

**CASTLEGATE, YORK: AUDIENCE RESEARCH PILOT
PROJECT**

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1. Introduction

1.1 Objectives

The Institute for the Public Understanding of the Past (henceforth IPUP) offered to undertake audience research at the area of Castlegate, York (York Castle Area), on behalf of various cultural institutions – such as the York Museums Trust, York Civic Trust and York Archaeological Trust – in October 2009 as part of a wider project to assess public perceptions about the cultural heritage of York. One of the main objectives of this audience research was to investigate the meanings attached by visitors to the wider historical setting surrounding the area that extends from the Coppergate shopping centre to Castlegate. Special emphasis was placed on the level of engagement of the public with the built environment of these historic areas. Within this context, the level of visitation to 5 of the main monuments/sites/attractions in the wider area was also assessed followed by an examination of public views towards the street-level presentation of these places and the extent to which respondents felt encouraged to visit them.

1.2 Methodology

For the purposes of this audience research 100 open-ended face-to-face interviews were conducted at the Castlegate area of York (between the entrance of the York Castle Museum and Clifford's Tower). These interviews took place on the 26th and the 31st of October 2009. People who were sitting on the benches and other areas of this public space or visitors who were exiting the York Castle Museum were targeted as respondents in an effort to maximise the quality of the data (allowing respondents some time to reflect on the questions and to answer with the least possible haste). In very few cases respondents who were resting in the vicinity of the entrance to the Clifford's Tower site were also interviewed.

The open-ended questionnaires, retaining the anonymity of the respective respondents, were digitally recorded to allow for careful transcription. The main part of the interviews consisted of specific questions about the level of awareness of and visitation to the five main historical sites/attractions of the area, the level of public engagement and presentation of the latter and the meanings/ values attached by the interviewees to these places and to York's past in general (see Appendix 1).

General background information on the interviewees – retaining their anonymity – was also collected in order to assist in the identification of any patterns with the regard the responses. Both the quantitative and qualitative data gathered from the interviews has been coded in line with the specific objectives of the audience research project and has been analysed with the use of Microsoft Excel.

All of the transcribed interviews are included in a separate document (see [...]) which also includes the background information for all individual respondents. Every interview corresponds to the responses provided by one individual followed by a code that indicates the relevant audio file and the person conducting the interview (e.g. GA 1 or GA 17a and 17b respectively).

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1.3 Potential for fulfilling long term objectives

The audience research conducted at the Castlegate area is part of a larger project for exploring public perceptions of the cultural heritage of York and has been carried out in conjunction with qualitative research at other areas within the city (e.g. Coppergate shopping centre, Museum Gardens). This research can serve in the future as the basis for a more extensive project for understanding the public engagement with the past and with cultural heritage and for informing the future development of York’s historic monuments and visitor attractions. The employment of qualitative research methodologies in particular has demonstrated the potential for identifying visitor needs and expectations as well as for engaging with both users and non-users of York’s cultural heritage.

2. Audience survey demographics

2.1 Gender

From the total sample of 100 face-to-face interviews collected at Castlegate female respondents accounted for slightly more than half of the respondents (52%) as opposed to 48% male respondents (Fig. 1).

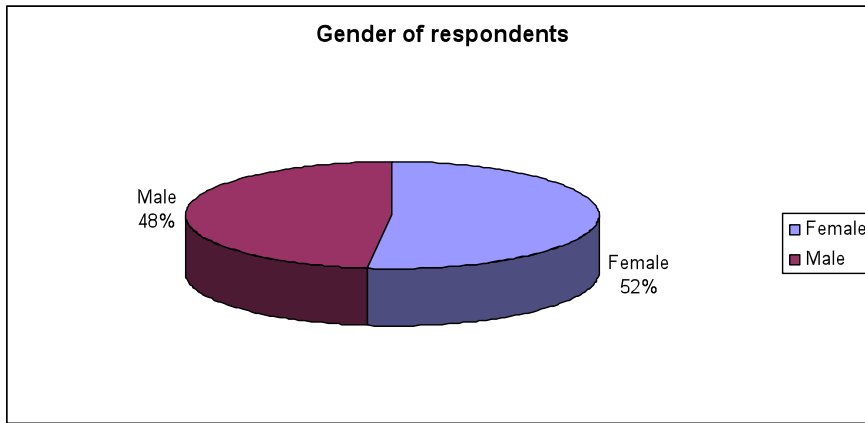


Fig. 1: Percentage of female and male interviewees from the total sample of 100 interviews.

2.2 Age distribution

The vast majority (80%) of the respondents were over the age of 34 with people belonging to the “35-44” age group accounting for almost one third of the total sample (32%). The “55-64” age group was also strongly represented with 20% (see Fig. 2).

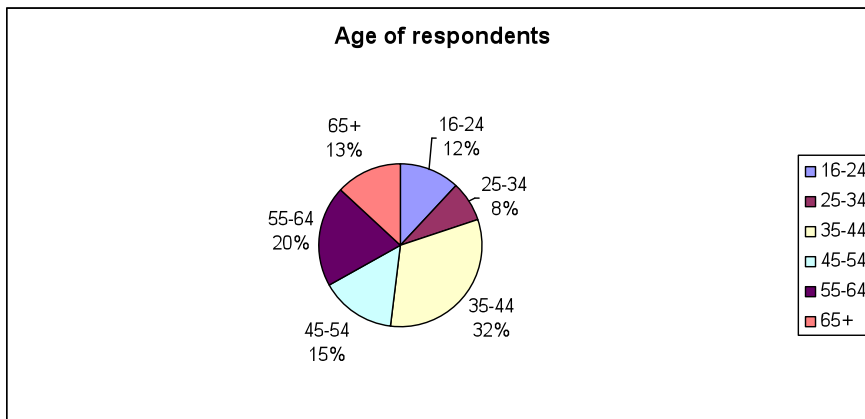


Fig. 2: The distribution of the respondents according to their age (total sample of 100 interviews).

2.3 Origin of respondents

The vast majority of the interviewees (67%) were coming from the UK but outside Yorkshire (Fig. 3). Residents of Yorkshire accounted for slightly less than a quarter of the responses (22%) while York residents constituted only 5% of the sample. Only 6 respondents were overseas visitors and all of them from English-speaking countries.

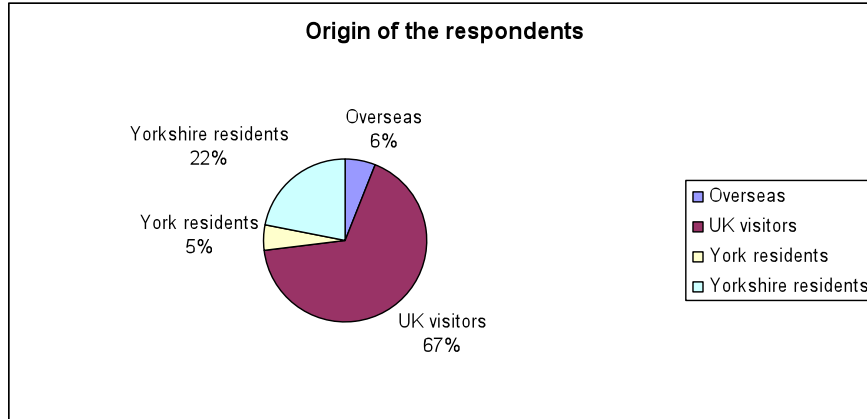


Fig. 3: The distribution of the respondents according to their origin (total sample of 100 interviews).

2.4 Educational background

In terms of highest educational qualifications the vast majority of the respondents (70%) had a background in tertiary education. It is worth stressing that more than a quarter of the interviewees (29%) indicated that they had a postgraduate qualification (Fig. 4).

Highest educational qualification	Frequency
Postgraduate	29
GCSE/Secondary	16
HNC/Technical qualification	15
Trade qualification	11
Undergraduate	10
No formal qualification	7
A Level/High school	7
HNC/Technical qualification + Trade qualification	5

Fig. 4: The distribution of the respondents according to the occupation of the main income earner in their household (total sample of 100 interviews).

2.5 Occupations

More than half of the respondents (60%) stated that the main income earner of their household held a higher or lower managerial occupation (Fig. 5). More specifically, approximately one third of the total sample (33%) represented people with a higher managerial and professional occupation. It is perhaps worth noting that 14% of the interviewees classified themselves in the “retired” category.

Occupation of main income earner in the household	Frequency
Higher managerial	33
Lower managerial	27
Retired	14
Intermediate	8
Semi-routine	6
Lower supervisory and technical	3
Small employer and own account workers	3
Routine occupation	3
No response	3

Fig. 5: The distribution of the respondents according to the occupation of the main income earner in their household (total sample of 100 interviews).

2.6 Ethnicity

The sample of 100 interviews represents mostly people from the British Isles (81%). Using various combinations, more than half of the respondents (55 responses) identified themselves as British while 16 respondents defined themselves as English. Approximately half of the respondents (51%) chose to specify their ethnic group racially by using the terms “white” or “Caucasian” (Fig. 6).

Ethnic background	Number of respondents
White British	29
British	24
White	10
English	8
White English	6
Scottish	3
White UK	2
Church of England	2
Caucasian	2
South African	2
Greek	2
English/British	1
British Indonesian	1
English European	1

Irish European	1
White European	1
White Scottish	1
UK	1
African Indian	1
No response	1

Fig. 6: The distribution of the respondents according to ethnicity (total sample of 100 interviews).

3. Values attached to the historic environment surrounding Castlegate

3.1 Main reason for visiting Castlegate

Bearing in mind that many important museums and historical sites are located in the vicinity of the Castlegate area the interviewees were asked to provide their main reason for being at the place. Less than a third of the respondents (31%) stated that heritage (in the broader sense) was their main reason with only 3 people mentioning history. Nevertheless, it is worth considering that answers highlighting tourism as a reason for visiting the area (occurring in 21 responses) or the general term holiday (occurring in 10 responses), can also imply a visit to a heritage attraction like a monument, site or museum. Indeed 13 respondents combined tourism or holiday with heritage in their answers (see also next section 3.2). Various leisure activities (such as a day out, holiday etc) were the second most popular category of answers representing around a quarter (26%) of the total sample.

Activity/main reason for being at Coppergate	Frequency
Heritage	31
Leisure (day out, holiday, shopping)	26
Tourism	21
Family time (spending time with or visiting)	17
History	3
Meeting friends	3
Benchmarking trip	1
No response	1

Fig. 7: A summary of the most frequent answers to the question “Why are you here in Coppergate today?”.

3.2 Cultural heritage as a motivation for visiting Castlegate

It would be fair to say that a significant number of interviewees (31%), as demonstrated by the previous section, mentioned that heritage was the main or part of their reason for being at Castlegate. Not surprisingly (bearing in mind the location where the interviews took place), the vast majority of them (29 responses) stressed that they had come specifically in order to visit the York Castle Museum. Quite interestingly other historic places or museums featured as well in the responses of these people – e.g. York Minster and the National Railway Museum (3 responses each) – while 3 respondents mentioned that they were in York in order to attend, among other things, the York Illuminated event.

In order to focus on the extent to which cultural heritage (in its broader sense) constituted a motivation for visiting Castlegate 90 interviewees, from the total sample of 100 interviews (York residents deliberately excluded), were asked whether York's past was part of the reason for their visit. From these responses only 18 (20%) were negative while 72 (80%) acknowledged that York's heritage had a role in their decision to visit Castlegate. It is perhaps worth stressing that 15 respondents (out of 72) mentioned that it was York's past together with another element that motivated them. Quite interestingly two of the interviewees that gave negative answers (Interviews 19 and 75) seemed to be contradicting as they mentioned that the reason for their visit was to visit the York Minster and to reinforce their children's education respectively.

As opposed to the number of respondents who identified heritage or history as the main reason of their visit (31%) in the very open initial question ("Why are you here today?") the relevant number that occurred through the more direct question ("Was York's past part of the reason for your visit?") is much higher (72%). However, the fact that, for example, 13 respondents who answered positively had previously only identified holiday or tourism as the main reason of their visit goes to show that the activity of visiting heritage places and museums cannot easily be distinguished from leisure and general tourism (at least for some members of the public).

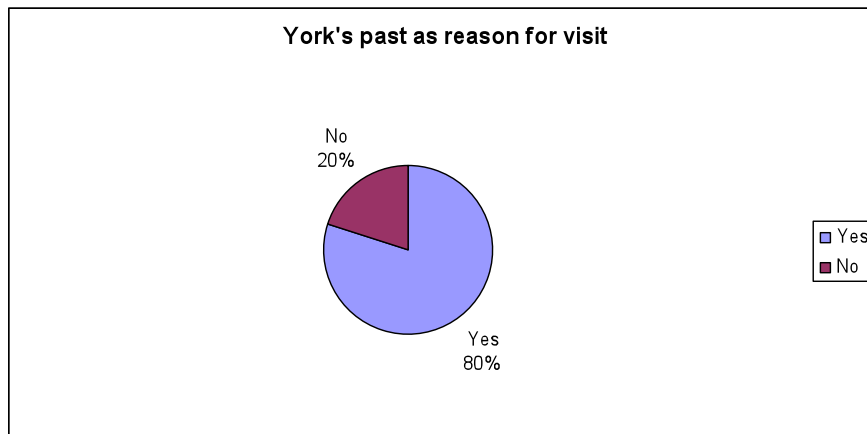


Fig. 8: Percentage of “Yes” and “No” answers to the question “Was York’s past part of the reason for your visit?”.

3.3 Meanings and values attached to the cultural heritage surrounding Castlegate

The vast majority of the interviewees (92%) identified a certain aspect or a range of aspects for which the heritage surrounding the Castlegate area was meaningful to them. Only 8% of the respondents mentioned that the historical sites in question had no meaning for them, two of which confessed that they were at least something to look at. Quite interestingly almost all of the latter (7 out of 8 respondents) had a different view in Question 4a (“What did you get out of your visit to the historical site?”) by stating that there was something different to see (2 responses), by acknowledging interest and the importance of the historical context (2 responses), by revealing they attached aesthetic and historical values (2 responses) and identifying enjoyment and knowledge (1 response).

Historical value was emphasised by nearly half of the respondents (48%) while the importance of the historic sites for educational purposes (particularly for children – 10 out of 12 responses) accounted for 12% of the total sample. The fact that a great number of interviewees had just visited the York Castle Museum – which presents aspects of the social history of even fairly recent periods of time – was evident from the number of responses (14%) that stressed the value of memory. 9 respondents in particular highlighted that specifically the York Castle Museum had triggered childhood memories. In addition, heritage value was attached by 9% of the

respondents. References to the importance of the past, for various reasons (e.g. knowledge and sense of the past, connection with the past), were made in 12 responses.

Overall the responses provided by the interviewees demonstrate a wide range of meanings and values attached to the historic sites of the Castlegate area. The figure below summarises the most frequent meanings and values expressed by the 92 interviewees who answered Question 3 (“Do these historical sites mean something to you? If so, what?”).

Meanings and values attached by respondents	Frequency
Historical value	43
Educational	12
Memory (childhood)	9
General interest	6
Memory (personal, family)	5
Knowledge of the past	5
Heritage value	4
York history	4
Nostalgia	4
Yorkshire heritage	3
Connection with past	3
Sense of past	3
Aesthetic value	2
Personal meaning	2
Sharing the experience with children	2
Enjoyment	2
Architectural value	2
National treasure	2
UK history	1
Link between past and present	1
National heritage	1
Pride (in history)	1
Documenting travels for mother who is overseas	1
Knowledge	1
Grandeur	1
Personal heritage	1
Visiting a new place	1
Many values (not defined)	1

Fig. 9: Meanings and values attached to historical sites of Castlegate area by respondents.

78 of the 86 respondents who had visited a historic site on the day of the interview (or recently) mentioned some particular aspect or aspects when asked about what did they get out of their visit. Although a great number of interviewees reiterated on meanings

and values they had previously identified in Question 3 the answers again provided a wide diversity of views, thoughts and feelings towards the heritage of the Castlegate area.

What did respondents get from their visit to the historic site(s)	Frequency
General knowledge	18
Historical value	12
Enjoyment	11
General interest	8
Family time	7
Memory (childhood)	6
Knowledge of the past	6
Visiting a new/different place	6
Memory (personal, family)	5
Educational (for children)	4
Window/links to the past	4
Experience of the past	3
Nostalgia	3
Sense of the past	3
Aesthetic value	3
Sense of belonging	2
Fear (triggered from visiting Clifford's Tower)	2
Architectural value	2
Humbling experience	2
Benefits of proximity of sites and easy access for older people	2
Empathy with people from the past	1
Sense of evolution of York	1
Experience of living history	1
Ambiance	1
Ability to imagine landscapes of the past	1
Showing children aspects of own childhood	1

Fig. 10: A summary of the answers to Question 4a (“What did you get out of your visit to the historical site?”).

Interesting responses to Question 3 (“Do these historical sites mean something to you? If so, what?”)

Historical value: Caring and knowing for the past

Retired male UK visitor: “...you begin to understand why people flock in from abroad, it brings it all to life really. And it’s a great shame really because we live in a great country that is obviously steeped in history, and, ehm, ... you start to think you should really start to take more interest in it” (Interview 6, GA 05).

Retired female visitor from Scotland: “we thought we hadn’t a civilised society but when you compare what used to happen in the prisons, we’re extremely civilised. I

hadn't thought of that before, but I don't know why it hit me today" (Interview 9, GA 8a).

National and local heritage value

Retired Police sergeant from Yorkshire: *"Well they're national heritage, they're a treasure, they've got to be looked after"* (Interview 14, GA 12a).

Female Business Analyst from Yorkshire: *"Ehm, they're just an important part of our heritage, our English heritage, and Yorkshire heritage really, yeah, they mean something because it's just educating the children"* (Interview 83, MS 04).

Personal heritage and memory

Male Yorkshire resident (age group 35-44): *"Well when we first met each other we came on a very romantic weekend to York"* (Interview 1, GA 01a).

Retired male visitor from Scotland: *"it's quite nice for people of our age to look and see 'Oh! I know that, I remember that, I've used that!'"* (Interview 10, GA 8b)

Young (16-24) female UK visitor: *"The museum was really good to see – because you can relate to your grandma's stories"* (Interview 13, GA 11).

Male Yorkshire resident (age group 45-54): *"Just part of my heritage. Basically my family have been from York since, well, I can trace them back to 13th century basically, so..."* (Interview 34, GA 27).

Links between past and present

Male UK visitor (35-44) *"Ehm, well it obviously shows the importance of retaining artefacts from the past, so that people in the present can learn from it and reminisce perhaps if its recent past, and our children can see, can see things from our recent past as well"* (Interview 71, GA 52a).

3.4 York's past and present: some views from the local residents

Question 7b ("How does York's past affect how you feel about the city's present?") was aimed at York residents or respondents that had a special link with the city. Although the total number of York residents accounted for only 5% of the sample some very interesting responses were given. At the same time, this question was also addressed to 9 Yorkshire residents and one UK visitor (a lady that actually grew up in York). All five of the York residents stressed that the past had a role in enhancing the

present life of the city in terms of beauty and character and the importance of preserving the past was much praised.

Among the Yorkshire residents who answered this question only 2 out of 9 had a negative response as to the importance of York's past to their feelings for the present. The rest of the interviewees mentioned the importance of preserving York's past for enhancing the character of the city. Interesting comments include a reference to the vital role of the past for boosting the tourist industry (Interview 28), the fact that local people often take for granted and do not appreciate their local heritage (Interview 34) and the importance of an easily absorbed (particularly by the young) format of presenting the past.

Comments by York residents:

A male York resident (55-64 age group) stressed how the past was important in terms of choosing to live in the city: *"Oh, I think it makes a huge, huge impact, the reason we moved here is because it has got history, it's got character, it's got – constantly, any time you turn a corner in York you're finding something new"* (Interview 32, GA 26a).

A retired female York resident seemed to highlight the heritage of York for offering quality of living: *"It's unique city with a fantastic buzz...And just in a nutshell really I would say that sometimes walking through York on a snowy day, with the cathedral bells ringing, and it's heaving with tourists, I can almost cry because I'm so lucky that I live here and I don't have to visit here, because I actually live here"* (Interview 33, GA 26b).

A male York resident (45-54 age group) praised the knowledge of bygone ages in terms of the possibility to compare how different the quality of life was: *"...you can imagine what it used to be like. It's just how different it is now...Just the idea of how much poverty there was here"* (Interview 67, GA 49a).

One male York resident (35-44 age group) made a specific reference to the importance of preserving working class history and hinted at certain negative aspects of tourism: *"Well I think it still retains a lot of its past you know, its still very, it's quite a working class town really despite all its nice charm and that, so I'd say it's retained it's kind of, you know, a lot of the manual work, things like that, the railways, the confectionary, the factories, and stuff like that. So its past is still very much with it today, but obviously, like most places in Britain, it's got tipped over into consumerism"*

and drowning under that, you know, but obviously with the current economic situation perhaps that will change again I don't know" (Interview 81, MS 02).

Female UK visitor (45-54 age group) who grew up in York underlined the importance of learning aspects of unpleasant and traumatic history: *"...I didn't know about the massacre in Clifford's tower when I grew up here. And I think it's good that we have a commemoration of that now, for instance"* (Interview 87, MS 08).

Comments from Yorkshire residents:

Young (16-24 age group) male Yorkshire resident: *"Well for a start it's a huge part of the present, given the amount that's built upon the tourist industry around these historic sites. So whatever the past is left, it's left us at least one thing, and that's a good tourist trade. The present interpreting the past for money, it's a common aspect of most cities... It's left the beauty of the architecture, of the buildings, the street designs, the way that the city is designed, the walls...You can still roughly relate to the structure of where you are. So very clearly I'd say that the past is represented so often"* (Interview 28, GA 22b).

Male Yorkshire resident (45-54 age group): *"...where I'm coming from we just take it for granted...Unfortunately living here we're so used to it we don't really appreciate what we've got"* (Interview 34, GA 27).

Male Yorkshire resident (45-54 age group): *"I think it's important to actually look after the past and bring it in a format like we've just seen in the museum there where the people, the youngsters can understand it a lot better"* (Interview 84, MS 05).

4. Popularity and visitation trends to the heritage attractions in the wider area of Castlegate

4.1 Looking at awareness and visitation to specific monuments/attractions

Question 2 of the audience research questionnaire introduced to the respondents a table with 5 major heritage places/monuments/attractions in the wider Castlegate area and the nearby Coppergate shopping centre. These 5 "heritage places" consisted of: the York Castle Museum, the Fairfax House, the Jorvik Viking Centre, the Clifford's Tower, and the church of York St Mary's. The interviewees were consequently asked

to reply whether they had heard of (were aware of), had seen or had visited these places. It comes as no surprise that the York Castle Museum was by far the most visited of the sites mentioned in the table (see Figure 12) – clearly because of the location and specific methodology chosen for this audience survey. The majority of the people interviewed had visited (not necessarily on the same day) the Jorvik Viking Centre while the vast majority was aware of Clifford’s Tower (see Figures 14-15). On the contrary, the majority of the respondents from the sample of 100 interviews indicated that they did not know the Fairfax House and the church of York St Mary’s (see Figures 13, 16).

Respondents were also asked to indicate whether they had visited any other heritage places on the day. In relation to this question, the majority of the interviewees (61%) responded that they had not visited other sites or museums on that day. Among the respondents who replied that they had visited other sites/attractions a significant proportion mentioned the York Minster (20% of the total sample) followed by the York Dungeons (8%) and the City Walls (6%). The following Figure indicates the sites/attractions mentioned by these 35 respondents.

Place	Number of responses
York Minster	20
York Dungeons	8
City Walls	6
National Railway Museum	4
Barley Hall	2
Shambles	2
Williams College	1
Treasurer's House	1
Sightseeing Bus	1

Fig. 11: The sites/attractions/museums within York visited on the same day by 35 of the interviewees.

4.2 The York Castle Museum

The vast majority of the respondents (88%) stated that they had visited the York Castle Museum a fact that, as mentioned in the previous section (4.1), can clearly be attributed to the methodology and location of the audience survey. As result the number of interviewees who were not aware of the museum was very minimal (Fig. 11). With regard the origin of the respondents it is perhaps slightly surprising that among the very few people who had not visited the York Castle Museum features one

young (age group 16-24) York resident (out of the only 5 York residents that took part in the survey). However, this individual (Interview 80, MS 01), as will be seen in the next sections, had not visited any of the other sites either.

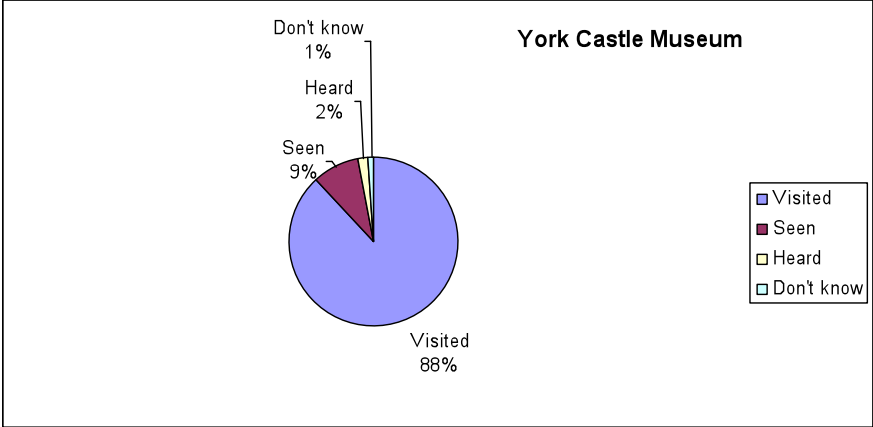


Fig. 12: Awareness and visitation numbers for the York Castle Museum.

4.3 Fairfax House

Slightly less than half of the respondents (43%) indicated that they did not know the Fairfax House whereas only 16% stated that they had visited the place (recently or in the distant past). Interviewees who were aware of the place because they had heard of or seen it accounted for 18% and 23% of the total sample respectively. It is worth mentioning that only 1 (out of 22) Yorkshire residents and 2 (out of 5) York residents had visited Fairfax House. In addition 8 (out of 22) Yorkshire residents did not even know the place.

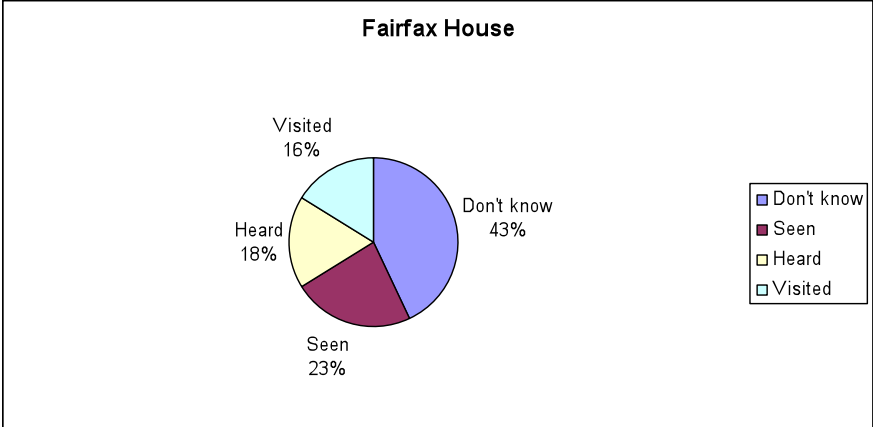


Fig. 13: Awareness and visitation numbers for the Fairfax House.

4.4 The Jorvik Viking Centre

Most of the interviewees (59%) responded that they had visited the Jorvik Viking Centre (JVC). In the contrary, very few people (6%) from the sample indicated that they were not aware of the theme park. It is worth mentioning that a young (age group 16-24) female respondent is the only York resident (see also section 4.2) that had not visited the JVC.

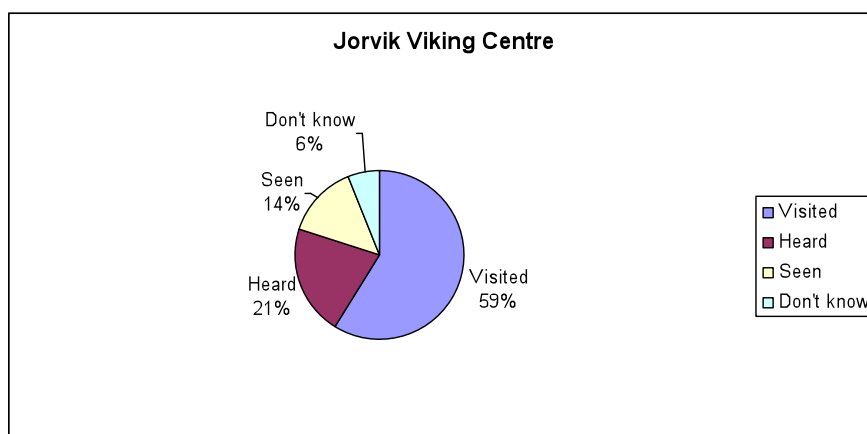


Fig. 14: Awareness and visitation numbers for the Jorvik Viking Centre.

4.5 Clifford's Tower

Less than half of the respondents (43%) stated that they had visited the Clifford's Tower. Despite that and perhaps due to the fact that the tower is visually imposing within the overall built environment a significant number of interviewees (37%) mentioned that they had seen it while only 8% of the sample admitted not knowing what the place is. Even though the sample of York residents is too small to merit particular analysis it is not easy to avoid noticing that none of the 5 relevant interviewees had visited Clifford's Tower and one of them (Interview 80, MS 01) did not even know about the place.

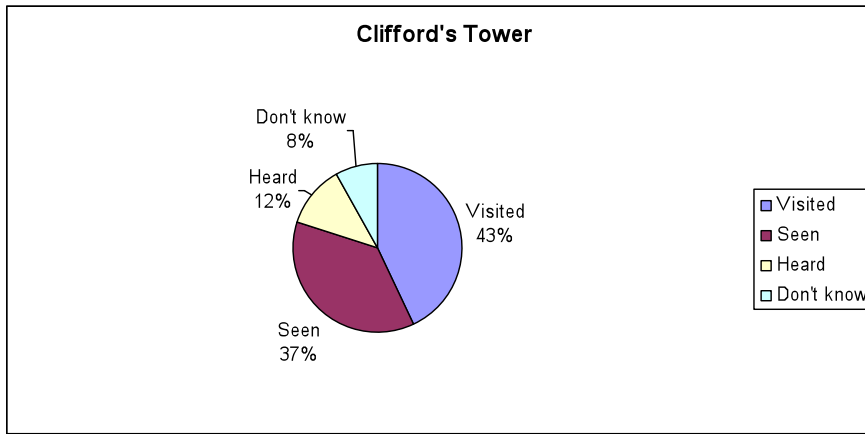


Fig. 15: Awareness and visitation numbers for the Clifford's Tower.

4.6 York St. Mary's

The York St Mary's church was the least visited place (9% – nearly one out of 10 responses) among the five heritage places included in this questionnaire. The majority of the interviewees (61%) answered that they did not know the place while respondents who indicated that they had seen it or heard about it accounted for only 12% and 18% respectively. Surprisingly (even though the relevant sample is small) none of the York residents had visited the church and, in fact, 4 out of 5 did not even know about it (one respondent, a male scientist, stated that he had only heard about the place).

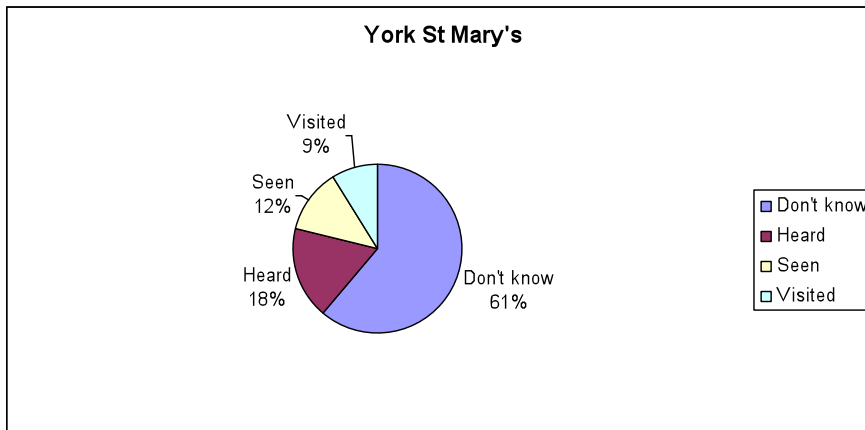


Fig. 16: Awareness and visitation numbers for the York St Mary's.

5. Satisfaction with street-level presentation of heritage places in the Castlegate area

5.1 General views of the public

When presented with Question 5 (“Can these attractions be differently presented at street-level to make you more aware of them?”) more than half of the interviewees (51%) mentioned that they were satisfied, with 5 respondents stating they were very satisfied. At the same time, 36% of the respondents offered comments or suggestions for improvement.

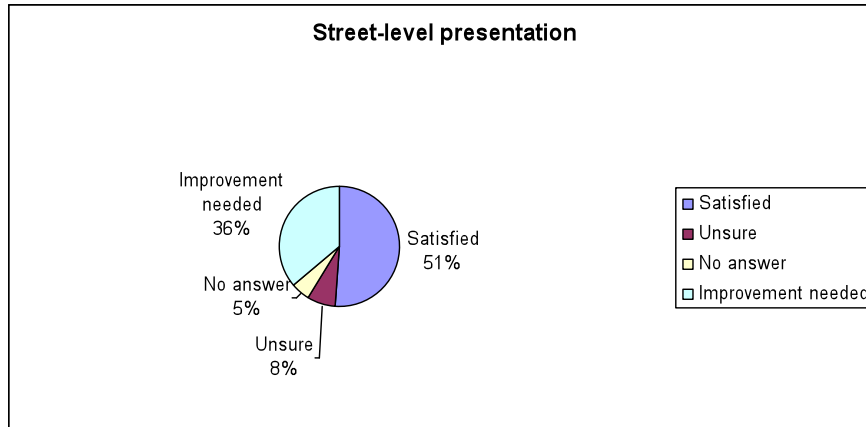


Fig. 17: Level of satisfaction of respondents towards street-level presentation of Castlegate area historic sites.

5.2 Comments/suggestions

The vast majority of the suggestions for improvement seem to have been addressed generally to the area of Castlegate rather than to specific historic sites or heritage places. However, it is worth mentioning that 3 respondents mentioned that more information should be available about York St Mary’s and Fairfax House. Overall the majority of the comments concentrated on issues of signage, amount of information presented information and better promotion through various media.

Suggestions for improvement of street-level presentation	Frequency
Better or more signage	10
More information about what attractions have to offer	7
More information about other less known sites	5
More information in leaflets	5

More or better advertisement	5
More live re-enactors to attract visitors	3
Provision of chronological dates on buildings	2
Pricing should be advertised more clearly	1
Better queue management (not to give wrong impression about whether an attraction is full)	1
More attractive posters	1
Area looks more like shopping precinct due to car park (foot of Clifford's Tower)	1
Jorvik Viking Centre should improve its unattractive entrance	1
More "pedestrian only" areas in town	1

Fig. 18: A summary of the most popular suggestions made by respondents with regard the street-level presentation of the heritage places at the Coppergate area.

6. Encouragement of the public to visit more frequently

From the total sample of 100 interviewees 72% came up with suggestions on how the historical sites at the Castlegate area could encourage people to visit them more frequently while only 11% stated that they were satisfied with the current situation. A very significant number of respondents (41%) emphasised that entrance fees are too high and the cost of visiting should be reduced. The example of York Minster (as a site the entrance fee of which constitutes a deterrent for repeat visits) was mentioned in 7 responses while the high cost for families was raised by 4 respondents. Quite interestingly the 12-month York-pass was praised by 5 interviewees.

Ways to encourage frequent visiting	Frequency
Keep costs down/special offers	41
Changing/themed exhibitions	7
More interactive activities for children	6
More extensive use of living history/re-enactments	6
Better information/more advertising	6
Special events	4
Improved access for the disabled	2

Fig. 19: Some popular comments provided by respondents to the question: "What can historical sites do to encourage you to visit them more frequently?".

APPENDICES

Appendix 1: Questionnaire employed for the audience research

Would you call yourself a resident or a visitor? (Tick boxes below)

Resident of York	<input type="checkbox"/>
Yorkshire	<input type="checkbox"/>
UK	<input type="checkbox"/>
Outside the UK	<input type="checkbox"/>

1) Why are you here in Castlegate today?

2) We're very close to five of the city's heritage attractions. Could you tell me which of them: a) have you heard of?; b) have you seen?; c) have you visited? (Tick boxes below)

	Heard	Seen	Visited
York Castle Museum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fairfax House	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jorvik Viking Centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clifford's Tower	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
York St Mary's	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visited any other site today?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3) Do these historical sites mean something to you? If so, what?

4a) [If visited an attraction] What did you get out of your visit to the historical site?

4b) [If not visited an attraction] What's been the main reason for you not visiting a historical site?

5) Can these attractions be differently presented at street-level to make you more aware of them?

6) What can historical sites do to encourage you to visit them more frequently?

7a) [For Visitors] Was York's past part of the reason for your visit?

7b) [For Residents] How does York's past affect how you feel about the city's present?

Finally, just for our records, in a completely anonymous way, can you point to the following as they apply to you:

i) Gender:

MALE

FEMALE

ii) Broad Age Range

Under 16 16-24 25-34 35-44 45-54 55-64 65+

iii) Highest Educational Qualification:

No formal qualification	
GCSE/Secondary	
A Level/High school	
Undergraduate	
Postgraduate	
HNC/ Technical qualification	
Trade qualification	

iv) What is the occupation of the main income earner in your household?

v) And how would you define your ethnicity?