

**AUDIENCE RESEARCH PILOT PROJECT FOR YORK
MINSTER REVEALED**

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NOVEMBER 2009

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Acknowledgements

The following members of the Institute for the Public Understanding of the Past (IPUP) have contributed to the preparation of this report:

Dr Kalliopi Fouseki has provided very useful insights and feedback in the coding process and the analysis of the data.

Dr Adam Gutteridge assisted in the editing process and in various practical and technical matters and, together with Professor Helen Weinstein and Dr Lucy Sackville, contributed with useful comments at the various stages of this pilot project.

Nuala Morse undertook the task of transcribing some of the recorded interviews.

I would also like to thank Efi Kefalaki, post-graduate (MA) student from the Department of Archaeology at the University of York, who volunteered for the collection of the audience data at Dean's Park on 25th July 2009.

Introduction

Objectives

The Institute for the Public Understanding of the Past (henceforth IPUP) has conducted audience research at Dean's Park, York, in partnership with York Minster Revealed (henceforth YMR), in July-August 2009 as part of a pilot project that could support the preparation of a wider audience development plan at YMR. This pilot work also supports IPUP's wider project to gauge and understand audience engagement with York's past – See IPUP website at:

<http://www.york.ac.uk/ipup/projects/audiences/wdytyla.html>

The aim of this report, donated by IPUP, is to offer insights that could contribute to a potential revision of YMR's assessment of significance in the relevant Conservation Management Plan. The audience research conducted by the IPUP research team has been designed primarily to explore what the Minster means to both visitors and non-visitors and to gain an insight of the values and meanings, both tangible and intangible, that different groups of people and "users" of the York Minster attach to the building itself and the wider area of the Dean's Park. A special emphasis has been placed on the various aspects that constitute the communal value of the York Minster

and on ways in which the latter contributes to the sense of place and the local identity. In addition, the pilot audience survey undertaken by IPUP has attempted to provide some input in terms of the use of the Minster as both a place of worship and a heritage attraction, as defined by the relevant users and non-users of the space.

Methodology

For the purposes of this pilot project 100 open-ended face-to-face interviews were conducted outdoors at the wider Dean's Park area in York. These interviews took place on 25 and 27 July, 15 and 16 August 2009 and intentionally targeted respondents who were either sitting on the benches or the grass of the park in order to ensure the maximum possible concentration, bearing in mind the overall activity surrounding the area on busy weekends. This audience survey attempted, as much as possible, to balance the sample in terms of local residents, UK and foreign visitors. Focus was placed on individuals above 16 years old (adults). Furthermore, in terms of the non-English speaking respondents, the interviewers attempted to approach individuals who could speak sufficient English to ensure the quality and depth of the responses.

The qualitative questionnaires, retaining the anonymity of the respective respondents, were digitally recorded to allow for careful transcription. The questionnaire itself (see Appendix 1) was formulated in order to collect general background information on the interviewees and general information about the values and meanings they attach to the York Minster and the wider Dean's Park area. Certain questions that aimed to generate information about more specific aspects, such as the potential barriers for non-visitors to the York Minster, were also included. The data that relates to the profile and demographic background of the interviewees were coded in line with the specific objectives of the pilot project and were analysed with the use of Microsoft Excel. The audio files and individual interviewee numbers are labelled according to the interviewer (e.g. EK 1 or GA 22a and 22b respectively). All of the transcribed interviews are included in a separate document (see separate document containing the transcribed interviews) which also clearly indicates the background information for all individual respondents.

Potential for fulfilling long term objectives

This audience research material gathered for this pilot project can form the basis of a larger research agenda to better understand public perceptions of the York Minster (both its past and the future development), to identify visitor needs and expectations, to engage users and non-users of the York Minster and its built environment and to reach new audiences. The employment of qualitative research methodologies can potentially contribute to this process and allow the York Minster to identify and tackle existing visitor barriers or ways of improving its interpretation and presentation to the wider public.

1. Audience survey demographics

1.1 Gender

From the total sample of 100 interviews female respondents accounted for %55 and male respondents to %45 (Fig. 1).

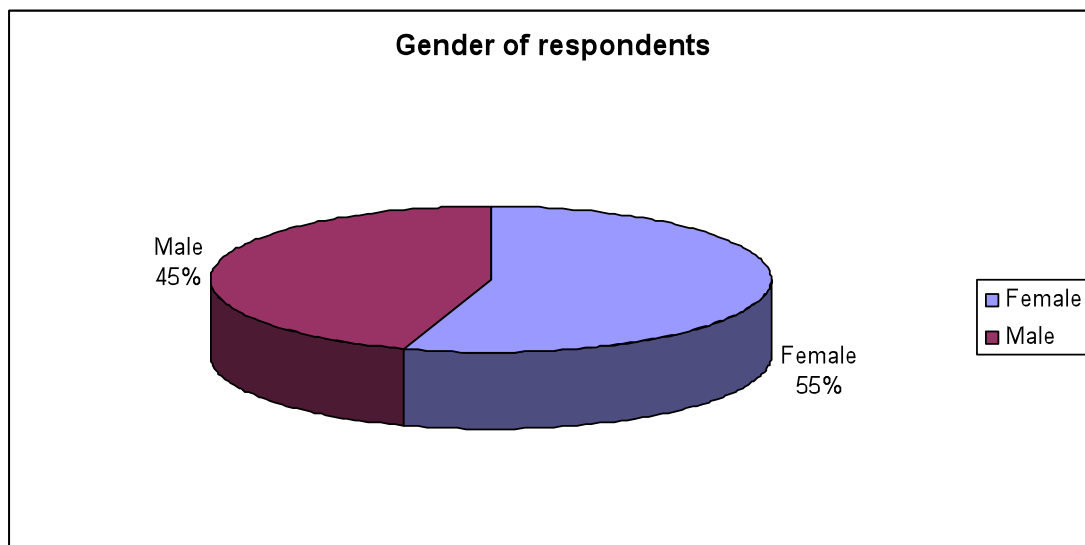


Fig. 1: Overall distribution of male and female respondents.

1.2 Age distribution

Overall the majority of the interviewees were above 35 years old with the best represented age group being that of “55-64”. However, the “16-24” and the “25-34” age groups were the second and third most numerous followed with a small distance by the “35-44” and the “45-54” groups respectively (see Fig. 2).

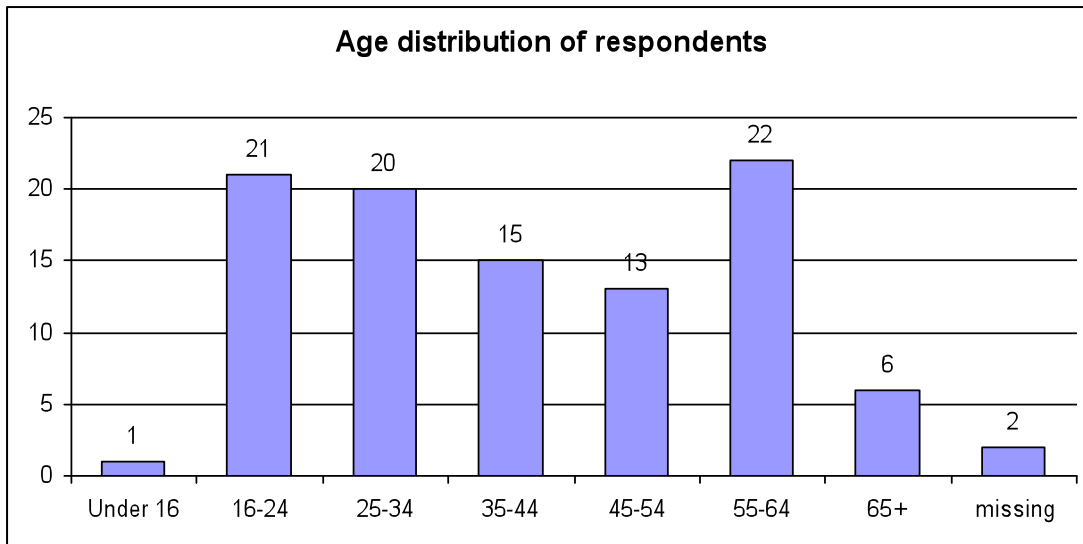


Fig. 2: The distribution of the respondents according to age groups.

1.3 Educational background

More than half of the interviewees had a background in the tertiary education with most respondents stating that they had “postgraduate” qualifications (31 out of 55 responses). In addition, respondents who stated that they had “GCSE/ Secondary” qualifications were more numerous (17 responses) as opposed to those with “A level/ High School” qualifications (10 responses) (Fig. 3).

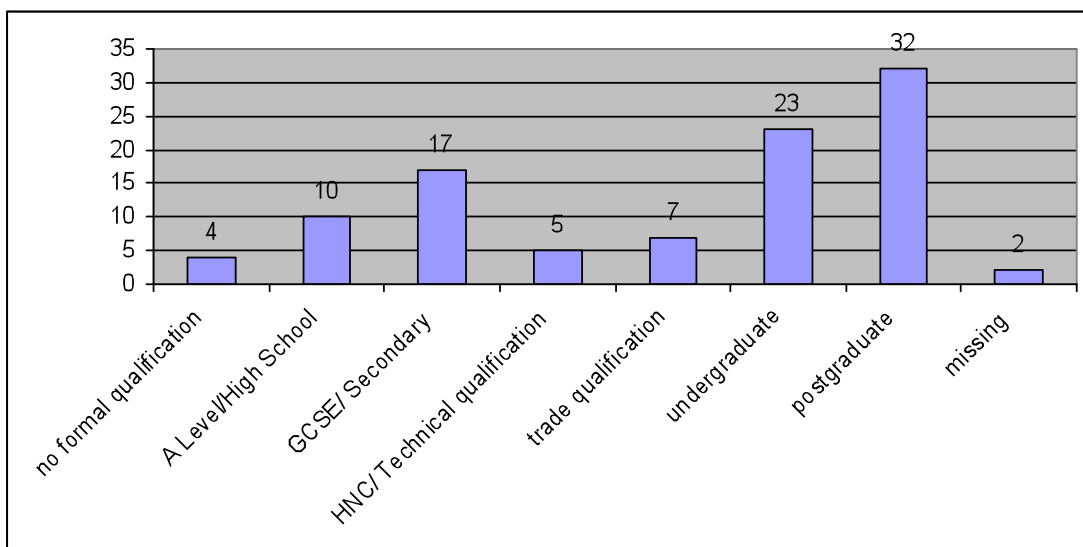


Fig. 3: The distribution of the respondents according to highest educational qualifications.

1.4 Ethnicity

The vast majority (81%) of the respondents identified their ethnic background to be from the British Isles with most interviewees stating that they are British (40

respondents stated “White British”). Europeans accounted for 12% of the responses. From the sample of 100 interviews all respondents were “white” or Caucasian except for 2 Asian interviewees. Quite interestingly, almost a third of the respondents opted not to define their ethnic background in racial terms (Fig. 4).

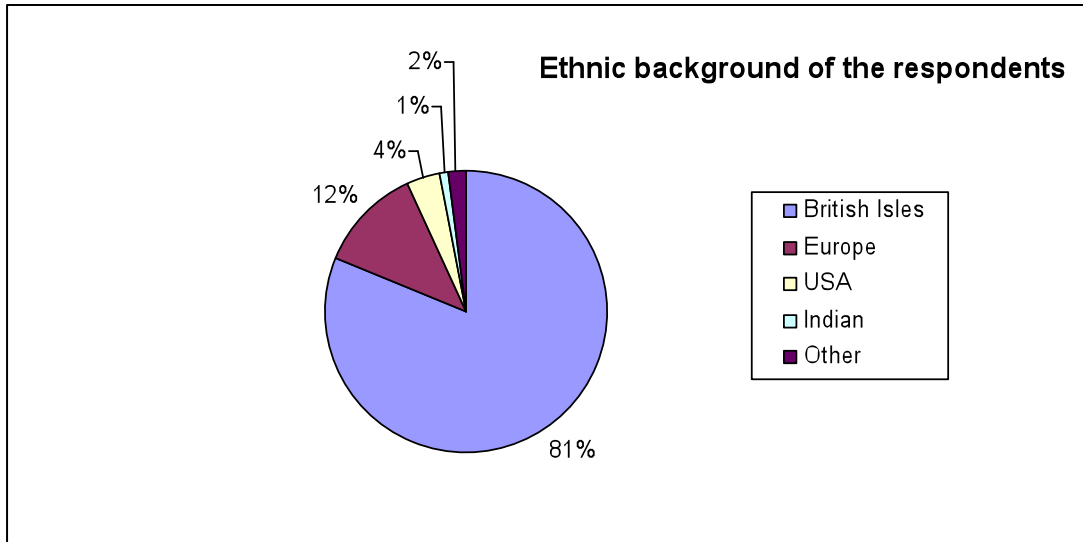


Fig. 4: The distribution of the respondents according to ethnicity.

Ethnic background	Frequency
White British	40
British	18
White English	8
White Dutch	4
English	4
White American	3
White French	2
Scottish	2
Irish	2
Church of England	2
Caucasian British	2
White Welsh	1
white Italian	1
White Irish	1
white Caucasian	1
White	1
Slovenian	1
Portuguese	1
Italian, Catholic, European	1
Irish-German (USA)	1
Indian	1
European Catholic	1
Croatian	1
British Asian (Indian)	1

Fig. 5: The distribution of the respondents according to ethnicity – overview of all responses.

2. Profile of interviewees at Dean’s Park

2.1 Origin of visitors

The majority of the people interviewed for this survey (52%) were visitors from the UK (from areas outside York) while York city residents represented 34% of the total sample. Among the visitors from outside the UK, Europeans were the most numerous group accounting for 12% (Fig. 5).

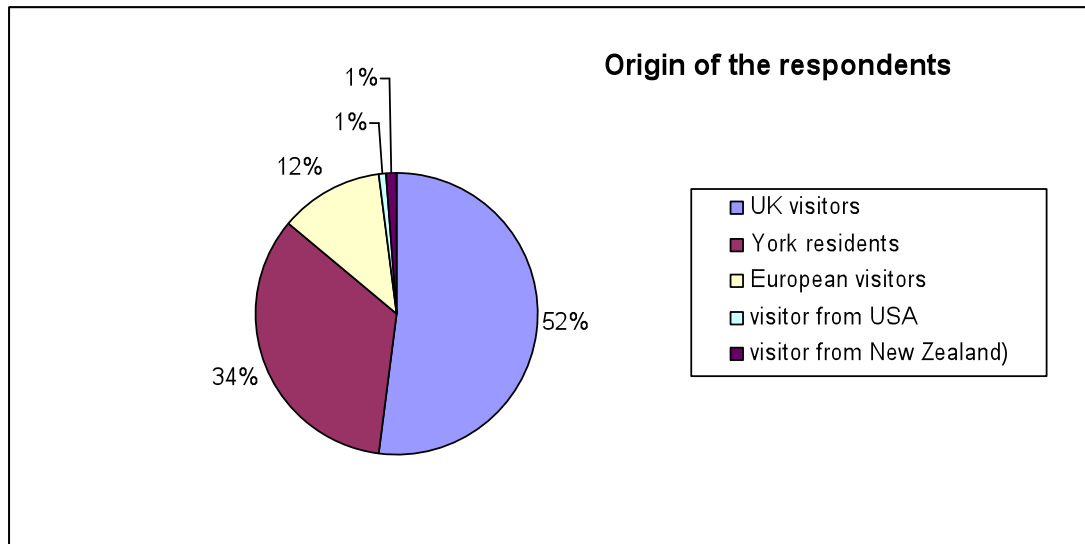


Fig. 6: The distribution of the respondents according to their origin.

2.2 Visitors and non-visitors: an overview of visitation trends to York Minster

Interviewees who responded that they had visited the York Minster in the recent or distant past accounted for 66% of the total sample while non-visitors constituted 24% (Fig. 7).

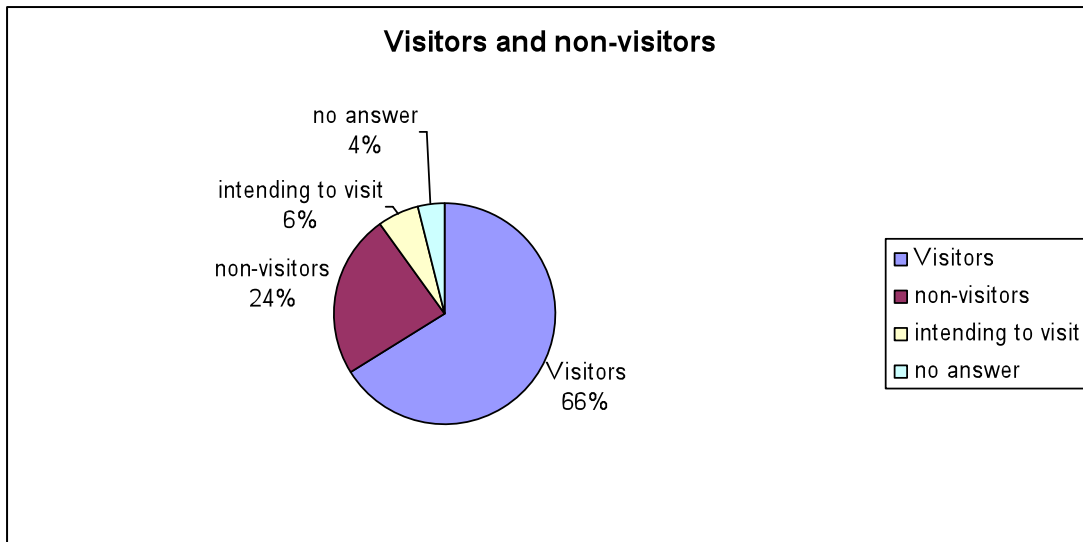


Fig. 7: The distribution of visitors and non-visitors to York Minster among the 100 respondents.

A closer look at the information surrounding the category defined as “visitors” reveals that around half of these people had been to the York Minster recently (34 out of 66 responses). Among these “recent visitors” the vast majority had been to the Minster within the last 6 months or so (24 out 34) while only 10 interviewees mentioned that they regularly use or visit the place repeatedly. Respondents who claimed that they had not visited the York Minster recently accounted for a little less than half of the respondents (32 out of 66). It s worth mentioning that 6 respondents out of the total sample of interviews were intending to visit the York Minster on that same day or the following day (Fig. 8).

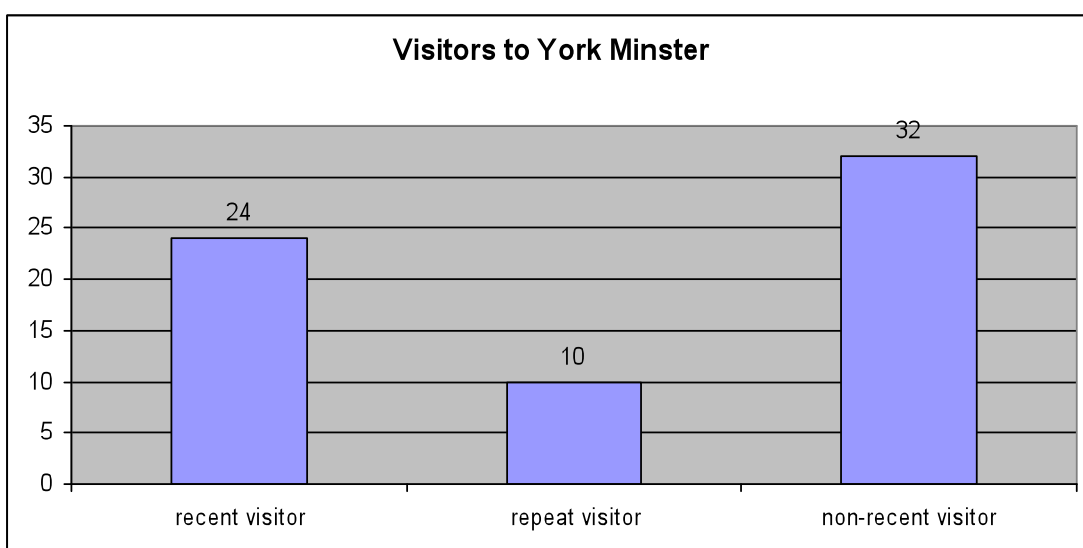


Fig. 8: Analytical breakdown of respondents who are identified as visitors to the York Minster.

3. Values and meanings of the York Minster

3.1 A summary of the most dominant values attached to York Minster

The audience research material collected for this pilot project reveals a diversity of attitudes towards the York Minster as an individual structure, as part of the wider built environment and as a symbol. The vast majority of the respondents (74%) provided more than one value or meaning to the York Minster (Fig. 9) whereas Figure 10 outlines all the values and meanings – both tangible and intangible – provided by 100 interviewees and their relevant popularity/frequency.

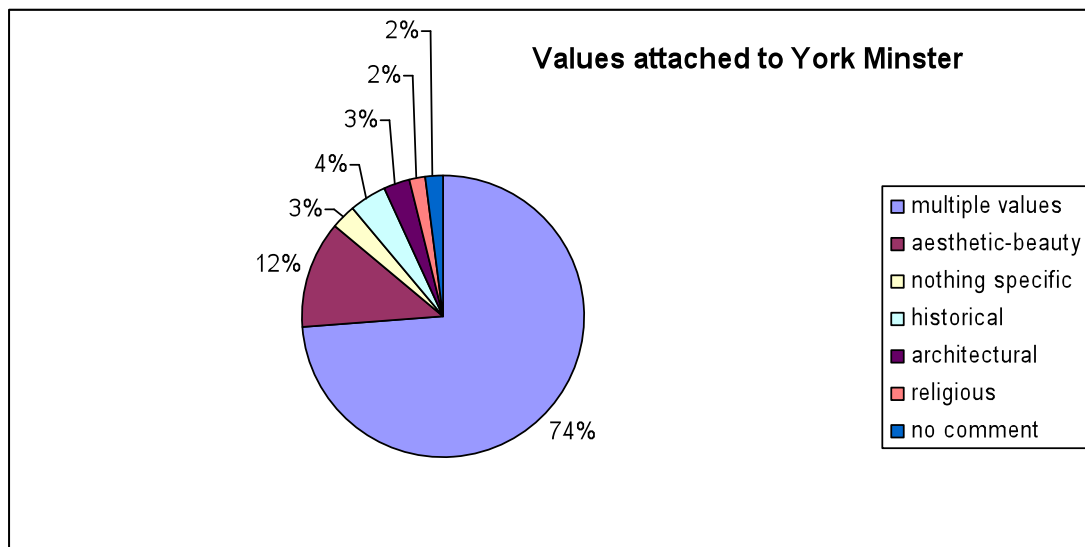


Fig. 9: Percentage of respondents attaching multiple values to the York Minster as opposed to answers highlighting one specific value.

Value attached to York Minster	Frequency
Aesthetic-beauty	68
Historical	41
Architectural	38
Religious	14
Peaceful/calmness/ tranquillity	13
Spiritual	8
Local identity	6
Local pride	3
Personal research interest	3
Restful	2
Relaxing	2
Tourist value	2
Link to the past	2
Archaeological	1
Continuity of use	1

Artistic	1
Local history	1
British history	1
British identity	1
Local symbol	1
Heritage value	1
Statement about our origin	1
Link to country's traditions and culture	1
Historical ambience	1

Fig. 10: Percentage of respondents attaching multiple values to the York Minster in relation to other answers.

The value in terms of aesthetics-beauty appears to be by far the most popular among the interviewees (68 out of 100 responses). The historical importance of York Minster (41 responses) and the architectural value (38 responses) also stood out from the overall sample of responses. The religious value of the place and the fact that it provides a peaceful environment with calmness and tranquillity were favoured by 14 and 13 respondents respectively. It is worth noting that 8 interviewees felt a spiritual connection to the Minster while 6 respondents emphasised the latter's importance for the local identity.

3.2 Dominant values and meanings according to gender

Quite interestingly, the vast majority of the female respondents identified the "aesthetic-beauty" value of the York Minster as the most important (39 out of 55 responses). This value/meaning was followed in popularity by the "historical" and "architectural" value (23 and 19 responses respectively). It is worth stressing that the religious and spiritual value of the Minster featured in 12 responses (out of 55). The following Figure (11) summarises the values and meanings deemed by all the female respondents as more important.

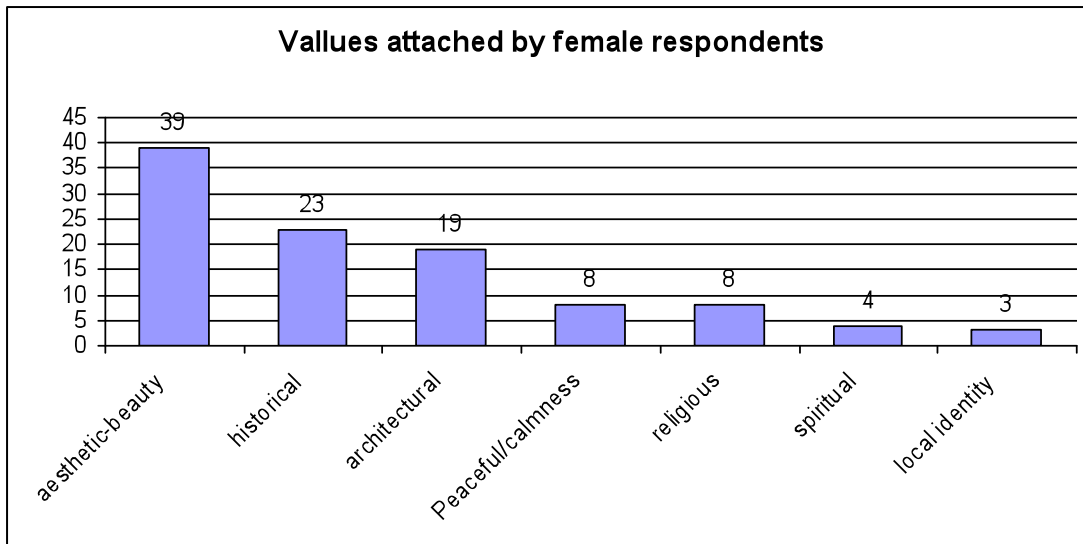


Fig. 11: The most popular values attached to the York Minster by female respondents. In a similar manner, male interviewees also valued the “aesthetic-beauty” value of the York Minster and its adjacent Dean’s Park more than anything else (Fig. 12). As a result, slightly more than half of them (29 out of 45 respondents) indicated with their responses their preference to this particular aspect. Overall it is hardly possible (bearing in mind the relatively small sample of the pilot project) to draw any clear differences between the preferences of female and male respondents with regard values and meanings.

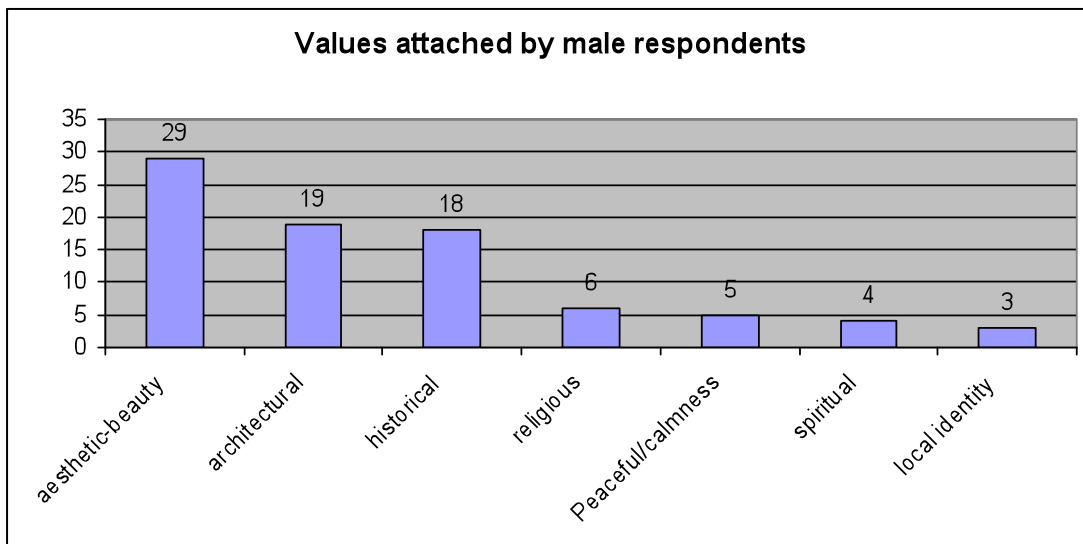


Fig. 12: The most popular values attached to the York Minster by male respondents.

3.3 Dominant values and meanings according to age

The vast majority of respondents belonging to the “16-24” age group (17 out of 21 responses) clearly identified the “aesthetic-beauty” value of the York Minster as dominant. Slightly less than half of these interviewees mentioned the architectural value (10 responses) or the historical value (7 responses) as being of importance to them. It is worth mentioning that none of these younger respondents attached spiritual value to the York Minster and only one of them emphasised the religious value of the place.

In terms of the “25-34” age group, the historical value of the York Minster seemed to be the most popular (13 out of 20). In addition, slightly more than half of the respondents (12 out of 20) stated that the place is important for its aesthetic-beauty value. Quite interestingly, the importance of the Minster for the local identity was equally popular to the architectural value (4 responses each). Only two respondents (out of 20) from this age group identified spiritual and religious value (one response each).

Slightly more than half of the respondents from the “35-44” age group highlighted the aesthetic-beauty value (8 out of 15). The different focus placed by the interviewees of this age category is evident by the fact that the responses stressing the religious and spiritual values (5 and 1 responses respectively) were as many as those emphasising the historical (6 responses) ones.

The vast majority of the “45-54” age group respondents (11 out of 13 responses) expressed a preference for the aesthetic-value of the York Minster while more than half (7 out of 13) praised the architectural value of the building. Only 4 respondents (less than a third) stressed the historical value and even fewer mentioned religious or spiritual value (2 and one responses each).

Respondents belonging to the “55-64” age group also placed a clear emphasis on the aesthetic-value of the Minster (16 out of 22). The architectural and historical values (10 and 9 responses respectively) stood out from the rest of the responses while religious and spiritual values were attached by a rather small section of this age group (3 and 2 responses respectively).

Interviewees representing the “65+” age group constituted a rather small part of the overall sample. Nevertheless, one can identify that one third of these people attached

value for historical, aesthetic-beauty and religious/spiritual reasons (2 out of 6 responses each).

3.4 Dominant values and meanings according to highest educational qualification

The sample gathered for the purposes of this pilot project is perhaps not sufficient to indicate clear patterns in terms of the educational background of the interviewees and the values and meanings they attach to the York Minster. Without considering the material as largely representative, the analysis of the relevant data reveals the following issues.

Respondents with a background in tertiary education had a clear preference on the aesthetic-beauty value of the York Minster (40 out of 55). However, interviewees with a post-graduate qualification valued the history of the Minster much more than those with an undergraduate qualification (20 out of 32 as opposed to 6 out of 23). Quite interestingly, only one of the respondents with post-graduate qualifications highlighted the spiritual value. On the contrary, religious (6 responses) or spiritual (1 response) values were mentioned by 7 of the 23 interviewees with undergraduate qualifications.

The aesthetic-beauty value was also dominant among the respondents who had “A Level/ High School”, “GCSE/ Secondary” and “trade” qualifications. However, half of the respondents with HNC/Technical qualification (3 out of 6) attributed religious values to the York Minster while all 4 of the respondents with no formal qualifications also attached religious/spiritual values to the place.

3.5 Dominant values and meanings among residents and non-residents

The aesthetic-beauty value was dominant among both York residents (22 out of 34) and visitors from elsewhere in the UK (34 out of 52). One of the few, albeit minor, differences between these two groups was that York residents placed a slightly greater emphasis on the historical value with half of the respondents highlighting this aspect (17 out of 34 as opposed to 18 out of 52). In addition, York residents seemed to also attach more importance to the religious/spiritual values (9 out of 34 responses as

opposed to 5 out of 52) and to the identity value (5 out of 34 as opposed to 2 out of 52).

Almost all visitors from outside the UK (11 out of 14) attributed aesthetic-beauty value to the York Minster while more than half (7 responses) valued the place for its historical importance. Architectural value was emphasised by slightly more than one third of the respondents (5 responses) from this category. Only two respondents (out of 14) attached religious value to the Minster.

3.6 Dominant values and meanings among York Minster visitors and non-visitors

The very clear pattern of dominance of the “aesthetic-beauty” value of the York Minster is naturally detectable also from a sorting of the interview responses into the categories of those people having visited or visiting regularly the interior of the Minster and those who have not (Figs 13-14). The vast majority (26 out of 30) of the so-called non-visitors mention this aspect of the church as most important and this is no surprise considering the fact that anyone can marvel at the building (and indeed from a very close distance, both exterior and interior, and from several angles) without having to pay the entrance fee. The awe-inspiring and imposing building is visible from many parts of the city and this is reflected in quite a few of the individual responses.

The most significant, and clearly obvious, difference between the views of the visitors and the non-visitors seems to be the much greater attachment of the former to the religious and spiritual values and meanings of the Minster. This is underscored by the greater number (only in comparison) of respondents emphasising the intangible aspect (religious and spiritual) of the building (17 out of 66) – as opposed to only 3 out of 30 non-visitors.

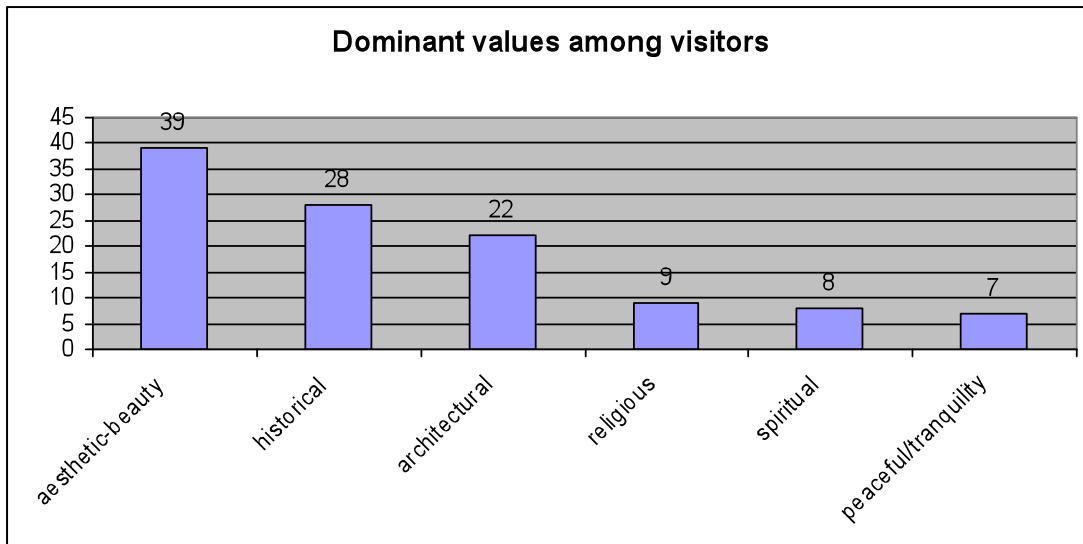


Fig. 13: The most dominant values and meanings attached to the York Minster by the “visitors”.

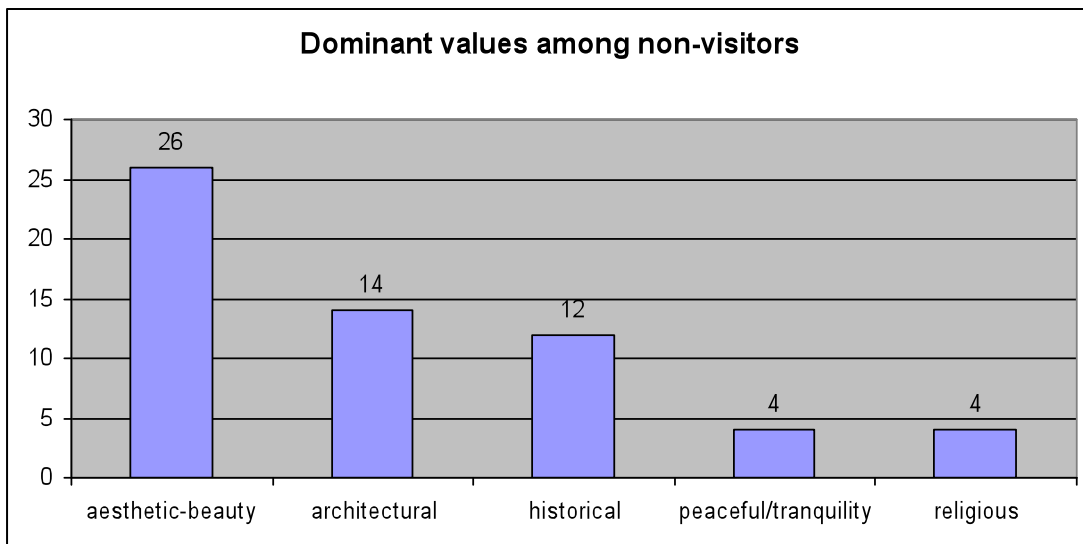


Fig. 14: The most dominant values and meanings attached to the York Minster by the “non-visitors”.

3.7 Symbolic value of York Minster

When asked “What does the Minster symbolise?” most of the respondents (18 out of 100) replied that the York Minster is the symbol of the city of York. The second most popular answers (albeit only with 8 responses each) were “religion” and “history” (in the more general sense). Overall the answers of the interviewees are very diverse and it is therefore worth summarising some of them in the following table (Fig. 15).

What does the Minster symbolise?	Frequency
York	18
Religion	8

History	8
York history	5
Faith	4
Christianity	3
Heritage	3
Tradition	2
Tourism	2
Main attraction of York	2
Stability	2
God	2
Part of the city	2
Culture	2
Continuity (past-present)	2
Church of England	2

Fig. 15: Some of the most popular answers to the question: “What does the Minster symbolise?”.

4. Overview of communal values identified by the audience

As demonstrated by the previous section (3. Values and Meanings of the York Minster), and indeed by the discussion of the prevailing values and meanings among different groups of people, the communal value of the York Minster is unquestionably significant. This section will in turn attempt to summarise several aspects of this value from the diverse spectrum of views, thoughts and feelings expressed by the 100 people interviewed for this audience research project. The values identified here do not, by any means, fully cover the real values and meanings attached to the York Minster and its built environment by all its users and non-users. Nevertheless, all of these emerged as interesting elements that merit careful consideration, e.g. in a potential “statement of significance”. The audience survey material often speaks for itself and therefore this section will be embellished with several quotes from the actual people who were engaged through the interviews.

Emotional, aesthetic and symbolic value

The York Minster obviously symbolises a wide range of things to a wide range of people. Traditionally it may be associated with historical/archaeological, architectural and art historical values but the symbolic aspect of the building can also evoke very personal feelings and broader thoughts of human endeavour and labour.

For some people it is a medium to face their everyday struggles at work or personal problems. For other the value lies in the tranquillity, serenity, peacefulness and calmness that the Minster inspires either because of its setting and scenery (combined with the Dean's Park) but also with its interior atmosphere that allows people to reflect on various issues (not only spiritual/religious).

Quotes:

Elderly Irish female visitor: *'It's a symbol, I suppose, and if you think of all the people...who have died building it and all their spirits have got to be in there someway and it all connects into one so...'* (Interview 19, GA 3b).

Female UK visitor: *'I get very emotional when I go inside. Because it's, you know, we do deal with people with cancers...and a place like that gives you that calmness and peace. So hopefully I'll get that again today'* (Interview 18, GA 3a). *'It grants us the calmness because we both work with cancer so for us we seek out places like these that will give us some inner peace and help us to deal with the things we deal with'* (Interview 19, GA 3b).

French local resident about the Minster: *'Even if I'm not, you know, the most religious person in the world it's still, you know, a kind of sign of, a kind of serenity peace, and everything, you know'* (Interview 40, GA 16).

'Well, I'm not religious or anything. It's just for the views I suppose' (Interview 1, EK 5).

Female White British visitor: *'Quite nice kind of scenery, a peaceful kind of place'* (Interview 3, EK 7).

Male English visitor: *'How did it make me feel? I wonder how they built it, all them years ago'* (Interview 5, EK 9).

Male UK visitor, age group 55-64: *"I think it symbolises York in general. It's the main attraction in York. I think it's the number one thing in York really"* (Interview 95, GA 54c).

Young female York resident: *"It's the first thing most people, most tourists think of when they think of York, I think"* (Interview 97, GA 55b).

Spiritual and religious value

Most people recognise York Minster as a place of worship, prayer, spiritual reflection and as a symbol of the Church of England although quite often people tend to

overlook these issues (particularly non-religious people or non-visitors) as opposed to the historical value and the role of the space as a tourist attraction. However, as the audience survey revealed there are still people in this otherwise very secular modern world and society who consider the spiritual dimension of the Minster important; some even like to light candles for friends and family that are far away or sick or for dear people who have passed away. The distinction here between religious and spiritual is intentional because the latter is not a value or feeling that is necessarily characteristic of Christian followers or religious people in general.

Elderly UK visitors: *'I suppose it's a spiritual feeling we're looking for and I think you find it here because it's...there are people about while it still has that lovely calmness about it'* (Interview 19, GA 3b). *'It's so vast and I was very interested in how it was built and all the thousands of people that built it probably and how they managed to build such a beautiful spiritual place'* (Interview 19, GA 3b). *'To me it's got absolutely nothing to do with religion because whatever religion you happened to be it's all the same soul, whatever your belief is, so to me it's the symbol of, I suppose, the hope in faith that people have. On whatever that may be'* (Interview 16, GA 3b).

Female York resident: *'I wouldn't call myself religious but a spiritual person. I love nature, I love churches so...I love this simplicity'* (Interview 16, GA 1).

Female York resident who is a regular worshiper: *'Ah...definitely the spiritual side. I like to go into the Minster for the prayers when they do a prayer on the hour, say, which is really lovely to have somebody else saying a prayer for everybody'* (Interview 38, GA 14).

Various people on lighting candles etc: *'Uplifting and to light a candle for everybody. Uplifting would be the feeling'* (Interview 19, GA 3b).

'(Interview 12, EK 14b) Yes, yes, we've been inside. I lit two candles for mom and dad...(Interview 11, EK 14a) That's right, so, yes, we're probably sitting and reflecting, thinking about it'.

Young male York resident: *'Inside, oh, I love it, every time when I go in. Again it's just peace and quiet and enables me to think and clear my head sometimes. I need that, go and light a candle and just think about...sometimes just think about people that are lost and things like that...'* (Interview 17, GA 2).

Elderly female York resident: *'I like to take communion in the Minster and on nice days I like to sit here. It's, you know, it is a historic place. I suppose it means something to me being a Christian really, being able to go in there and to pass some*

time here' (Interview 6, EK 10). *'I come because I am a Christian and it's a very...I would say a holy place and I've just come to live here. So, this is...this is the best part of York for me really*' (Interview 6, EK 10). *'I went in today, I went in especially today. I do like quite often actually. I have two friends that are very very ill. One is dying of cancer and the other one had a stroke a week ago. And I go in and I light candles*' (Interview 6, EK 10). *'I lit candles for my friends, I said prayers for my son, cause he's overseas, and then I got myself a sandwich and sat in here*' (Interview 6, EK 10).

Male York resident, age group 55-64: *'Well, I'm not a Christian but I don't have any problems with Christians. Well, I'm personally I'm not a Christian but...yeah, I think it's a very...ehm...you know, this is a sacred place*' (Interview 15, EK 17).

Identity and personal value

The Minster is often considered as a symbol of local or national pride and consequently of national, local and even personal identity. For some people it relates to memories of living in York or simply as strong and easily identifiable local landmark of national and even international fame.

Young female York resident: *'I think, it just reminds me of York really, that's all*' (Interview 4, EK 8).

Male visitor from the Midlands: *'It's very relaxing...ehm...it's relaxing and peaceful and when I go in the Minster I feel very spiritual. I feel something...I feel something that...every time...I've been in about 3 or 4 times and I've felt this being in, every time I've gone in. And it is part of York...and how much it means to us*' (Interview 68, GA 38a). *'Yes, I think there's a personal link. I feel...it's...I believe in God and I feel His spiritual presence in the Minster*' (Interview 68, GA 38a).

A young male resident of Yorkshire about his thoughts when looking at the Minster: *'Well, apart from the fact that it is beautiful and old, I mean...pride, I suppose, I'd say quite frankly as a resident*' (Interview 41, GA 17).

A male York resident on how does the Minster make him feel: *'Proud to come from York (laughs)*' (Interview 9, EK 12).

American postgraduate student of medieval history: *'And it's a part of kind of who we are as well. Kind of been living here, been able to kind of interact with it whenever we want. It really...yeah, it's really quite important to me*' (Interview 63, GA 33c).

Young male Yorkshire resident on personal value attached to the Minster and to Dean's Park: *'I'm not sure for personal meaning, personal value. So for example, I am not religious at all so it doesn't have that kind of connotations. Quite frankly greenery is very important to me, so the grass is good. And to simply have a beautiful view I find it just relaxes my mind. And that I think is this personal feeling I have with the building. And to know that there is history as well is, I suppose, it is important. It is lovely to feel that you're in a sort of special place as well on some level'* (Interview 41, GA 17).

Young female White British visitor about the Minster: *'It's pretty! Reminds me of being British (laughs)! Cathedrals, history!'* (Interview 14, EK 16).

Young male York resident about the Minster: *'Well...I guess, it's typically the symbol of York, isn't it? I suppose as a resident it's the first thing you associate with your home town and when visitors come I think it's the first thing they see as well'* (Interview 20, GA 4a).

Female UK visitor, age group "55-64": *"It just stays to make a statement of why we are all here"* (Interview 75, GA 41c).

Social and everyday use value

A very interesting aspect of the values and meanings attached to the York Minster by both local residents and visitors is the range of activities associated with the use of the place which extend beyond the religious and spiritual. These often constitute important aspects of the wider social life of different groups of people. For example, people can attend weddings, graduation ceremonies, memorial services, baptisms and concerts whether they are protagonists of the afore-mentioned events or just observers.

Female postgraduate student of medieval studies: *'We've done a lot of things in this park. We've done a play in that part of the park (points towards the direction of the library and Deanery). My boyfriend used to work for the Minster library and it's just...it's very close to CMS (Centre for Medieval Studies), where we are...so it's not like we spend a lot of time here but it's attached to several kind of focus points of, I don't know...of everyday life, I guess...social life?'* (Interview 61, GA 33a).

A Dutch visitor speaking about his daughter's reactions during her first ever visit to the Minster: *'She just said, "I want to marry here", because she saw some people who were married and she said "I also want to marry here"'* (Interview 33, GA 9b).

Young female York resident: *'I went for...the...graduation ceremony last year. That was really nice'* (Interview 50, GA 22d).

Female UK visitor, age group "55-64": *"But, yes, it's part of our heritage. It's there for everybody to actually see and admire"* (Interview 75, GA 41c).

Female York resident and regular visitor: *"Although I'm a Catholic and I also attend St Wilfrids, I'm still always overcome by the beauty and the splendour of the Minster. And even though I perhaps visit two or three times a week, I still see something that I've missed before"* (Interview 83, GA 47).

Young male York resident: *"Well 'cause I've a resident all my life it's just, the Minster is part of my life really. Does that make sense? And it's all part of life you know? I never go one day without seeing it, never get bored of it"* (Interview 98, GA 56a).

Living sacred heritage value and continuity

Finally a very significant value, which is of course related also to the spiritual and religious value, is the role the York Minster as a living expression of a continuous activity; a continuity between the past and the present that for some people has great importance and for various reasons. The Minster like so many other churches and cathedrals in the UK is an active place of worship rather than a "dead site" or a frozen memory of past activity. As such it continues to exercise its role in the society in a way that balances its historical and cultural heritage value and legacy.

An archaeologist working in York about the Minster: *'I suppose, if you want to sum it up it symbolises continuity between past and present, as much as anything else, you know. A building that is still in the same use as it was when it was first built many many hundreds of years ago. So, yeah...continuity'* (Interview 39, GA 15).

French local resident with a historical background on what the Minster symbolises: *'Just a place of, you know, just a place for people to practice their faith, first of all. You know, that was the purpose why it was built and everything'* (Interview 40, GA 16).

Female UK visitor about the Minster: *‘How enduring, how old and the fact that it’s still here after X hundred years and in such good repair – looking at the scaffolding (laughs)’* (Interview 24, GA 6b).

Female UK visitor, age group 35-44: *“I think it’s beautiful and I think it’s lovely that people have worshipped there for so long and that people have been doing the same things for so many years”* (Interview 82, GA 46b).

Male visitor from the USA, age group “65+”: *“I think it symbolises what people really feel about faith. And they have for generations and generations and centuries and centuries”* (Interview 100, GA 57).

5. Barriers for potential visitors: a general comment

Even though the main purpose of this audience survey was not to specifically assess what people think of the current issues of accessibility, interpretation and presentation of the York Minster *per se* one fairly recurrent issue that could be considered a “barrier” for visitors was identified. This was the fact that visitors to the York Minster have to pay in order to see most of the building from the interior. This was not a theme that was intentionally touched upon by the survey but it seemed to emerge particularly when the question “Have you visited the Minster recently?” (Question 9 of the questionnaire) was posed.

Altogether 21 (out of 100) respondents defined this as a barrier. Among these, 5 were York residents (Interview 1, EK 5; Interview 16, GA 1; Interview 48, GA 22b; Interviews 71-72, GA 40a-40b), one from just outside the city (Interview 41, GA 17), 11 from elsewhere in the UK (Interview 32, GA 11a; Interviews 56-59, GA 26a-26d; Interviews 68-69, GA 38a-38b; Interviews 76-79, 42a-42d) and 4 from other countries including 2 French and 2 Dutch respondents (Interviews 26-27, GA 8a-8b; Interviews 34-35, GA 12a-12b). These people mentioned that they would not visit the Minster either because they could not afford it or out of principle because they do not deem it appropriate for a church to charge visitors and that contributions and donations from visitors should be encouraged instead.

A male visitor from the Midlands stated that there should be no charge to get in to the Minster especially with the current financial problems that many people face (Interview 69, GA 38b) and his friend added that this should not happen because the Minster is the ‘house of God’ (Interview 68, GA 38a). One young male resident of

Yorkshire who works in York complained that he lives just outside the City of York borders and for this small distance he is not allowed to get a free pass as a resident (Interview 41, GA 17). Quite interestingly, the 5 York residents who complained about the entrance fee did not seem to be aware of the afore-mentioned resident pass scheme. To the contrary, one male local resident who visits the Minster regularly mentioned this as an incentive for repeat visits (Interview 17, GA 2).

It is worth, however, stressing that some respondents did mention that the money charged for the entrance fee have a good or important purpose (e.g. Interview 40, GA 16; Interviews 61-63, GA 33a-c). Even some of the non-visitors who found the charging a barrier acknowledged that it is perhaps required by the extent of the preservation costs (Interview 26, GA 8a; Interview 56, GA 26a). A young French tourist who found paying for the ticket a barrier did emphasise that not all cathedrals that charge visitors (brining the example of Westminster Abbey in London) allow people to enter the building and decide whether to further continue their visit: *'But it is a good thing that we can go inside just to have an overview without paying because like in London the Abbey is not...you can't go inside, you have to pay before you go inside so for people who are not so interested just to go inside to see how it's big and all the scene...it's a good thing'* (Interview 27, GA 8b).

APPENDICES

Appendix 1: Questionnaire employed for the audience research

- 1) Would you call yourself a resident or a visitor?**
- 2) Why are you here?**
- 3) Is being by the Minster part of your reason for being here?**
- 4) What does this space mean to you?**
- 5) How does this space, and the Minster itself, connect with who you are as a person?**
- 6) What do you think of when you look at the Minster?**
- 7) How does the Minster make you feel?**
- 8) What does the Minster symbolise?**

9) Have you visited the Minster recently?

9a) If No: Why not?

9b) If Yes: How did you enjoy your experience inside the Minster?

10) 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	35-44	45-54	55-64	65+
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iii) Highest Educational Qualification:

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

iv) And how would you define your ethnicity?