the favourable exchange rate that they are currently experiencing.

**Table 32: Visitor satisfaction with attractions and places to visit**

	Range	Quality of service	Value for money
Very poor	-	-	-
Poor	-	-	-
Average	1%	-	<1%
Good	12%	13%	11%
Very good	88%	87%	88%

**Table 33: Satisfaction scores for attractions and places to visit**

All visitors	Range	Quality of service	Value for money
2017	4.87	4.87	4.88
2016	4.60	4.63	4.21
2015	4.56	4.55	4.16
2014	4.62	4.56	4.12
2013	4.56	4.56	4.00

## 6.5 Places to eat and drink

The range of places to eat & drink was particularly well received, with 77% of all respondents describing this as 'very good' (68% in 2016) and providing an average score of 4.76 out of 5, higher than in previous years.

The quality of service in places to eat & drink was also rated highly, with all visitors describing this as 'good' or 'very good' (93% in 2016). The average score of 4.81 out of 5 is significantly higher than that achieved in 2016 (4.47).

Eighty-one percent of visitors in 2016 rated the value for money of places to eat & drink in Windsor as 'very good' (35% in 2016) and a further 19% rated it as 'good' (46% in 2016) resulting in an average score of 4.81 out of 5, significantly higher than any score achieved for this aspect in the past five years.

**Table 34: Visitor satisfaction with places to eat and drink**

	Range	Quality of service	Value for money
Very poor	-	-	-
Poor	-	-	-
Average	<1%	-	-
Good	23%	19%	19%
Very good	77%	81%	81%

**Table 35: Satisfaction scores with places to eat and drink**

All visitors	Range	Quality of service	Value for money
2017	4.76	4.81	4.81
2016	4.63	4.47	4.12
2015	4.62	4.53	4.08
2014	4.64	4.53	4.19
2013	4.64	4.44	4.08

## 6.6 Shops and shopping

The range of shops was particularly highly rated, with 98% of all respondents describing this as 'very good' or 'good' (93% in 2016) and an average score of 4.61 out of 5.

The quality of the shopping environment was also rated highly, with 99% of visitors describing this as 'good' or 'very good' (97% in 2016). The mean score of 4.71 out of 5 is higher than the scores recorded for this indicator in previous years.

The vast majority of visitors this summer (99%) perceived the quality of service in shops to be 'good' or 'very good' (94% in 2016). The average score of 4.77 in 2017 is also higher than the scores recorded for this indicator in previous years.

**Table 36: Visitor satisfaction with shopping facilities**

	Range	Shopping environment	Quality of service
Very poor	-	-	-
Poor	-	-	-
Average	2%	<1%	<1%
Good	35%	27%	22%
Very good	63%	72%	77%

**Table 37: Satisfaction scores for shopping facilities**

All visitors	Range	Shopping environment	Quality of service
2017	4.61	4.71	4.77
2016	4.58	4.63	4.60
2015	4.59	4.60	4.53
2014	4.55	4.55	4.51
2013	4.56	4.55	4.46

## 6.7 Road and pedestrian signage

Visitors who travelled into Windsor by car were invited to comment on road signage into the town. In total, 99% considered road signage to be 'good' or 'very good' (89% in 2016). The average satisfaction score of 4.77 is far higher than in previous years.

The average score for pedestrian signage in Windsor was also rated high at 4.82, up from 4.48 in 2016. Ninety-nine percent of visitors this summer rated this aspect of their visit as 'good' or 'very good' (which is consistent with the previous three years).

Display maps and information boards in Windsor were considered by virtually all visitors to be 'good' or 'very good' (99%). The average score achieved this summer of 4.84 is also higher than the previous four years.

**Table 38: Visitor satisfaction with signage**

	Road signs	Pedestrian signs	Display maps/ info boards
Very poor	-	-	-
Poor	-	-	<1%
Average	1%	1%	<1%
Good	21%	17%	14%
Very good	78%	82%	85%

**Table 39: Satisfaction scores with signage**

All visitors	Road signs	Pedestrian signs	Display maps/ info boards
2017	4.77	4.82	4.84
2016	4.40	4.48	4.49
2015	4.47	4.52	4.41
2014	4.47	4.48	4.46
2013	4.29	4.38	4.31

## 6.8 Public toilets

Overall, 99% of visitors perceived the availability of public toilets in Windsor to be either 'good' or 'very good'. This is a significant increase on previous years when in 2016 82% and in 2015 only 71% rated this aspect as 'good' or 'very good'. An average satisfaction score of 4.71 was achieved which is the highest average score achieved in recent years.

The cleanliness of toilets was also rated highly, with 81% of visitors who used these facilities rating them as 'very good' and a further 19% rating them as 'good' (60% and 31% respectively in 2016). The mean score of 4.81 is also the highest average satisfaction score achieved in the past four years.

**Table 40: Visitor satisfaction with public toilet facilities**

	Availability of public toilets	Cleanliness of toilets
Very poor	-	-
Poor	<1%	-
Average	1%	-
Good	26%	19%
Very good	73%	81%

**Table 41: Satisfaction scores with public toilet facilities**

	Availability of public toilets	Cleanliness of toilets
All visitors		
2017	4.71	4.81
2016	4.23	4.42
2015	3.95	4.26
2014	4.17	4.38
2013	4.10	4.31

## 6.9 Streets, parks and open spaces

As in previous years, the general cleanliness and upkeep of streets and public spaces in the town was rated highly by visitors. Eighty-four percent of visitors described the cleanliness of Windsor's streets as 'very good' (64% last year) and 16% rated it as good (30% in 2016). The mean score of 4.84 out of 5 was also higher than in previous years.

The upkeep of parks and open spaces in Windsor was also rated highly, with a mean score of 4.88 out of 5. Eighty-eight percent of visitors rated this aspect as 'very good' (74% in 2016).

**Table 42: Visitor satisfaction with streets, parks and open spaces**

	Cleanliness of streets	Upkeep of parks & open spaces
Very poor	-	-
Poor	-	<1%
Average	-	-
Good	16%	11%
Very good	84%	88%

**Table 43: Satisfaction scores for streets, parks and open spaces**

	Cleanliness of streets	Upkeep of parks & open spaces
All visitors		
2017	4.84	4.88
2016	4.58	4.74
2015	4.65	4.71
2014	4.64	4.69
2013	4.61	4.66

## 6.10 Visitor Information Centre

Unlike in previous years, a large proportion of visitors surveyed in 2017 (45% of all visiting parties) had been into the Visitor Information Centre (VIC). This may be due to the high number of overseas visitors encountered that would tend to be less familiar with what Windsor has to offer compared with domestic visitors. Overall, visitor opinions reflect high levels of satisfaction with the services provided by the VIC.

The ease of finding the VIC was generally rated 'good' or 'very good' and the mean score of 4.68 out of 5, was higher than in 2016 (4.54).

The quality of service in the VIC was rated very high at 4.73 out of 5.00, but was still slightly lower than the average satisfaction score of 2016 (4.78). All visitors rated this aspect as 'good' or 'very good'.

The majority of visitors described the usefulness of information received as 'very good' (79%), and the average score of 4.79 out of 5 in 2017 reflects the high level of satisfaction among visitors. The average score for usefulness of information has increased each year.

**Table 44: Visitor satisfaction with VIC**

	Ease of finding	Quality of service	Usefulness of info.
Very poor	-	-	-
Poor	-	-	-
Average	1%	-	-
Good	31%	27%	21%
Very good	68%	73%	79%

**Table 45: Satisfaction scores for VIC**

All visitors	Ease of finding	Quality of service	Usefulness of info.
2017	4.68	4.73	4.79
2016	4.54	4.78	4.77
2015	4.54	4.68	4.64
2014	4.44	4.46	4.55
2013	4.24	4.56	4.52

## 6.11 Perceptions of overcrowding and safety from crime and traffic

In addition to asking about levels of satisfaction with facilities and services offered by Windsor, visitors were also asked to indicate the extent to which they agreed or disagreed with a number of statements relating to other aspects of their visit. Again, the extent to which they agreed or disagreed was rated on a scale of 1 (strongly disagree) to 5 (strongly agree).

As shown in Table 46, just over half (53%) of all visitors 'agreed' or 'strongly agreed' with the statement that 'Windsor is not too overcrowded' (68% in 2016). Twenty-six percent of visitors 'disagreed' or 'strongly disagreed' with the statement, up from 15% in 2016. The mean score of 3.39 out of 5 is lower than the previous few years.

**Table 46: Visitor perception of safety**

	Windsor is not too overcrowded	I felt quite safe from crime in Windsor	As a pedestrian in Windsor I felt quite safe from the traffic
Disagree strongly	4%	-	-
Disagree	22%	-	-
Neither /or	21%	2%	3%
Agree	37%	44%	44%
Agree strongly	16%	55%	54%

Visitor opinions relating to the feeling of safety from crime and traffic have increased when compared with the findings from previous surveys. Ninety-nine per cent of visitors 'agreed' or 'strongly agreed' with the statement 'I felt quite safe from crime in Windsor compared with 93% in 2016.



Ninety-eight per cent of visitors in 2017 indicated that as a pedestrian, they felt quite safe from the traffic in Windsor (92% in 2016). The mean score of 4.51 is also higher than in previous years.

**Table 47: Satisfaction scores for safety**

	Windsor is not too overcrowded	I felt quite safe from crime in Windsor	As a pedestrian in Windsor I felt quite safe from the traffic
All visitors			
2017	3.39	4.53	4.51
2016	3.61	4.36	4.22
2015	3.57	4.32	4.10
2014	3.56	4.49	4.37
2013	3.26	4.19	4.05

## 6.12 Atmosphere, welcome and overall enjoyment

The survey results from 2017 for the general atmosphere, feeling of welcome in Windsor, and overall trip enjoyment reflect continued high levels of visitor satisfaction, with ratings in 2017 being higher in two out of the three aspects when compared with previous surveys. All visitors described the general atmosphere in Windsor as 'good' or 'very good'.

The feeling of welcome in Windsor was also rated highly, with 91% of visitors rating this aspect 'very good' (76% in 2016). The average satisfaction score of 4.91 is higher than the score of 4.73 achieved in 2016.

The majority (99%) of visitors in 2017 rated the enjoyment of their visit as 'high' or 'very high' (92% last year). However, the average score of 4.21 out of 5 is slightly lower than the average scores of the previous three years.

**Table 48: Visitor satisfaction with atmosphere, welcome and overall enjoyment**

	General atmosphere	Feeling of welcome	Overall enjoyment
Very poor	-	-	-
Poor	-	-	-
Average	-	-	1%
Good	14%	9%	78%
Very good	86%	91%	21%

**Table 49: Satisfaction scores for atmosphere, welcome and overall enjoyment**

All visitors	General atmosphere	Feeling of welcome	Overall enjoyment
2017	4.86	4.91	4.21
2016	4.78	4.73	4.37
2015	4.77	4.70	4.40
2014	4.81	4.72	4.41
2013	4.77	4.69	4.34

## 6.13 Overview of comparative scores

An overview of all performance scores show that compared to last year most changes have been very good. Forty-six performance indicators which saw a significant improvement compared to last year (indicated with a plus sign and typed in **bold** in the table below). To be considered a significant improvement, there needs to be an increase in the satisfaction score of at least 0.20 points. In total 22 out of the 26 aspects being rated improved on their satisfaction scores when compared with 2016

Only one area dropped by 0.20 points or more when compared to last year. This was the *Ease of parking* which dropped by 0.36 points compared to last year.

**Table 50: Overview of comparative scores**

Indicators	2017	2016	2015	2014	2013	2017/2016 % change
Quality of service for accommodation	4.17	4.34	4.50	4.23	4.35	-0.17
Value for money for accommodation	4.17	4.12	4.32	4.03	4.05	+0.05
<b>Ease of parking</b>	<b>3.55</b>	<b>3.91</b>	<b>4.05</b>	<b>3.87</b>	<b>3.71</b>	<b>-0.36</b>
<b>Cost of parking</b>	<b>2.83</b>	<b>2.62</b>	<b>2.91</b>	<b>2.70</b>	<b>2.80</b>	<b>+0.21</b>
<b>Range of attractions</b>	<b>4.87</b>	<b>4.60</b>	<b>4.56</b>	<b>4.62</b>	<b>4.56</b>	<b>+0.27</b>
<b>Quality of service for attractions</b>	<b>4.87</b>	<b>4.63</b>	<b>4.55</b>	<b>4.56</b>	<b>4.56</b>	<b>+0.24</b>
<b>Value for money for attractions</b>	<b>4.88</b>	<b>4.21</b>	<b>4.16</b>	<b>4.12</b>	<b>4.00</b>	<b>+0.67</b>
Range of places to eat/drink	4.76	4.63	4.62	4.64	4.64	+0.14
<b>Quality of service for places to eat/drink</b>	<b>4.81</b>	<b>4.47</b>	<b>4.53</b>	<b>4.53</b>	<b>4.44</b>	<b>+0.34</b>
<b>Value for money for places to eat/drink</b>	<b>4.81</b>	<b>4.12</b>	<b>4.08</b>	<b>4.19</b>	<b>4.08</b>	<b>+0.69</b>
Range of shops	4.61	4.58	4.59	4.55	4.56	+0.03
Quality of shopping environment	4.71	4.63	4.60	4.55	4.55	+0.08
Quality of service for shopping	4.77	4.60	4.53	4.51	4.46	+0.17
<b>Road signs</b>	<b>4.77</b>	<b>4.40</b>	<b>4.47</b>	<b>4.47</b>	<b>4.29</b>	<b>+0.37</b>
<b>Pedestrian signs</b>	<b>4.82</b>	<b>4.48</b>	<b>4.52</b>	<b>4.48</b>	<b>4.38</b>	<b>+0.34</b>
<b>Display maps/ info boards</b>	<b>4.84</b>	<b>4.49</b>	<b>4.41</b>	<b>4.46</b>	<b>4.31</b>	<b>+0.35</b>
<b>Availability of public toilets</b>	<b>4.71</b>	<b>4.23</b>	<b>3.95</b>	<b>4.17</b>	<b>4.10</b>	<b>+0.48</b>
<b>Cleanliness of public toilets</b>	<b>4.81</b>	<b>4.42</b>	<b>4.26</b>	<b>4.38</b>	<b>4.31</b>	<b>+0.39</b>
<b>Cleanliness of streets</b>	<b>4.84</b>	<b>4.58</b>	<b>4.65</b>	<b>4.64</b>	<b>4.61</b>	<b>+0.26</b>
Upkeep of parks & open spaces	4.88	4.74	4.71	4.69	4.66	+0.14
Ease of finding VIC	4.68	4.54	4.54	4.44	4.24	+0.14
Quality of service for VIC	4.73	4.78	4.68	4.46	4.56	-0.05
Usefulness of info. at VIC	4.79	4.77	4.64	4.55	4.52	+0.02
General atmosphere	4.86	4.78	4.77	4.81	4.77	+0.08
Feeling of welcome	4.91	4.73	4.70	4.72	4.69	+0.18
Overall enjoyment	4.21	4.37	4.40	4.41	4.34	-0.16

## 6.14 Top and bottom performing areas

The majority of the performance indicators rated this year received extremely high scores of 4.5 plus out of 5, which collectively contributed to the high level of overall trip enjoyment. However, several of the indicators measured scored particularly well this year.

The top five performing aspects rated this year were:

	<i>Satisfaction score</i>
<i>Feeling of welcome</i>	4.91
<i>Upkeep of parks &amp; open spaces</i>	4.88
<i>Value for money of attractions</i>	4.88
<i>Range of attractions</i>	4.87
<i>Quality of service at attractions</i>	4.87

As with 2016, there were only two indicators which received a score lower than 4 out of 5. These were:

	<i>Satisfaction score</i>
<i>Ease of parking</i>	3.55
<i>Cost of parking</i>	2.83

## 6.15 First impression of Windsor

Visitors were invited to comment on their first impressions of the town. The open ended comments have been grouped into different aspects and the full list is presented in the Appendices. The top responses mentioned are presented below.

By far the most dominant impression mentioned by 47% of all visitors was how attractive and appealing they found the town to be. Others mentioned the cleanliness (37%), feeling of welcome (33%) and the busy/bustling feeling (26%).

Figure 11: Images/themes conveying first impressions



## 6.16 What visitors liked most about Windsor

Visitors were invited to say what they liked or enjoyed most about Windsor and comment on any aspect which may have reduced the enjoyment of their visit. The open ended comments have been grouped into different aspects and the full list is presented in the Appendices.

The key aspects mentioned on enjoyment are presented below and as in previous years, 'the Castle' was the top response (mentioned by 75% of visitors), followed by the attractiveness of the town (15%) and the general atmosphere and ambience of the town (mentioned by 12% of visitors).

**Figure 12: Aspects of the town most liked**



The majority of visitors (97%) indicated that 'nothing' had spoiled the enjoyment of their visit to Windsor.

Of those who did offer comments, a variety of different aspects were mentioned, often by only one or two visitors. This included the poor weather, too crowded and difficulty parking.

### 6.17 Meeting of expectation and likelihood of recommending

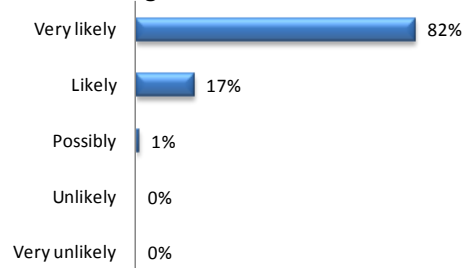
Overall, 78% of visitor indicated that the visit had met their expectations, while 22% reported that it had exceeded their expectations. There were no visitors that reported that their visit had failed to meet their expectations. The findings are broadly consistent with previous surveys.

**Table 51: Whether the visit met expectations**

	2017	2016	2015	2014	2013
<i>Base:</i>	396	397	399	400	416
Met expectations	78%	72%	72%	77%	75%
Exceeded expectations	22%	27%	26%	22%	22%
Failed to meet expectations	0%	1%	2%	1%	3%

As in previous years, the vast majority of respondents indicated that they were 'very likely' or 'likely' to recommend Windsor as a visitor destination to others (97%).

**Figure 13: Likelihood of recommending**





ASK-ALL-DAY-VISITORS:¶

7. How many hours do you expect to spend in Windsor today?¶

hours=

ASK-ALL:¶

8. Are either of the following attractions the main reason you have chosen to visit Windsor?¶

- Windsor Castle → → -1¶
- Legoland → → -2¶
- Neither → → -3¶

9. Before this visit did you see any features, advertisement or promotions for Windsor via any of the following? (READ-OUT-LIST)¶

- Website → → → -1... Go to Q10¶
- Windsor Visitor Guide → → → -2¶
- Word of mouth/recommendation → → → -3¶
- Social media (Facebook, Twitter etc) → → → -4¶
- TV feature → → → -5¶
- Radio feature → → → -6... Go to Q11¶
- Newspaper → → → -7¶
- Visitor Information Centre → → → -8¶
- Other (specify below) → → → -9¶
- .....¶
- None of the above → → → -10¶

10. Which website did you use?¶

- www.windsor.gov.uk → -1 → Go to Q10¶
- www.visitthames.co.uk → -2 → Go to Q11¶
- Visit Britain website → -3 → Go to Q11¶
- Other (specify below) → -4 → Go to Q11¶

10a. How do you rate the www.windsor.gov.uk site?¶

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

11. Is this your first ever visit to Windsor?¶

- → Yes → -1 → No → -2¶

12. What was the main mode of transport you used for the longest part of your journey to Windsor?¶

- Car/van/motorcycle/in car/home = -1 = Go to Q13a =
- Bus/coach service = -2 = Go to Q14 =
- Coach tour = -3 = Go to Q14 =
- Bicycle = -4 = Go to Q14 =
- Boat = -5 = Go to Q14 =
- Train = -6 = Go to Q14 =
- Taxi = -7 = Go to Q14 =
- Walked = -8 = Go to Q14 =
- Other = -9 = Go to Q14 =

13a. Have you used the Park & Ride scheme today?¶

- → → ...Yes → → -1... Go to Q14¶
- → → ...No → → -2... Go to Q13b¶

13b. Have you used any of the Town Centre car parks today?¶

- → → ...Yes → → -1... Go to Q13c¶
- → → ...No → → -2... Go to Q14¶

..... Column Break .....

13c. How easy did you find it to park? (READ-LIST)¶

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

13d. How would you rate the cost of parking in Windsor? (READ-LIST)¶

- Very expensive → -1 → Reasonable → -4¶
- Quite expensive → -2 → Very reasonable → -5¶
- About average → -3 → Don't know → -6¶
- Free parking/ Blue Badge holder → -7¶

ASK-ALL:¶

14. What was your first impression of the town centre at your point of entry (i.e. from the car/coach park, station, bus stop)? (DO NOT PROMPT. Circle all that apply or write in the space provided) ¶

- Attractive/ appealing → -01 → Scruffy/ run down → -06¶
- Welcoming → -02 → Dirty → -07¶
- Clean → -03 → Noisy → -08¶
- Busy/ bustling → -04 → Overcrowded → -09¶
- Traditional → -05 → Other (specify below) → -10¶
- ¶
- ¶

15. Which of these attractions in Windsor and the Royal Borough have you visited/ do you intend to visit DURING THIS VISIT? (SHOWCARD 2)¶

- Visit inside Windsor Castle → → → -01¶
- Visit inside Legoland → → → -02¶
- Ascot Racecourse → → → -03¶
- Windsor Racecourse → → → -04¶
- Visit inside Frogmore House & Gardens → → → -05¶
- See the soldiers marching → → → -06¶
- Copy Court → → → -07¶
- Visit inside Savill Garden → → → -08¶
- Visit Windsor Great Park/ Long Walk → → → -09¶
- Look around Eton → → → -10¶
- Stanley Spencer Gallery → → → -11¶
- Visit Guildhall Museum → → → -12¶
- Windsor Farm Shop → → → -13¶
- River Thames → → → -14¶
- Runnymede/Magna Carta → → → -15¶
- Take an open top bus tour → → → -16¶
- Take a guided walking tour → → → -17¶
- Take a river boat excursion/ Duck Tour → → → -18¶
- Hire a rowing boat → → → -19¶
- Take a horse-drawn carriage ride → → → -20¶
- Cafe/restaurant/pub → → → -21¶
- Arts/music venue/Theatre Royal → → → -22¶
- Parks and gardens near river → → → -23¶
- Shops → → → -24¶
- Swimming/Leisure Centre → → → -25¶
- Follow the Queen's Walkway → → → -26¶
- International event(s) → please specify below → -27¶
- Which event(s) → .....
- ¶

15a. If Windsor Castle and/or Legoland NOT circled above please ask why aren't you visiting? ¶

W-.....¶

L-.....¶



ASK-ALL:¶

16. We are interested in your opinion of various aspects of your visit to Windsor. On this scale of 1 to 5, where 1 is 'very poor' and 5 is 'very good'. (SHOWCARD 3a), how would you rate your overall satisfaction with the following: ROTATE ORDER OF ASKING - TICK START POINT¶

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

¶ Visitor attractions & other places 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 the shopping¶ -1¶ -2¶ -3¶ -4¶ -5¶ -6¶   
 -environment¶ -1¶ -2¶ -3¶ -4¶ -5¶ -6¶   
 -quality of service¶ -1¶ -2¶ -3¶ -4¶ -5¶ -6¶

¶ Ease of finding way around:¶

-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¶

¶ Overall impression of Windsor in terms of: → → ¶

-general atmosphere¶ -1¶ -2¶ -3¶ -4¶ -5¶ -6¶   
 -feeling of welcome¶ -1¶ -2¶ -3¶ -4¶ -5¶ -6¶

¶ 17. → Have you been into the Visitor Information Centre in Windsor during your visit?¶  
 → Yes → -1 → Go to Q18 → ¶  
 → No → -2 → Go to Q19¶

¶ 18. → How would you rate the Visitor Information Centre on a scale of 1 to 5 where 1 is 'very poor' and 5 is 'very good'? (SHOWCARD 3a), in terms of:¶

	Very Poor	Poor	Ave	Good	Very Good	Don't Know
Ease of finding	-1	-2	-3	-4	-5	-6
Quality of service	-1	-2	-3	-4	-5	-6
Usefulness of info received	-1	-2	-3	-4	-5	-6

¶  
 ¶  
 ¶  
 ¶  
 ¶

19. → Thinking about your visit to Windsor, how far would you agree or disagree with the following statements on this scale: (SHOWCARD 3b - ROTATE ORDER OF ASKING - tick start point)¶

¶ 1 → Disagree strongly → → 4 → Agree¶  
 2 → Disagree → → → 5 → Agree strongly¶  
 3 → Neither Disagree nor Agree → 6 → Don't know¶

Windsor is not too overcrowded¶ -1¶ -2¶ -3¶ -4¶ -5¶ -6¶

I feel quite safe from crime in Windsor¶ -1¶ -2¶ -3¶ -4¶ -5¶ -6¶

As a pedestrian in Windsor I feel quite safe from traffic¶ -1¶ -2¶ -3¶ -4¶ -5¶ -6¶

¶ 20a. → How would you rate the overall enjoyment of your visit to Windsor? (READ LIST)¶

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

¶ 20b. → So far this visit, would you say Windsor has... (READ OUT)¶

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

¶ 21. → What did you like most about Windsor?¶

DO NOT PROMPT - circle any responses mentioned or write in the space provided¶

- ¶ The Castle → → → → -01¶
- History/heritage/ historic town → → → -02¶
- The atmosphere/ ambience of the town → → → -03¶
- The shops → → → → -04¶
- The river → → → → -05¶
- Attractive town/ scenic → → → -06¶
- The buildings/ architecture → → → -07¶
- Plenty to see and do → → → -08¶
- Good restaurants/ eateries → → → -09¶
- Traditional / quaint / 'old world' → → → -10¶
- Friendly/ welcoming → → → -11¶
- Other (specify below) → → → -12¶

→ .....¶  
 → .....¶

¶ 22. → What, if anything, spoilt your visit to Windsor?¶

DO NOT PROMPT - circle any responses mentioned or write in the space provided¶

- ¶ Nothing → → → → -01¶
- The weather → → → → -02¶
- Other (specify below) → → → -03¶

→ .....¶  
 → .....¶  
 → .....¶

¶  
 ¶  
 ¶

23a → How likely are you to recommend Windsor to someone else? - (READ LIST) ¶

- Very unlikely → → -1 → Go to Q23b ¶
- Unlikely → → -2 → Go to Q23b ¶
- Possibly → → -3 → Go to Q24 ¶
- Likely → → -4 → Go to Q24 ¶
- Very likely → → -5 → Go to Q24 ¶
- Don't know → → -6 → Go to Q24 ¶

IF 'UNLIKELY' ASK: ¶

23b → Why do you say that? ¶

- ..... ¶
- ..... ¶
- ..... ¶

ASK ALL: ¶

24 → 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 Windsor on the following? ¶

- Eating & drinking → → £ ..... ¶  
(including cafes, pubs, restaurants, hotels etc.) ¶
- Put '0' if spent/expect to spend nothing ¶
- Tick box if Don't know/Can't recall/Declined to say  ¶

- Shopping → → £ ..... ¶  
(including souvenirs, guidebooks, clothes, ¶  
souvenirs, drinks, food, other purchases) ¶
- Put '0' if spent/expect to spend nothing ¶
- Tick box if Don't know/Can't recall/Declined to say  ¶

- Entertainment → → £ ..... ¶  
(including admissions to attractions, theatre/cinema tickets, guided tours etc.) ¶
- Put '0' if spent/expect to spend nothing ¶
- Tick box if Don't know/Can't recall/Declined to say  ¶

- Travel & transport in Windsor → → £ ..... ¶  
(including fuel, fares, car parking charges) ¶
- Put '0' if spent/expect to spend nothing ¶
- Tick box if Don't know/Can't recall/Declined to say  ¶

25 → How many people do these amounts cover? ¶  
 People ¶

26 → Including yourself, how many people in your immediate party are male and female, and which of these age groups do they fall into? ¶  
 (SHOWCARD 4a - 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			

27 → Are you part of an organised group or coach party? →  
 → Yes → -1 → No → -2 ¶

28 → Which of the following categories applies to the chief income earner in your household? → (SHOWCARD 4b) ¶

- Employed full-time (30+ hrs per week) → → -1 → Go to Q28 ¶
- Employed part-time (8-29 hrs per week) → → -2 → Go to Q28 ¶
- Self-employed → → → -3 → Go to Q28 ¶
- Retired → → → -4 → Go to Q28 ¶
- Full-time student living at home → → -5 → Go to Q28 ¶
- Full-time student living away from home → → -6 → Go to Q29 ¶
- Unemployed → → → -7 → Go to Q29 ¶
- Declined → → → -8 → ¶

29 → 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? ¶
- ..... ¶

IF UK RESIDENT ASK: ¶

30 → What is your postcode? ¶

- ..... ¶
- NB Please ask for FULL POSTCODE. This will only be used to map where visitors come from. It will not be passed to any third party or used for any other purpose ¶

31 → Finally, could I have your name and email address OR telephone number? - I should emphasise that this information will be treated in the strictest confidence and will only be used for the purpose of verifying the interview. ¶

- Name of respondent: ..... ¶
- Email: ..... ¶
- Home Tel No: ..... ¶

THANK-YOU-FOR-YOUR-TIME ¶



# **Royal Borough of Windsor & Maidenhead Windsor Visitor Survey 2017**

**Julia White  
Visitor Manager**



**Introduction**  
**Visitor Profile**  
**Use of Destination Information**  
**Trip Features**  
**Visitor Satisfaction**



# Windsor Visitor Survey 2017

## Introduction

- The visitor survey is carried out annually between early August and Mid September by Tourism South East Research on behalf of RBWM.
- The purpose of the survey is to gather information on the origin, profile, behaviour and satisfaction of visitors to Windsor and compare the results with previous surveys to provide year on year trends.
- It also aims to explore views on strengths and weaknesses of Windsor as a visitor destination and to evaluate opinions on specific aspects of the visitor experience.
- 1,850 people were stopped for interview. Of these 39% were not eligible to complete the interview and 40% refused. In total 396 (21%) adult visitors were interviewed at key locations:
  - Windsor & Eton Bridge
  - Corner of High Street & Castle Hill
  - Peascod Street
  - Windsor Royal Station
  - Guildhall area

# Windsor Visitor Survey

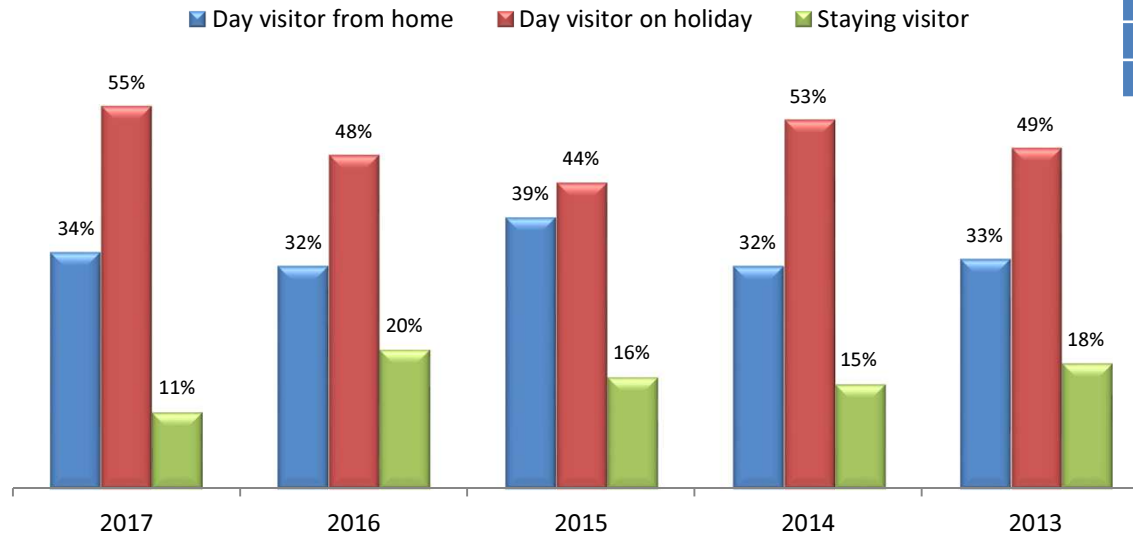
## Visitor Profile

### Visitor Type

Of the 396 visitor groups interviewed, 89% were day visitors. The majority of these visitors (55% of all visitors) were day visitors from holiday bases outside Windsor, while 34% were day visitors from home. The remaining 11% of all visitors were staying overnight in commercial or non-commercial accommodation within Windsor.

The distribution between the three visitor types – day visitors from home, day visitors from holiday base elsewhere and staying visitors reveals that this year there was relatively more day visitors from holiday bases elsewhere, fewer staying visitors and similar numbers of day visitors from home.

#### Visitor type- comparison with previous surveys



#### Locations day visitors on holiday were staying

Greater London	93%
Berkshire	5%
Surrey	1%
Somerset	<1%
Kent	<1%

# Windsor Visitor Survey

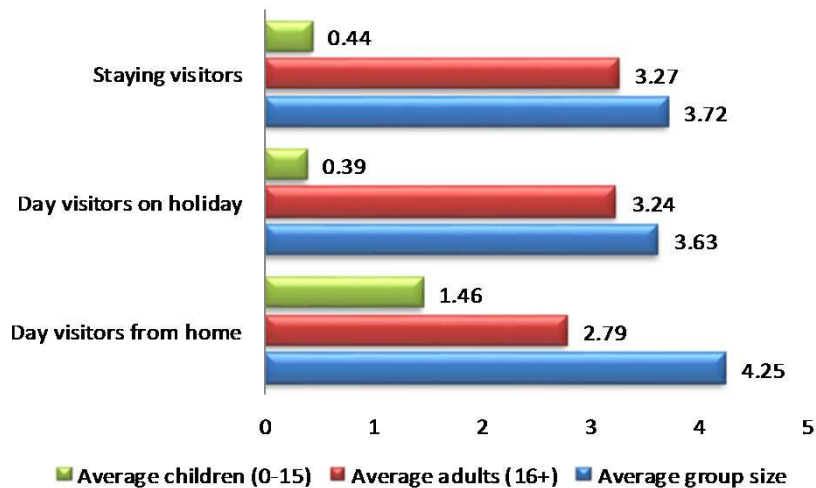
## Group Size & Composition

On average, groups of visitors to Windsor in 2017 consisted of 3.85 people (3.09 adults and 0.76 children). There has been a large increase in average group size this year compared to previous years.

Average group size - comparison with previous surveys

	2017	2016	2015	2014	2013
Total Adults (16+)	3.09	2.25	2.44	2.36	2.44
Total Children (0-15)	0.76	0.64	0.52	0.39	0.51
Total people	3.85	2.90	2.96	2.74	2.95

Average group size - by visitor type



Day visitors from home, on average, contained nearly double the number of children than last year (1.46 compared with 0.50 in 2016).

The average group size of those visiting from home was also found to be higher than the previous year (4.25 people compared with 2.75 people).

Those staying overnight in the town also saw an increase in average group size 3.72 people compared with 2.70 people in 2016.

However, the average group size of day visitors on holiday was found to be smaller than previous years (average group size of 3.63 people compared to 3.08 people last year).

# Windsor Visitor Survey

## Group Size & Composition

- 68% of all visiting groups were adult only of which most consisted of two adults (44%).
- A third of all visitor groups in 2017 included one or more children – similar to last year.
- Since 2013 more family groups make up the visitor market. Groups containing children was only 25% in 2013.
- Day visitors from home for the day contained more family groups (55%) compared with 19% on holiday and 20% staying visitors.
- Day visitors on holiday and staying visitors tended to have higher numbers of adult only groups than those visiting from home for the day.

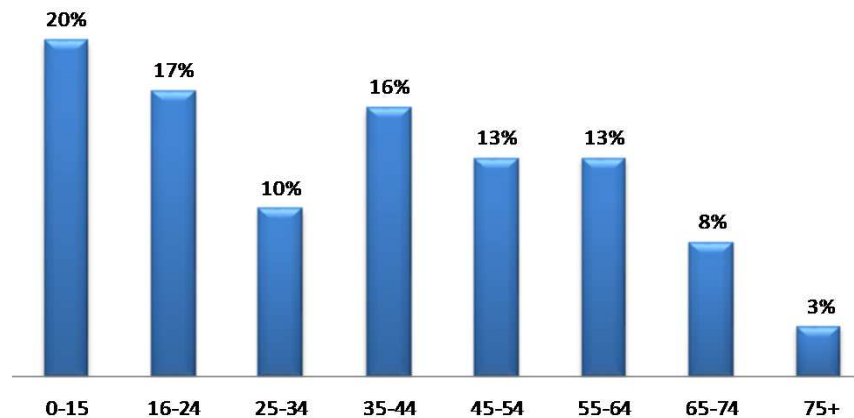
## Age Profile

Visitor age profile – all visitors

20% were children aged 0-15 years (slightly lower than the 22% in 2016).

Around a third (29%) were adults aged between 35 and 54 years old.

24% of all visitors were mature adults aged 55 years or more; lower than the proportion seen last year (32%).



# Windsor Visitor Survey

## Employment and Socio-Economic Status

Visitors were asked to indicate the employment status of the chief income earner of their household. 75% of all respondents indicated that their household’s chief income earner was in employment at the time of the survey (69% in 2016). Of these, 67% were in full time employment, 3% were working part-time and 5% were self-employed. Compared to last year there were significantly fewer retired visitors (15% compared with 27% in 2016).

### Employment status of chief household income earner

	2017	2016	2015	2014	2013
Base	396	397	399	400	416
Employed full-time	67%	55%	58%	56%	56%
Employed part-time	3%	3%	4%	4%	5%
Self-employed	5%	11%	13%	7%	10%
Retired	15%	27%	19%	26%	25%
Full-time student living at home	2%	1%	1%	2%	1%
Full-time student living away	5%	2%	2%	4%	3%
Unemployed	1%	1%	1%	1%	1%
Refused	3%	2%	2%	1%	0%



# Windsor Visitor Survey

## Employment and Socio-Economic Status

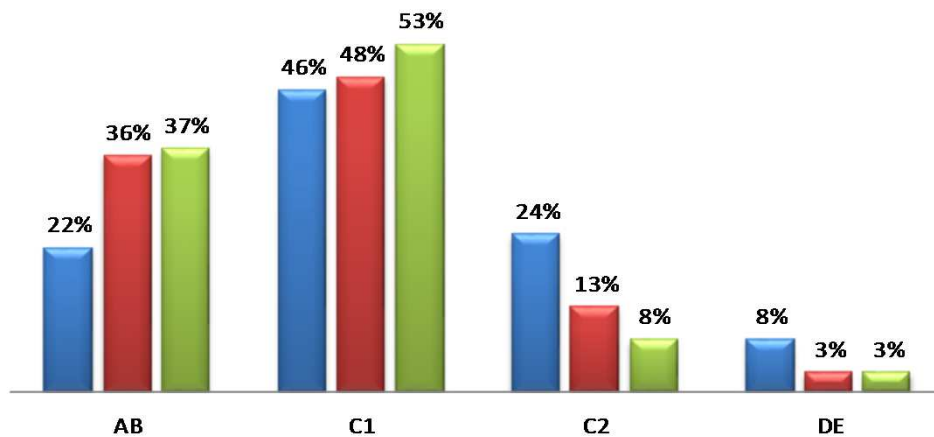
The socio-economic profile of visitors is based on the occupation of the household’s highest income earner and takes into account the previous occupation of those who were retired. The survey results indicate a relatively affluent profile of visitors to Windsor. The majority of visitors were from ABC1 households (accounting for 79% of all visitors in 2017 broadly similar to previous years). This includes 31% of all visitors who were from the top AB professional grade (4% lower than last year).

16% of visitors were classified as C2 socio-economic group, with the remaining 5% falling into the lowest group DE

Socio-economic grouping

	2017	2016	2015	2014	2013
AB	31%	35%	37%	27%	32%
C1	48%	42%	43%	53%	47%
C2	16%	15%	13%	14%	17%
DE	5%	8%	7%	6%	4%

■ Day visitor from home   ■ Day visitor on holiday   ■ Staying visitor



### Visitor socio-economic profile

The socio-economic profile varies between type of visitor. Groups of staying visitors and day visitors on holidays contained more visitors from the AB socio-economic group and less from the C2 socio-economic group when compared with day visitors from home.



# Windsor Visitor Survey

## Visitor Origin

Overseas visitors accounted for just over half (51%) of the overall sample in 2017. This could be due to the exchange rate, at the moment, making the United Kingdom as a whole a favourable place for foreigners to visit. Results from previous years show that the overseas market tends to account for a third of the tourism market.

### Proportion of domestic and overseas visitors

	2017	2016	2015	2014	2013
Domestic visitor	49%	70%	67%	65%	71%
Overseas visitor	51%	30%	33%	35%	29%

A total of 204 visitors from overseas were interviewed, representing 39 different countries. Most overseas visitors were day visitors travelling to Windsor from holiday bases elsewhere (day visitors on holiday). France, the United States, Australia, Germany and Spain were the most frequently mentioned countries of residence.

### Top 10 countries of overseas visitor residence

	All overseas	Day visitor on holiday	Staying visitor
Base	204	179	25
France	15%	14%	20%
U.S.A.	11%	12%	4%
Australia	10%	9%	20%
Germany	9%	8%	16%
Spain	9%	10%	8%
Italy	8%	7%	12%
Canada	6%	7%	-
Austria	3%	3%	-
Russia	3%	3%	-
Netherlands	2%	2%	-

Domestic visitors came from a wide range of home locations around the UK, however, the highest proportion originated from the Greater London area (45%).

### Top 10 counties of domestic visitor residence

	All domestic	Day visitor from home	Day visitor on holiday	Staying visitor
Base	192	134	40	18
Greater London	45%	56%	13%	33%
Surrey	13%	19%	-	-
Essex	6%	7%	3%	6%
Scotland	5%	-	20%	6%
Kent	5%	7%	3%	-
Berkshire	4%	4%	-	11%
Hertfordshire	3%	2%	5%	-
Northern Ireland	3%	-	8%	11%
Wales	2%	-	8%	6%
West Midlands	2%	-	8%	6%

# Windsor Visitor Survey

## Use of Destination Information

Overall, nearly two thirds (61%) of all visitors mentioned one or more features or promotions they had seen prior to their visit. This is slightly higher than the proportion mentioning one or more features or promotions they had seen prior to their visit last year.

### Features or promotions seen prior to the visit

	2017	2016	2015	2014	2013
Base:	396	397	399	400	418
Website	32%	18%	24%	21%	26%
Word of mouth/recommendation	21%	12%	15%	14%	15%
Visitor Information Centre	12%	1%	2%	1%	1%
Windsor Visitor Guide	9%	3%	5%	3%	2%
Social media	2%	3%	3%	2%	n/a
TV feature	-	4%	3%	3%	4%
Newspaper	-	2%	1%	1%	1%
Other sources	3%	14%	13%	8%	5%
None/did not see/did not use	29%	49%	44%	55%	51%

NB: Multiple responses permitted

Information from websites was the most popular source of visitor information for visitors staying overnight in Windsor (21%). Fewer day visitors from home had used a website to obtain information compared with the other two types of visitor. Word of mouth recommendation was also a popular source of information, especially amongst staying visitors.

### Information sources visitors came across – by visitor type

	Day visitor from home	Day visitor on holiday	Staying visitor
Website	21%	38%	35%
Word of mouth/ recommendation	19%	21%	33%
TV feature	-	-	-
Windsor Visitor Guide	6%	11%	12%
Social media	4%	1%	2%
Visitor Information Centre	5%	17%	9%
Newspaper	-	-	-
Other sources	4%	3%	-
None/did not see/did not use	46%	20%	16%

# Windsor Visitor Survey

## Use of Destination Information



Visitors who indicated that they had seen websites promoting Windsor were asked which ones they had used. Overall, just under half (43%) of those who used websites had visited the Royal Borough’s own website (www.windsor.gov.uk), whilst only 2% had looked at the www.visitthames.co.uk website and less than 1% had visited the VisitBritain website

### Websites consulted

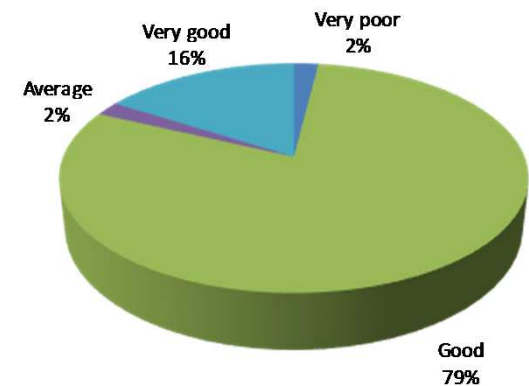
	All visitors 2017	Day visitors from home	Day visitors on holiday	Staying visitors
Base:	126	28	83	15
www.windsor.gov.uk	43%	14%	17%	12%
www.visitthames.co.uk	2%	-	2%	-
VisitBritain website	<1%	11%	57%	3%
Other sites	12%	4%	8%	-

NB: Multiple responses permitted

### Opinions on www.windsor.gov.uk website

Those who had seen or used the www.windsor.gov.uk website prior to their visit were asked to rate it on a scale of 1 to 5. The results reveal a high rating of 4.07. Over three-quarters (79%) rated the website as ‘good’ and 16% rated it as ‘very good’.

Visitor rating of website



# Windsor Visitor Survey

## Main purpose of Visit

As in previous surveys, the highest proportion of visitors indicated that the main purpose of their visit to Windsor was for 'leisure/ holiday' purposes (93%). Five percent were in Windsor primarily for the purpose of visiting friends or relatives (VFR), 1% were on a special shopping trip, 1% were language students and under 1% were there specifically for eating out. The results are broadly consistent to previous years.

### Main purpose of visit to Windsor

	2017	2016	2015	2014	2013
Base:	396	397	399	400	418
Leisure/ holiday	93%	86%	87%	86%	90%
VFR	5%	7%	6%	7%	8%
Special shopping trip	1%	3%	4%	3%	1%
Business trip	-	2%	2%	1%	1%
Language student	1%	1%	1%	2%	-
Dining	<1%	1%	n/a	n/a	n/a
Total	100%	100%	100%	100%	100%

### Whether part of an organised group or coach party

The majority of people who visit Windsor during the summer do so independently. This year only 10% visited as part of an organised group or tour. The year to year results show some variation in the overall proportion of organised group/tour visits. The proportion this year was the lowest for the past five years.

	2017	2016	2015	2014	2013
Base	396	397	399	400	418
Yes	10%	20%	17%	21%	15%
No	90%	80%	83%	80%	85%

# Windsor Visitor Survey

## First Time/repeat visits

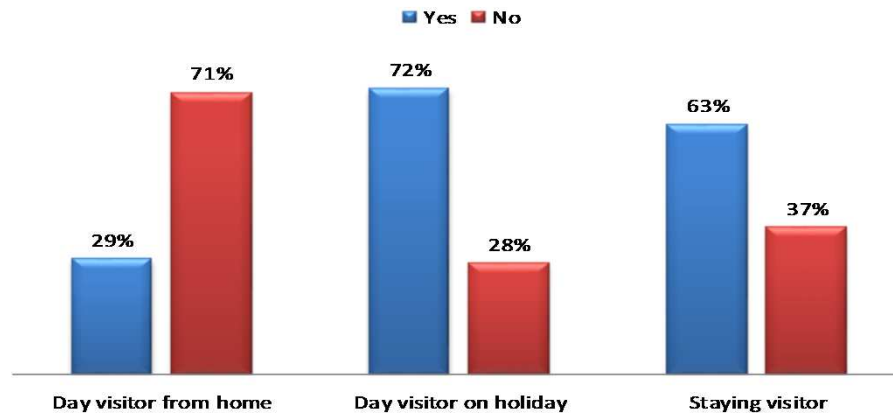
Windsor attracts a significant proportion of first time visitors each year. Fifty-six percent of all visitors interviewed in 2017 were visiting Windsor for the first time, while the remaining 44% had visited Windsor at least once before. The proportion of first-time visitors in 2017 was higher than in previous years. This may be due to the higher proportion of overseas visitors encountered this year.

### Whether visiting for first time - all visitors

	2017	2016	2015	2014	2013
Base	396	397	399	400	418
Yes	56%	46%	44%	46%	44%
No	44%	54%	56%	54%	56%

69

### Whether visiting for first time by visitor type

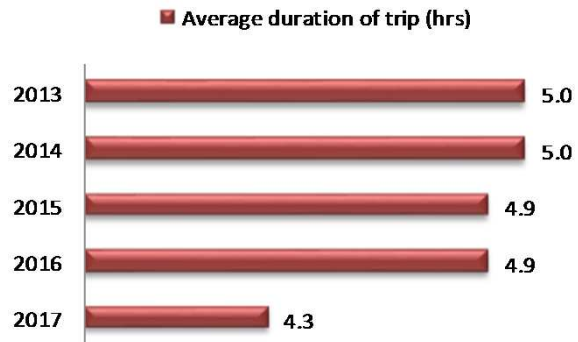


# Windsor Visitor Survey

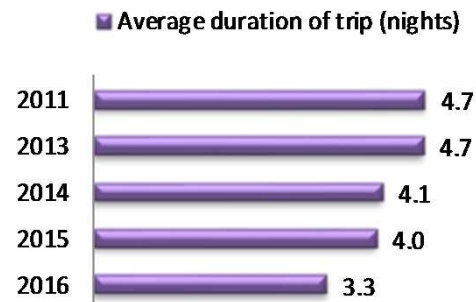
## Average Duration of Trip

Day visitors to Windsor (visiting from home or while on holiday) spend an average of 4.3 hours in the town. The length of time is lower than that of previous years. Visitors staying overnight in Windsor stayed for an average of 4.1 nights in 2017, higher than the average of 2016 but comparable with years previous to that.

LOS day visitors



LOS staying visitors



## Type of accommodation used by staying visitors

	2017	2016	2015	2014	2013
Base:	43	78	67	61	76
Hotel	67%	69%	64%	54%	74%
B&B/ Guest house	5%	6%	6%	10%	7%
Pub/ inn	12%	3%	1%	-	-
Rented house/ cottage/ flat	-	3%	1%	-	5%
Caravanning/ camping	-	3%	-	10%	1%
Onboard a boat/ yacht	-	5%	12%	8%	1%
Home of friend or relative	14%	12%	15%	16%	11%
Other (second home, host family etc.)	2%	-	-	5%	1%
Total	100%	100%	100%	100%	100%

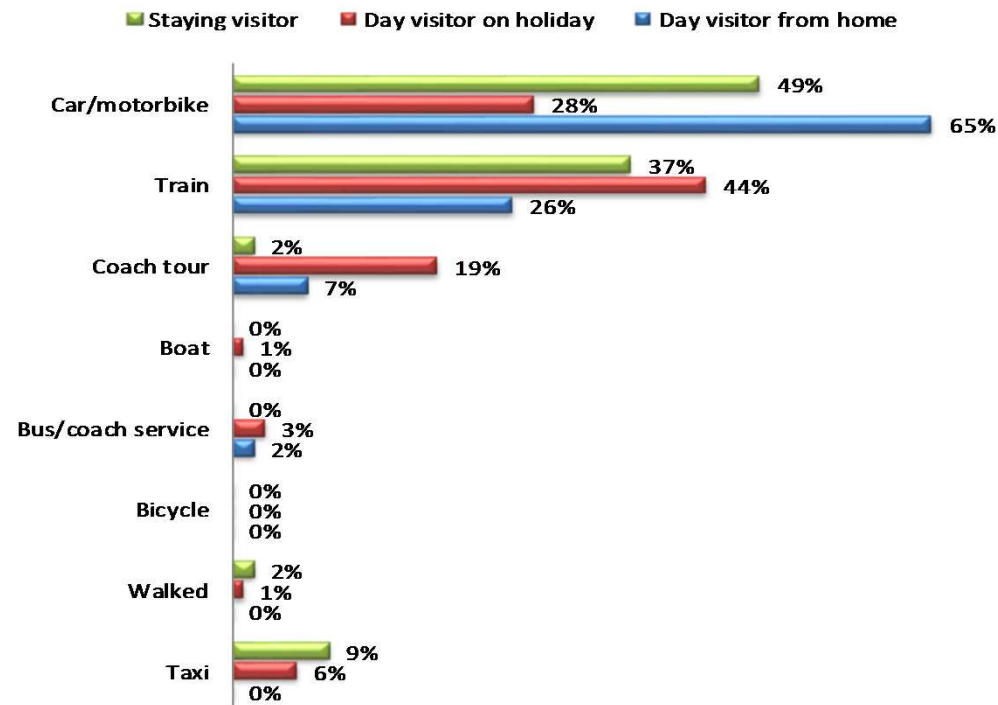
# Windsor Visitor Survey

## Main Mode of Transport Used

Forty-three percent of all visitors in 2017 had travelled to Windsor by private vehicle (car/ van/ motorcycle or motorhome). This is slightly lower than the proportion of visitors who travelled by private motor vehicle in 2016 (50%).

Public transport was far more popular in 2017 with 37% of visitors coming to Windsor by train (22%) in 2016. Whilst coach tours appeared to be slightly less popular with only 13% travelling to Windsor as part of a coach tour compared with 19% in 2016.

### Main mode of transport used to reach Windsor by visitor type



Day visitors on holiday were most likely to travel to Windsor as part of a coach tour or use public transport and less likely to be using their own vehicle than other visitor types.

# Windsor Visitor Survey

## Use of car parking facilities

There was a large increase in the number of visitors encountered that had driven to Windsor and also used the Park & Ride facility. This year just over a third of visitors (36%) used this facility compared with an average of just below 4% from the previous four years. As in previous years, a high proportion (51%) of those travelling to Windsor by car still used the town centre car parks, with the remainder either parking on street, at their accommodation base in Windsor or parking elsewhere.

**Parking facilities used by those travelling to Windsor by car**

	2017	2016	2015	2014	2013
Base:	168	196	196	172	251
Used Park & Ride facility	36%	2%	5%	3%	5%
Used town centre car parks	51%	73%	75%	74%	75%
Other (parking on street etc.)	13%	25%	20%	23%	20%

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## Local attractions visited during trip

Visitors were asked whether Legoland or Windsor Castle were the main reason for visiting Windsor. Virtually all day visitors on holiday (95%) and staying visitors (91%) said that Windsor Castle had been the main reason for their visit that day. Far fewer visitors mentioned Legoland as the main reason for their visit, however, higher proportions of day visitors from home (40%) mentioned Legoland compared to the other two visitors types (12% and 14% respectively).

**Whether Legoland or Windsor Castle were main reason for visiting by visitor type**

	All visitors	Day visitor from home	Day visitor on holiday	Staying visitor
Base:	396	136	217	43
Windsor Castle	90%	80%	95%	91%
Legoland	22%	40%	12%	14%
Neither	3%	3%	3%	2%



# Windsor Visitor Survey

## Local attractions visited during trip

Windsor Castle was again the most frequently mentioned formal attraction, with 90% of all visitor groups saying they had or intended to visit inside the Castle. Day visitors on holiday and staying visitors were particularly likely to visit inside the Castle during their trip to Windsor. As in previous years, cafe's/ restaurants/ pubs (visited by 69% of visitors) and shops (visited by 27% of visitors) were frequently mentioned attractions in 2017.

Visits to local attractions by visitor type

	All visitors	Day visitor from home	Day visitor on holiday	Staying visitor
Base:	396	136	217	43
Visit inside Windsor Castle	90%	79%	96%	91%
Visit a cafe/ restaurant/ pub	69%	77%	66%	58%
Visit the shops	27%	21%	30%	30%
Visit inside Legoland	22%	40%	12%	12%
Visit Guildhall Museum	21%	23%	20%	21%
Visit Windsor Great Park/ Long Walk	16%	15%	16%	16%
Take a horse-drawn carriage ride	15%	12%	18%	12%
Stanley Spencer Gallery	8%	7%	9%	2%
River Thames	7%	7%	6%	9%
Take a riverboat excursion/ Duck Tour	6%	10%	5%	5%
Parks & gardens near the river	6%	7%	5%	5%
Follow the Queen's Walkway	5%	5%	5%	5%
Windsor Farm Shop	4%	4%	4%	7%
Arts/ music venue or Theatre Royal	4%	4%	3%	12%
See the soldiers marching	3%	2%	3%	2%
Look around Eton College	3%	2%	2%	7%
Visit inside Savill Garden	3%	4%	3%	-
Take an open top bus tour	2%	1%	1%	9%
Runnymede/ Magna Carta	2%	1%	2%	7%
Hire a rowing boat	2%	2%	1%	2%
Visit inside Frogmore House & Gardens	2%	1%	1%	7%
Dorney Court	2%	1%	2%	-
Windsor Racecourse	1%	1%	1%	2%
Swimming pool/leisure centre	1%	1%	1%	-
Take a guided walking tour	1%	1%	<1%	-

# Windsor Visitor Survey

## Use of the Visitor Information Centre

In direct contrast to previous years, nearly half of all visitors encountered (45%) indicated that they had been into the Visitor Information Centre during their visit to Windsor in 2017, varying between 33% of staying visitors to 50% of day visitors on holiday. This dramatic increase in usage may be able to be put down to the high levels of overseas visitors encountered during the survey.



### Whether visited the VIC

	2017	2016	2015	2014	2013
Base:	396	397	399	400	417
Yes	45%	9%	10%	10%	8%
No	55%	91%	90%	90%	92%

### Whether visited the VIC by visitor type

	Day visitor from home	Day visitor on holiday	Staying visitor
Base:	136	217	43
Yes	42%	50%	33%
No	58%	50%	67%



# Windsor Visitor Survey

## Visitor spending by staying visitors

The average overall spend on eating out, shopping, entertainment and travel/transport among visitors staying overnight in Windsor in 2017 was £55.55 (per person per 24 hours), slightly lower than the average level of expenditure on these items seen in the last two years. Entertainment and travel/transport accounted for the highest proportion of expenditure.



Average spend by staying visitors (£ per person per 24 hours)

	2017	2016	2015	2014	2013
Eating out	£23.03	£25.04	£24.39	£17.15	£27.47
Shopping	£14.48	£18.82	£24.68	£12.38	£22.86
Entertainment	£13.03	£10.93	£8.77	£7.88	£10.54
Travel/ transport in Windsor	£5.01	£3.00	£3.68	£3.38	£8.36
Sub-total	£55.55	£57.79	£61.52	£40.77	£69.23
All commercial accommodation	£38.85	£48.51	£31.37	£33.66	£39.79
All accommodation (incl. second homes and homes of friends/relatives)	£32.74	£34.73	£28.35	£21.72	£33.56
Total (including commercial accommodation)	£94.40	£106.30	£92.89	£74.43	£109.02

The average spend on commercial accommodation in Windsor was lower this year compared to 2016 (£38.85 per person per night compared to £48.51 in 2016). The average total spend for staying visitors, including spend on commercial accommodation, was estimated to be £94.40 per person per night.

NB: Figures relate to those staying overnight in Windsor only. Average spend figures exclude 'no replies'.

## Day visitor expenditure

Day visitors (combining day visitors from home and day visitors on holiday) to Windsor spent an average of £43.58 per person per day during 2017, Nearly £10 higher than the average spend seen last year. Entertainment and travel/transport accounted for the highest proportion of day visitor spend.

Average spend by day visitors (£ per person per day)

	2017	2016	2015	2014	2013
Eating out	£11.98	£12.24	£12.07	£12.31	£12.51
Shopping	£6.93	£11.12	£10.74	£12.44	£11.92
Entertainment	£16.79	£9.29	£8.53	£9.90	£8.58
Travel/ transport in Windsor	£7.88	£2.06	£1.46	£2.73	£6.83
Total	£43.58	£34.71	£32.80	£37.37	£39.83

NB: Average spend figures exclude 'no replies'.

# Windsor Visitor Survey

## Visitor Satisfaction

Visitors were asked to express their opinions on various aspects of their visit which together comprise the 'visitor experience'. Each aspect or indicator was rated on a scale of one to five, where 1= 'very poor' (or the most negative response), 2= 'poor', 3= 'average', 4= 'good' and 5= 'very good' (the most positive response), allowing an average opinion 'score' (out of a maximum of five) to be calculated.

The majority of the performance indicators rated this year received extremely high scores of 4.5 plus out of 5, which collectively contributed to the high level of overall trip enjoyment. However, several of the indicators measured scored particularly well this year.

The top five performing aspects rated this year were:

	<i>Satisfaction score</i>
<i>Feeling of welcome</i>	4.91
<i>Upkeep of parks &amp; open spaces</i>	4.88
<i>Value for money of attractions</i>	4.88
<i>Range of attractions</i>	4.87
<i>Quality of service at attractions</i>	4.87

As with 2016, there were only two indicators which received a score lower than 4 out of 5. These were:

	<i>Satisfaction score</i>
<i>Ease of parking</i>	3.55
<i>Cost of parking</i>	2.83

# Windsor Visitor Survey

## Visitor Satisfaction – overview of comparative scores

An overview of all performance scores show that compared to last year most changes have been very good. 46 performance indicators which saw a significant improvement compared to last year. To be considered a significant improvement, there needs to be an increase in the satisfaction score of at least 0.20 points. In total 22 out of the 26 aspects being rated improved on their satisfaction scores when compared with 2016

Only one area dropped by 0.20 points or more when compared to last year. This was the *Ease of parking* which dropped by 0.36 points compared to last year.

Indicators	2017	2016	2015	2014	2013	2017/2016 % change
Quality of service for accommodation	4.17	4.34	4.50	4.23	4.35	-0.17
Value for money for accommodation	4.17	4.12	4.32	4.03	4.05	+0.05
Ease of parking	3.55	3.91	4.05	3.87	3.71	-0.36
Cost of parking	2.83	2.62	2.91	2.70	2.80	+0.21
Range of attractions	4.87	4.60	4.56	4.62	4.56	+0.27
Quality of service for attractions	4.87	4.63	4.55	4.56	4.56	+0.24
Value for money for attractions	4.88	4.21	4.16	4.12	4.00	+0.67
Range of places to eat/drink	4.76	4.63	4.62	4.64	4.64	+0.14
Quality of service for places to eat/drink	4.81	4.47	4.53	4.53	4.44	+0.34
Value for money for places to eat/drink	4.81	4.12	4.08	4.19	4.08	+0.69
Range of shops	4.61	4.58	4.59	4.55	4.56	+0.03
Quality of shopping environment	4.71	4.63	4.60	4.55	4.55	+0.08
Quality of service for shopping	4.77	4.60	4.53	4.51	4.46	+0.17
Road signs	4.77	4.40	4.47	4.47	4.29	+0.37
Pedestrian signs	4.82	4.48	4.52	4.48	4.38	+0.34
Display maps/ info boards	4.84	4.49	4.41	4.46	4.31	+0.35
Availability of public toilets	4.71	4.23	3.95	4.17	4.10	+0.48
Cleanliness of public toilets	4.81	4.42	4.26	4.38	4.31	+0.39
Cleanliness of streets	4.84	4.58	4.65	4.64	4.61	+0.26
Upkeep of parks & open spaces	4.88	4.74	4.71	4.69	4.66	+0.14
Ease of finding VIC	4.68	4.54	4.54	4.44	4.24	+0.14
Quality of service for VIC	4.73	4.78	4.68	4.46	4.56	-0.05
Usefulness of info. at VIC	4.79	4.77	4.64	4.55	4.52	+0.02
General atmosphere	4.86	4.78	4.77	4.81	4.77	+0.08
Feeling of welcome	4.91	4.73	4.70	4.72	4.69	+0.18
Overall enjoyment	4.21	4.37	4.40	4.41	4.34	-0.16

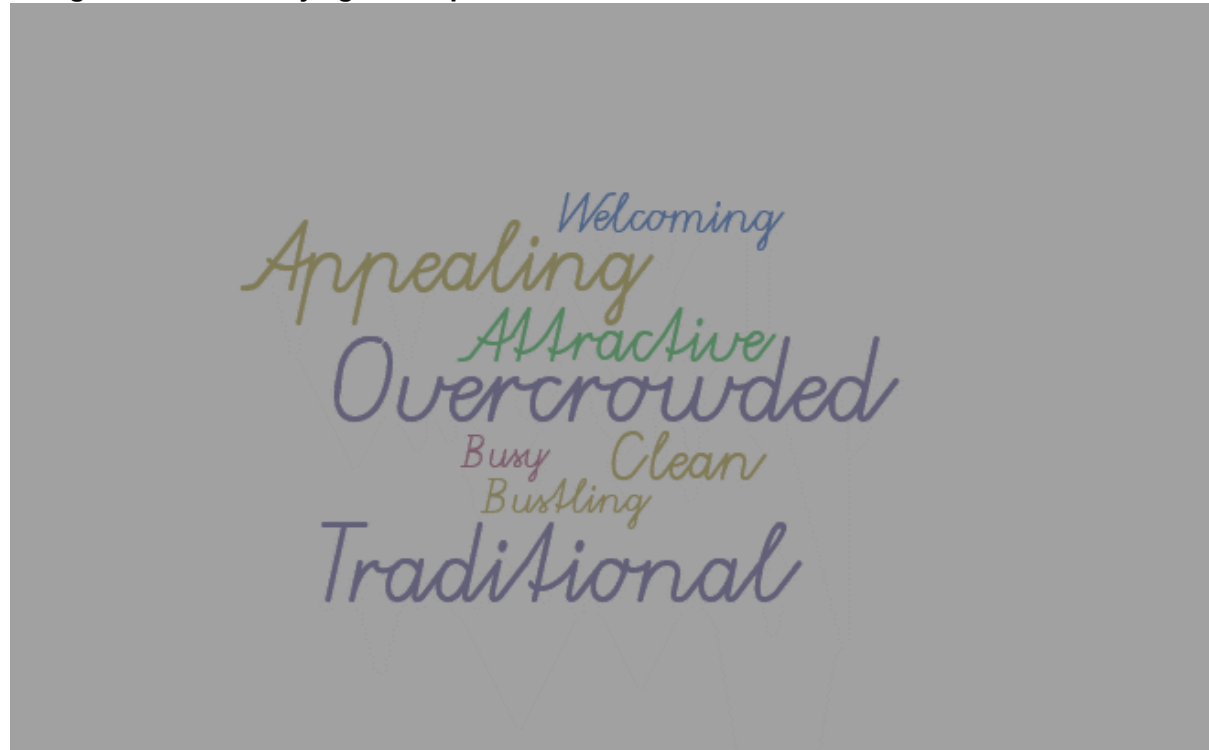
# Windsor Visitor Survey

## First Impression of Windsor

Visitors were invited to comment on their first impressions of the town. The open ended comments have been grouped into different aspects and the full list is presented in the Appendices. The top responses mentioned are presented below.

By far the most dominant impression mentioned by 47% of all visitors was how attractive and appealing they found the town to be. Others mentioned the cleanliness (37%), feeling of welcome (33%) and the busy/bustling feeling (26%).

### Images/themes conveying first impressions



# Windsor Visitor Survey

## What Visitors Like Most About Windsor

Visitors were invited to say what they liked or enjoyed most about Windsor and comment on any aspect which may have reduced the enjoyment of their visit. The key aspects mentioned on enjoyment are presented below and as in previous years, 'the Castle' was the top response (mentioned by 75% of visitors), followed by the attractiveness of the town (15%) and the general atmosphere and ambience of the town (mentioned by 12% of visitors).

### Aspects of the town most liked



The majority of visitors (97%) indicated that 'nothing' had spoiled the enjoyment of their visit to Windsor.

Of those who did offer comments, a variety of different aspects were mentioned, often by only one or two visitors. This included the poor weather, too crowded and difficulty parking.



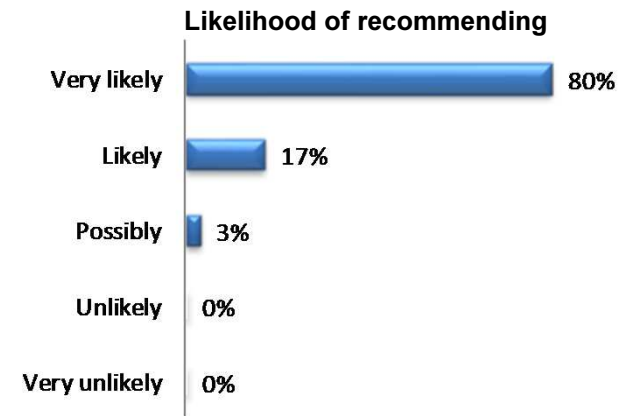
# Windsor Visitor Survey

## Meeting of expectation & likelihood of recommending

Overall, 72% of visitors indicated that the visit had met their expectations, while 27% reported that it had exceeded their expectations. Only 1% reported that the visit had failed to meet their expectations.

Whether the visit met expectations

	2017	2016	2015	2014	2013
Base:	396	397	399	400	416
Met expectations	78%	72%	72%	77%	75%
Exceeded expectations	22%	27%	26%	22%	22%
Failed to meet expectations	0%	1%	2%	1%	3%



The vast majority of respondents indicated that they were 'very likely' or 'likely' to recommend Windsor as a visitor destination to others (97%).



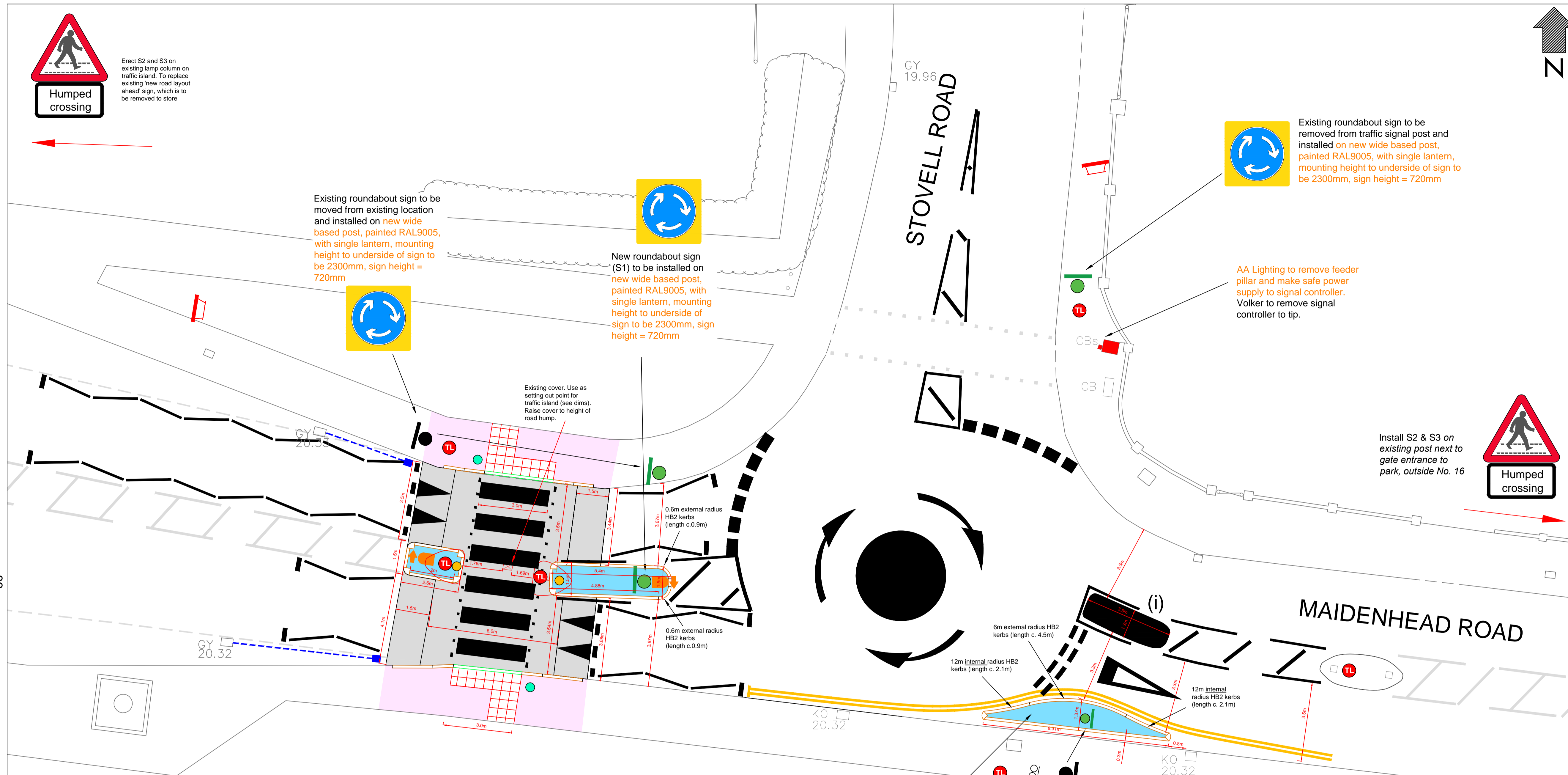


**Thank you.**

**Any Questions?**



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Proposed installation of domed roundabout and controlled pedestrian crossing at junction of Stovell Road with Maidenhead Road, Windsor.

- Roundabout Construction**
- Dome roundabout to 50mm high.
  - 4m diameter roundabout.
  - Chase into existing carriageway.
  - Excavate within extents of proposed domed roundabout to ensure that minimum depth of new material to form dome is 40mm.
  - Build up domed roundabout in close graded asphalt concrete (10mm aggregate).
  - Bond coat to all existing surfaces.

- Raised zebra crossing construction**
- Footway to be re-profiled to suit new 70mm kerb height at crossing, maintain fall towards carriageway. Kerbs at tactile paving to be flush with new road hump.
- Hump to be constructed to RBWM Standard Drawing SD/700/02, to dimensions shown on drawing. Chase ramps into existing carriageway surface. Road hump height = 70mm. Road hump ramps = 1500mm long. Plateau = 6000mm long

- KEY:**
- Existing traffic island to be removed
  - Existing signal heads to be removed from poles and taken to store at Priors Way depot, Maidenhead. All signal poles to be removed and footway patched
  - Sign and frame to be removed to store
  - Installation of Belisha beacon and column. AA Lighting to implement, including ducting.
  - Installation of combined lamp column and Belisha beacon. AA Lighting to implement, including ducting.
  - Installation of wide base post and sign light. AA Lighting to implement, including ducting.
  - Installation of new Keep Left 'Flecta' bollard
  - Installation of new gully
  - Installation of 150mm pvcu drainage pipe to connect new gully into existing
  - Installation of HB2 Kerbs (Radius kerbs are detailed on drawing)
  - Installation of Centre Stone Kerbs
  - Construction of new traffic island. Bond coat to existing carriageway, binder course (20mm agg.) as regulating & 20mm surface course (6mm agg.)
  - Red blister type tactile paving slabs (65mm) on 50mm sand bed and approx. 100mm type 1.
  - Installation of new double yellow lines
  - (i) Install solid area of thermoplastic, domed to a height of 50mm in AC in material. Chase into existing road surface and seal joints.

Rev	Date	Description	Drn	Chk	App
-	DEC 17	ORIGINAL ISSUE	AJ	RB	RB

This drawing has been specifically prepared to meet the requirements of the named client and may contain design and innovative features which differ from conventional design standards.

**PROJECT CENTRE**

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Client:

Project: MAIDENHEAD ROAD / STOVELL ROAD WINDSOR

Drawing Title: PERMANENT MINI-ROUNDOABOUT AND RAISED ZEBRA CROSSING

Drawing Status: FOR CONSTRUCTION

Drawn: AJ | Designed: RB | Date: DEC 17 | Scale: 1:100 | Size: A1

Drawing No: 1000003801(CD16-16-2)-5-010-01-01 | Rev: -

**Road Marking works**  
Existing double yellow lines omitted from drawing for clarity. Where zig-zag markings are proposed, any existing double yellow lines are to be removed. All other markings shown are either new or existing to be refreshed.

**Electrical works**  
Text in orange indicates work to be carried out by AA Lighting. Also see KEY and notes on drawing

Existing temporary pedestrian crossing signals to be off-hired and removed from site.

**New sign details:**

	QUANTITY = 1		QUANTITY = 2
			QUANTITY = 2

Scheme Ref. Maidenhead Road / Stovell Road		Scheme Ref. Maidenhead Road / Stovell Road	
Sign Ref. S1	x-height 100.0	Sign Ref. S3	x-height 50.0
Letter colour N/A	SIGN FACE	Letter colour BLACK	SIGN FACE
Background YELLOW	Width 720mm	Background WHITE	Width 500mm
Border N/A	Height 720mm	Border BLACK	Height 290mm
Material Class RA2 (12899-1:2007)	Area 0.52m <sup>2</sup>	Material Class RA2 (12899-1:2007)	Area 0.14m <sup>2</sup>
Sign Reference S2	Height 600mm		
	Width 679mm		
	Area * 0.24 m <sup>2</sup>		
	Material Class RA2 (12899-1:2007)		
	Mount Height 2300		
	* Area reduced for rounded corners.		

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