

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

GEORGIOS ALEXOPOULOS

**INSTITUTE FOR THE PUBLIC UNDERSTANDING OF THE
PAST, UNIVERSITY OF YORK**

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Introduction

Objectives

The Institute for the Public Understanding of the Past (henceforth IPUP) offered to undertake audience research at the Coppergate shopping centre, York, on behalf of various cultural institutions – such as the York Museums Trust, the 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 of Coppergate - Castlegate and the level of engagement with the latter. 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

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examination of public views towards the street-level presentation of these places and the extent to which respondents felt encouraged to visit them.

Methodology

For the purposes of this audience research 100 open-ended face-to-face interviews were conducted at the Coppergate shopping centre, York. These interviews took place on the 25th and 26th of October 2009. People who were sitting on the benches and other areas of this public space 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). However, respondents were also derived from the vast number of people queuing to visit the Jorvik Viking Centre due to their dominant presence within the limited space available at this small square.

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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Potential for fulfilling long term objectives

The audience research conducted at the Coppergate shopping centre 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. Castlegate, 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.

1. Audience survey demographics

1.1 Gender

From the total sample of 100 face-to-face interviews collected at Coppergate more than half of the respondents were male (%58) while female respondents accounted for %42 (Fig. 1).

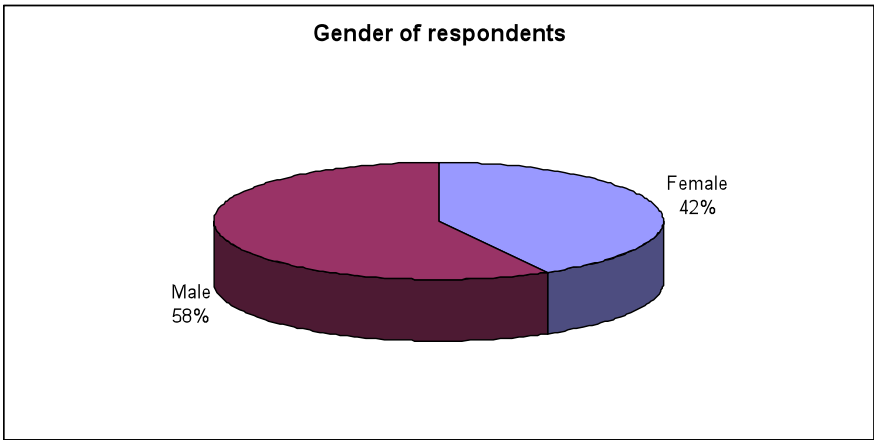


Fig. 1: Percentage of female and male interviewees from the total sample of 100 interviews.

1.2 Age distribution

People belonging to the “45-54” age group accounted for around a quarter (26%) of the responses collected for this research. Interviewees from other age groups were rather evenly distributed with four categories holding under 20% of the sample (“16-24”, “55-64”, “25-34”, “35-44”). Respondents belonging to the “Under 16” and “65+” groups constituted together only 14% of the total sample (see Fig. 2).

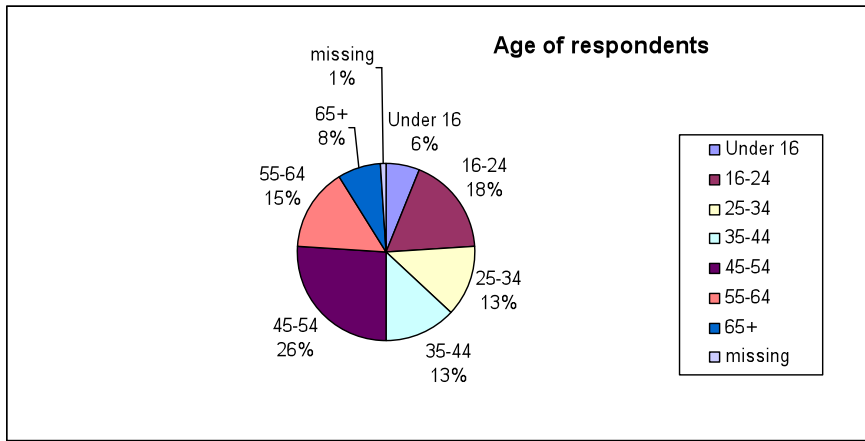


Fig. 2: The distribution of the respondents according to their age (total sample of 100 interviews).

1.3 Origin of respondents

The majority of the interviewees (56%) were coming from elsewhere in the UK (outside Yorkshire). Residents of Yorkshire accounted for slightly more than a quarter of the responses (27%) while York residents constituted only 15% of the sample (Fig. 3).

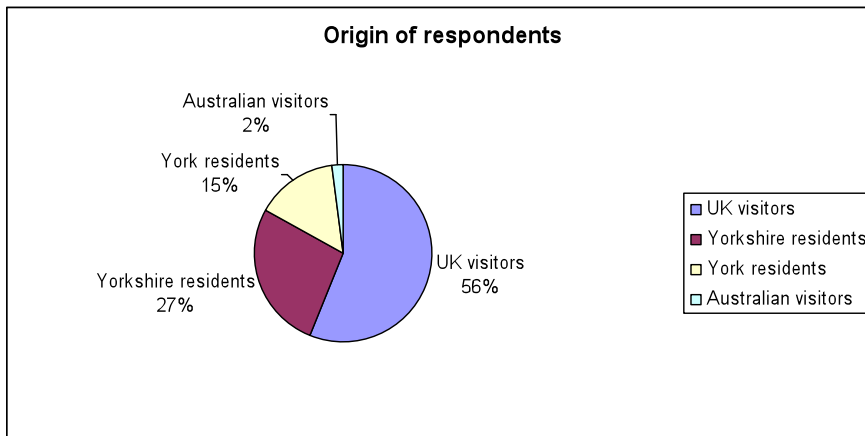


Fig. 3: The distribution of the respondents according to their origin (total sample of 100 interviews).

1.4 Educational background

In terms of highest educational qualifications almost half of the respondents (48%) had a background in tertiary education. Slightly more than a third of the interviewees (34%) indicated that they had a “postgraduate” qualification. “GCSE/Secondary” was chosen by 18%, “A Level/High school” by 16% and “Undergraduate” by 14% respectively (Fig. 4).

Highest educational qualification	Frequency
No formal qualification	4
A Level/High school	16
GCSE/Secondary	18
Undergraduate	14
Postgraduate	34
Trade qualification	7
HNC/Technical qualification	2
HNC/Technical qualification + Trade qualification	4
No response	1

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

1.5 Occupations

Almost half of the respondents (48%) stated that the main income earner of their household held a higher or lower managerial occupation (Fig. 5). About a quarter of the respondents (26%) indicated “Higher managerial”, with “Lower managerial” and “Intermediate” occupations representing 22% and 17% of the total sample respectively.

Occupation of main income earner in the household	Frequency
Higher managerial	26
Lower managerial	22
Intermediate	17
Retired	9
Lower supervisory and technical	9
Semi-routine	6
Small employer and own account workers	4
Students	2
Routine occupation	2

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

1.6 Ethnicity

The sample of 100 interviews represents almost exclusively people from the British Isles (85%) the majority of which identified themselves as British (72%) or English (9%). Almost half of the respondents (47%) avoided or chose not to specify their ethnic group racially. However, 51% indicated that they were “white” or “Caucasian” (Fig. 6).

Ethnic background	Number of respondents
White British	42
British	27
English	6
White	3
White English	2
Human being	2
Australian	2
White/Caucasian British	1
White Polish	1
White New Zealander	1
White Geordie	1
WASP	1
UK	1
Mixed British	1
Fair	1
European	1
English/Yorkshire	1
Church of England	1
British/European	1
Anglo-Saxon	1

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

2. Values attached to the historic environment surrounding Coppergate

2.1 Main reason for visiting Coppergate

Bearing in mind that the Coppergate shopping centre is located in an area with important museums and historical sites the interviewees were asked to provide their main reason for being at the place. Less than half of the respondents (41%) stated that they were visiting a specific heritage place or that the history of the place was their main reason. Not surprisingly, more than a third of the interviewees (36%) were about

to go or had just been to the Jorvik Viking Centre. This, of course, could not be considered as a sample representative of the visitors to the Coppergate shopping centre overall. The location of the Jorvik Viking Centre at the small square means that the flow of its visitors (incoming-outgoing) are often an important element of the space. Furthermore, a significant number of people interviewed were either clearly standing in the relevant queue or resting nearby while their companions were queuing. Among the rest of the responses shopping (23%), various leisure activities (23%), socialising (16%) and general tourism (10%) were the most frequent reflecting clearly the nature of the place.

Activity/main reason for being at Coppergate	Frequency
Visiting Jorvik Viking Centre	36
Shopping	23
Leisure (day out, holiday, looking around)	23
Socialising	16
Tourism	10
Working nearby	3
Resting	2
Passing through	2
History	2
History of York	1
Visiting York Castle Museum	1
Visiting a heritage place	1

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

2.2 Cultural heritage as a motivation for visiting Coppergate

Quite interestingly, although more than half of the respondents did not state that the historical environment and the heritage attractions were their main reason for visiting the Coppergate area, the vast majority (61%) mentioned that York’s past was a motivation for their visit to the city of York. Only 16% of the interviewees clearly stated that the city’s past had no impact whatsoever in their visit. It is worth mentioning that among the latter group five respondents stressed that they value York’s heritage but their visit just this time was not related to the city’s past. Although only a fraction of the interviewees (3%) mentioned that they had not visited any of the heritage places in the area and could not comment on their meaning or their experience in visiting them all three respondents (all with a background in tertiary education) claimed that lack of time was the main reason behind this.

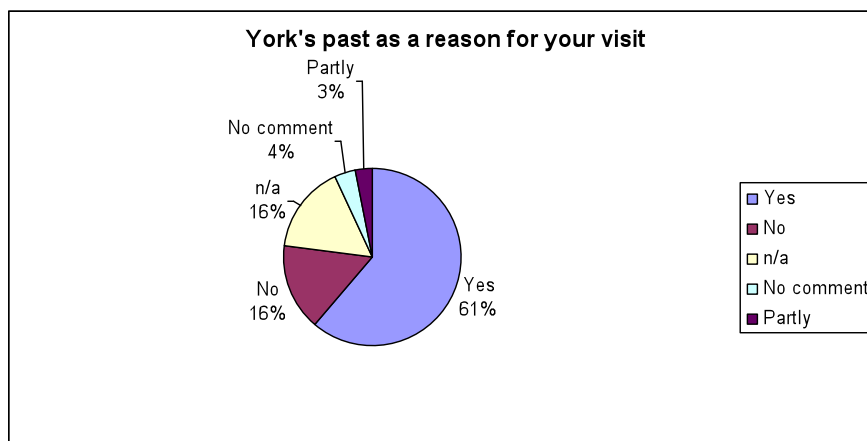


Fig. 8: A summary of the answers to the question “Was York’s past part of the reason for your visit?”.

2.3 Meanings and values attached to the cultural heritage surrounding Coppergate

The vast majority of the interviewees (95%) articulated a certain aspect or a range of aspects for which the heritage places within or around the Coppergate were meaningful to them. Only 5 respondents (5%) had nothing to comment on. Quite interestingly this number was initially much bigger with 10% of the respondents stating directly in Question 3 (“Do these historical sites mean something to you? If so, what?”) that the heritage places of the area did not have a particular meaning to them and another 10% avoiding to comment on the same question. The figure below (Fig. ...) summarises the most frequent meanings and values attached to the museum and heritage attractions of the Coppergate area by the 100 interviewees.

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Meanings and values attached by respondents	Frequency
Historical value	67
Past (learning, knowing, understanding about it, links with present)	22
Educational (for learning, acquiring information and knowledge)	20
General interest	16
Heritage value	15
Educational (for children)	14
Enjoyment/fun/entertainment	13
Architectural value	10
Identity/where we come from	7
Adds to atmosphere/beauty of York	5
Aesthetic-beauty	5
Archaeological value	2

Scenery/views	2
Tourist value	2
Personal memories	2
National importance	2
Feeling a connection	1
Economic value	1
Pride	1
A sense of proportion	1
Nostalgia	1
Reminds me of home (Krakow)	1
Combination of horrible past (Jewish massacre) and beautiful scenery (at Clifford's tower)	1

Fig. 9: Awareness and visitation numbers for the public toilets by the river side.

The vast majority of the interviewees (67%) mentioned that the museums and heritage attractions around Coppergate have a historical meaning for them, the city of York or the country. The educational value was highlighted by more than a third of the total sample (34%) with 14% specifying the importance for children. The more general value of the past was stressed by 22% of the respondents with references to the importance of knowing, learning and understanding the past as well as the latter functioning as a link to the present. Overall the responses provided by the 100 interviewees demonstrate a wide range of meanings and values attached to cultural heritage.

In relation to the educational value for the children, it is worth noting that a great number of parents or grandparents interviewed for this research stated clearly that they had brought the children to the Jorvik Viking Centre because they had just learned something about the Vikings at school (e.g. Interview 57, NM 08; Interview 75, NM 25; Interview 79, NM 29; Interview 81, NM 31; Interview 87, NM 34b; Interview 89, NM 36; Interview 93, NM 38b). It is reasonable to consider that the period of the conduction of the interviews – during the half-term break for schools in the UK – had an important impact on this tendency.

Below are some interesting comments with regard the public perceptions, meanings and values towards the cultural heritage of the Coppergate area:

Heritage value, value of the past

Female UK visitor, age group “35-44”: “... well, it's good to know a bit of heritage I guess” (Interview 1, GA 01).

Female sales assistant working at the shopping centre: “I think they do, I think it's nice to see how things were in York in the past. I've never been to the Viking centre,

it's one of the places I must go, but I have been to some of the other ones and it's nice to see – I like to see how people used to live I find it interesting” (Interview 15, GA 11).

Male Yorkshire resident, age group “45-54”: *“Well this is intrinsic to Yorkshire, this is part of Yorkshire as Yorkshire pudding really. So it's extremely important; it's part of our heritage is York. It's part of English heritage is York. You can't get any further than that”* (Interview 19, GA 14a).

Father (45-54) and daughter (Under 16), Yorkshire residents: (Father) *“A pleasant day out! (laughs) You know we learnt something you know, pleasant day out, yeah”* (Interview 27, GA 21a) – (daughter) *“I had something to tell my history teacher. Ehm, I got to tell him about a few things about history, ehm it was good fun going round”* (Interview 28, GA 21b).

Young (25-34) male visitor from Huddersfield: *“Yeah, I mean that's the reason we came to York this weekend, 'cause we like it, all the little streets and the architecture and, you know, it's a pleasant place to be. It's better than Huddersfield anyway where we come from (laughs)!”* (Interview 3, GA 02b).

Tourist value:

Male York resident, age group “45-54”: *“It attracts people and fills the place up. It brings money, it's good for money”* (Interview 10, GA 08a).

Male York resident, age group “55-64”: *“I mean that fact that the visitors are coming means they look after them, yeah. I mean it's nice to see them nice”* (Interview 11, GA 08b).

Sense of home by comparison:

Young (25-34) male Polish resident of York: *“And I'm from Poland, so it's very similar to Krakow York is. It's smaller than Krakow but it reminds me of Krakow a lot so, yeah. My family especially when they moved here – when they came to visit me, and my parents moved to York with me, they really enjoyed it because ehm, York is the place that reminds them of Poland, of Krakow so”* (Interview 69, NM 19b).

Discovery of knowledge:

Female UK visitor, age group “55-64”: *“For example today we didn't realise Guy Fawkes was from here but today just by strolling round we've discovered where he was born, that he was baptised in the church right opposite York Minster and I failed miserably in my history because I thought he was Church of England (laughs)”* (Interview 94, NM 39a).

Jorvik Viking Centre:

Female UK visitor who just came out of the Jorvik Viking Centre with young daughter and husband: “...*But to be able to put things in context, to be able to see ... how historical things come to life, I’m very keen on not just dry, historical (laughs), so to be actually able to see Viking people, and, well in historical terms if you know what I mean, that’s quite important*” (Interview 12, GA 09a).

Young (16-24) female UK visitor: “*Yeah, I didn’t know that women got punished if they didn’t wear skirts, and that they chopped coins into four pieces and they were like a fourth of a coin (laughs)*” (Interview 48, NM 03).

Fairfax House:

Young (25-34) female York resident: “*Fairfax House I was really, really impressed. I was expecting it to be a bit boring actually, but I got a lot, I got a lot out of just seeing the inside of a beautiful old building in York. You don’t get that many opportunities to see a building of that era, from the inside, decked out how it would have been. I thought the furniture was beautiful and it was very well presented*” (Interview 26, GA 20).

York Castle Museum:

Young (25-34) male York resident: “*The Castle Museum is brilliant, I love the Victorian Street they have there, that’s excellent*” (Interview 63, NM 14).

Clifford’s Tower:

Young (25-34) female York resident: “*I was really impressed with because of the view of the Minster. I’d always figured the best view was from the Minster but obviously you can’t see the Minster when you are stood on top of the Minster so I like Clifford’s Tower for that. Yeah. It’s history*” (Interview 26, GA 20).

Young (25-34) male York resident: “*Clifford’s tower, ah now that’s an interesting one because it’s kind of a horrible place you know, with the history of what happened with the Jewish inhabitants of the city there, but it’s also quite a beautiful structure so, ..., I often like that when you get a historical building or place and it’s got a dichotomy between something horrible happening and yet it being quite beautiful. Again I don’t really know if there’s any further meaning to it, it’s just interesting*” (Interview 63, NM 14).

3. Popularity and visitation trends to the heritage attractions around and within Coppergate

3.1 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 within and around the Coppergate area. 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.

Respondents were also asked to indicate whether they had visited any other heritage places on the day. In relation to this question, only 15% of the interviewees responded that they had visited other museums or sites in York with the York Minster being the most popular (6 responses) followed by the Shambles (3 responses). Overall the Jorvik Viking Centre and the York Castle Museum were the most visited sites among the sample of 100 interviews whereas the Fairfax House and the church of York St Mary’s were the least visited.

3.2 The York Castle Museum

The majority of the respondents (58%) stated that they had visited the York Castle Museum while 32% were aware of the place. Only one out of ten respondents (10%) claimed that they did not now what that place was.

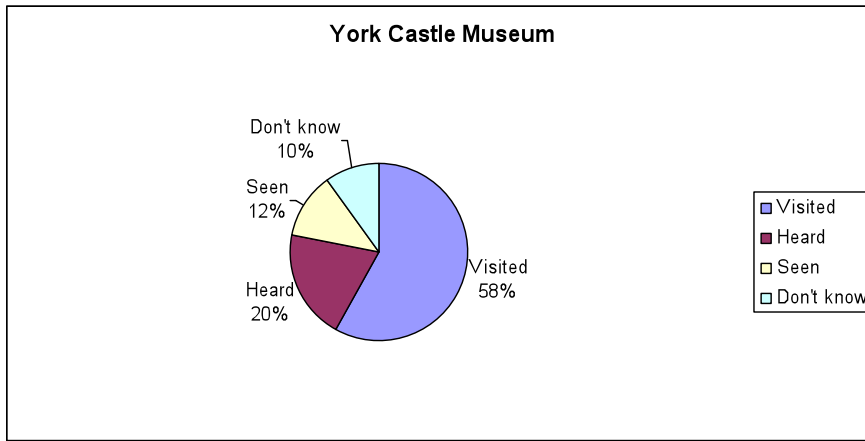


Fig. 10: Awareness and visitation numbers for the York Castle Museum.

3.3 Fairfax House

Almost half of the respondents (46%) stated that they did not know what the Fairfax House was while visitors (recent or past) accounted for only 13% of the total sample. General awareness of the historic house was demonstrated by 41% of the responses.

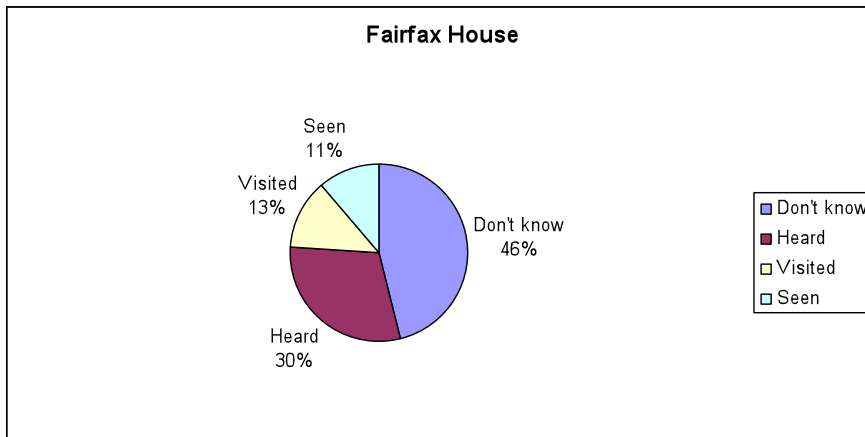


Fig. 11: Awareness and visitation numbers for the Fairfax House.

3.4 The Jorvik Viking Centre

The vast majority of the interviewees (73%) responded that they had visited the Jorvik Viking Centre. However, it should be stressed and acknowledged that this particular site is at the centre of the Coppergate shopping centre and therefore right at the core of the area where interviews were collected. In addition, due to the dominant presence

of the Jorvik Viking Centre visitors in the Coppergate square, as mentioned before, the number also reflects the fact that many interviewees were approached while queuing to visit the place. It is perhaps not surprising that only one respondent was unaware of the existence of Jorvik.

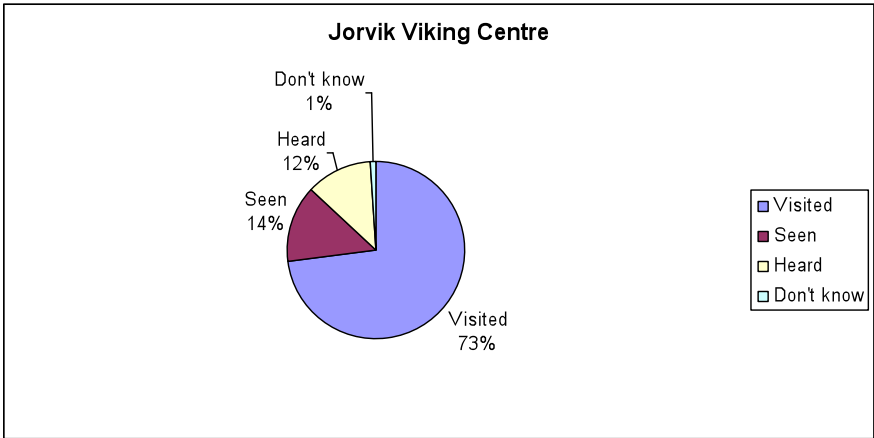


Fig. 12: Awareness and visitation numbers for the Jorvik Viking Centre.

3.5 Clifford's Tower

Less than half of the respondents (44%) stated that they had visited the Clifford's Tower. Interestingly, although the building itself could be considered as visually imposing within the overall built environment, one out of five interviewees (20%) did not know what the place was (perhaps most of these respondents did not associate the building with that particular name).

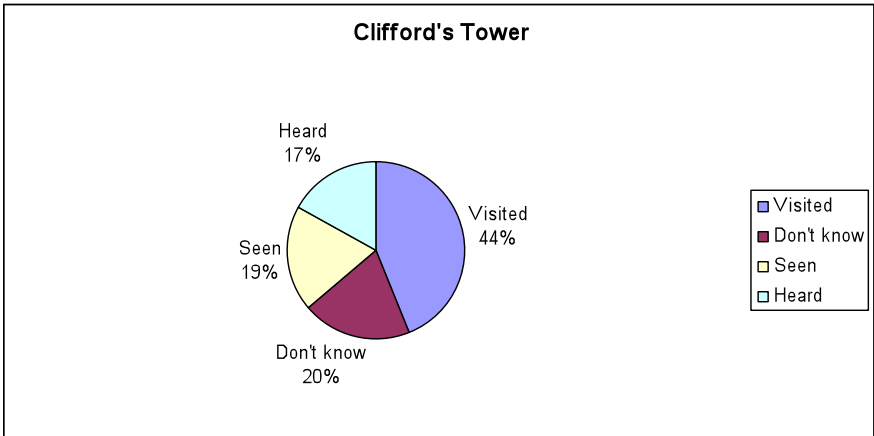


Fig. 13: Awareness and visitation numbers for the Clifford's Tower.

3.6 York St. Mary's

The York St Mary's church was the least visited place (11%) among the five heritage places included in this questionnaire. The fact that the interviews were conducted right next to the church seemed to have no impact at all to the responses. The majority of the interviewees (63%) answered that they did not know the place – again one can reasonably assume that the name was not associated with the specific building by, at least some, of the respondents.

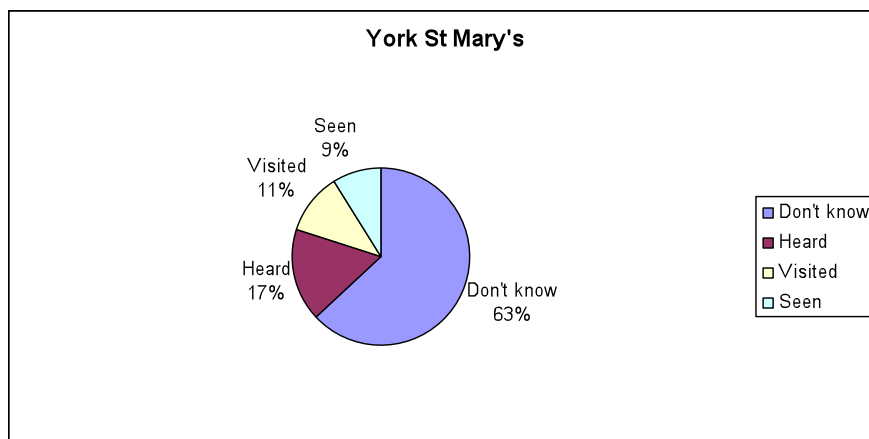


Fig. 14: Awareness and visitation numbers for the York St Mary's.

4. Satisfaction with street-level presentation of heritage places in the Coppergate area

4.1 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?”) only one third of the interviewees (34%) offered comments or suggestions for improvement (irrespective of whether they were overall satisfied). A small fraction of the respondents (3%) stressed explicitly that more signage would be unnecessary.

4.2 Comments/suggestions

Suggestions for improvement of street-level presentation	Frequency
Better presentation and signage	17
Better advertisement	8

More live re-enactors to attract visitors	6
A visitor information cabin at the centre of the square (for Jorvik)	1

Fig. 15: A summary of the most popular suggestions made by respondents with regard the street-level presentation of the heritage places at the Coppergate area.

The heritage places which were mostly referred to as in need of improvement were the Fairfax House and the Jorvik Viking Centre (5 responses each). The latter, however, features a lot in the responses of the interviewees also because of the vast number of Jorvik visitors interviewed for this research. Two people mentioned that better signage should exist for York St Mary's and only one person stated that the York Castle Museum could be improved in terms of street-level presentation. It is worth mentioning that 6% of the respondents mentioned the importance of live re-enactors in attracting visitors.

Below are two interesting comments provided with regard the street-level presentation of the heritage places at the wider Coppergate area:

Young (16-24) male UK visitor: *“Certainly not the Viking museum I think that’s very obvious. I would say Fairfax House maybe. Probably could be presented differently it’s just that you walk past it, and there’s not a lot going on in the street”* (Interview 9, GA 06).

Young (25-34) female York resident: *“Ehm, well I think a lot of the smaller museums and stuff could promoted themselves a bit more. I had a friend who worked at like an armoury museum round the corner, and I’ve lived here for like 5 years and never knew it existed”* (Interview 68, NM 19a).

5. Encouragement of the public for frequent visits

A significant number of respondents (28%) highlighted that the high entrance fees are a deterrent for repeat visits. In quite a few cases (13 responses) this was mentioned as a significant problem for families. Among the most popular answers was also the fact that museums should change their displays more frequently (12 responses) and organise special events (9 responses).

Ways to encourage frequent visiting	Frequency
Lower entrance fees	29
Change exhibitions more frequently	12
Special events	9
Special offers/ repeat tickets	7
More entertainment/fun	6
Less queuing	6

More interactive activities/events	5
More child friendly	4
More live re-enactors	3
Not turning them into theme parks	1
More student friendly	1
More user friendly	1
Something to cater all ages	1
Less focus on marketing products (Jorvik)	1
Easier and cheaper car parking	1
Helping people plan ahead their visit through information	1

Fig. 16: Some popular comments provided by respondents to the question: "What can historical sites do to encourage you to visit them more frequently?"

The following examples are very illustrative of what people thought could encourage more frequent visiting to the heritage places at the Coppergate area:

Tickling off:

Male Yorkshire resident, age group "45-54": "...if you've visited them once, I don't tend to re-visit them unless I have members of the family that haven't been. So it's not like I would go to Jorvik each time I come here, or in the church. You tend to visit them, and then that's them, if you like, that's the box ticked. If I re-visit them it will be because I'm with somebody who hasn't been in" (Interview 14, GA 10).

Lower cost:

Male Yorkshire resident, age group "45-54": "if you have a few members of the family and you're with a large party the cost can be prohibitive. But that goes for anywhere doesn't it, London, it's not just applicable to York but the less the cost, the more easy it will be for more people to visit, yeah" (Interview 14, GA 10).

Female sales assistant working at the shopping centre: "I think we're not too bad in York for the cost of things but some things are quite expensive especially if you've got a family or anything like that. So sometimes, more family tickets or special weekends when it's cheaper, something to try and get people to come in more" (Interview 15, GA 11).

Male UK visitor, age group "45-54": "The prices ... for a family of four it's quite, ehm, quite expensive so if you want to go into the dungeons, and then you want to go to the Jorvik centre you're looking at sort of £50 which is a lot of money, you know what I mean?" (Interview 21, GA 15).

Male UK visitor, age group "45-54": "Make them cheaper! Yeah, well they were 6 of us going to go into the Dungeons today, but because of the price, we cut it down to 3.

And because we had the 2 for 1 ticket ... it was very expensive, yeah” (Interview 23, GA 16b).

Young (25-34) female York resident: *“I was quite surprised that Fairfax House, actually none of those places we visited did a discount for York resident card holders. I was quite disappointed by that. It’s being sort of 27 and not having a lot of money but not being a student you don’t get any money off I thought that was a bit of a shame. And residents, they do the resident’s weekend but it’s always packed out that weekend, plus if you worked in the tourists industry you’re always working that weekend, so (laughs). I think that was the main barrier yeah, it was quite an expensive day when you’re seeing things that are on your doorstep. You expect a bit of a favour” (Interview 26, GA 20).*

Young (16-24) male UK visitor: *“Yeah, I suppose cheaper but obviously for the institutions that would be impossible to do that they would need government funding just because, you know, to do it .. because obviously people want everything for free these days and it’s hard for sort of places like this to compete when you have sort of immediate, ehm, entertainment elsewhere. I mean it’s a tricky one isn’t it because you don’t want to dilute the content to make it more accessible straight away. I genuinely don’t know, I wouldn’t want to be in charge of making that decision. Because I mean, certainly in place likes this, ehm, heritage and museum sites would do well, I suppose it depends on the location really, which seems an odd thing to say. No, I really can’t think of that many improvements in York” (Interview 36, GA 28a).*

No to marketing:

Male York resident, age group “45-54”: *“I like the Castle Museum and it has a lot of natural stuff that doesn’t have the, what should you say, ‘modern glitz’. I mean like the Jorvik museum I think is fantastic as well. But even that has changed over time a little bit and they seem to be trying to more sell products rather than actually sell what it is, if you know what I mean. But I understand the fact that they need to make a profit, but, it just seems that sometimes, the profit gets in the way of the reality of what the place is. But I’m a cynic, so” (Interview 10, GA 08a).*

Special events:

Male York resident, age group “45-54”: *“...we were at a wedding last night in the Merchant’s Adventurer’s Hall and that’s a nice way of using a facility and bringing it, as a lot of people say they’d never been there, even though they’d lived in York for 50, 60 years... It makes it more accessible from that point of view. Once the tourists*

side is finished, you can then open it up to events which I thought is fantastic”(Interview 10, GA 08a).

Educational engagement:

Male UK visitor, age group “45-54”: *“the trouble is if you bring kids they’re gonna get bored quickly so you have to keep them entertained which means you’ve got to do something that’s sort of active, you know? It’s no good just showing them a picture, that won’t do anything to them. They like to do things that they’re involved in, that they’re part of”* (Interview 67, NM 18).

Jorvik Viking Centre:

Male Yorkshire resident, age group “55-64”: *“I’m not impressed with this place at all, I just think it’s a gimmicky rip off but that’s just my opinion”* (Interview 99, NM 43).

Clifford’s tower:

Male Yorkshire resident, age group “45-54”: *“Well again things like – Clifford’s Tower there’s may not be a vast amount more they can do, or maybe they don’t feel the need to do anymore. I was surprised when I got in, what was there, I was expecting literally a wall, and that was it. And really that’s probably why I’ve never visited it before”* (Interview 73, NM 23).

York Castle Museum:

Male Yorkshire resident, age group “45-54”: *“...in terms of the Castle Museum, that’s got massive amounts of everything! For everybody, I don’t care who you are, I defy anybody to walk out of the Castle Museum and say “I didn’t find some thing I really liked”. Where do you see it? Where is it advertised that it has the Dungeons for example? You know, an ex-prison. That it was York Castle rather than the Castle Museum”* (Interview 73, NM 23).

Female UK visitor, age group “55-64”: *“I think that was the first museum we visited where we could see things from the 1950s when we were children and it was just lovely, it was lovely”* (Interview 94, NM 39a).

York St Mary’s:

Male Yorkshire resident, age group “45-54”: *“So I think there’s a lot attractions like that could do, and then you talk about – you mentioned St Mary’s, never heard of it. I’ve lived in Yorkshire now for, oh, getting on to 30 years, I used to work in York at one stage for a period of two years, and I still don’t know about St. Mary’s so that must say something about them not projecting themselves, you know projecting themselves forward”* (Interview 73, NM 23).

6. Conclusions

APPENDICES

Appendix 1: Questionnaire employed for the audience research

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

Resident of York	
Yorkshire	
UK	
Outside the UK	

1) Why are you here in Coppergate 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			
Fairfax House			
Jorvik Viking Centre			
Clifford's Tower			
York St Mary's			
Visited any other site today?			

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?