



BEST VALUE REVIEW OF LEISURE AND COMMUNITY SERVICES DIVISION

TOURIST INFORMATION CENTRE QUESTIONNAIRE

DID WE HELP YOU?

Questionnaires were issued via the Tourist Information Centres. 500 were printed.

Printed:	500
Received:	57
Response Rate:	11%

The results are listed below:-

1. **Are you:**

Base	57 100%
A resident in the Babergh district	38 67%
On work or business	3 5%
A day visitor to South Suffolk	14 25%
On a holiday/short break to South Suffolk	2 4%

2. Please rate the following aspect of your visit to the Tourist Information Centre. (Please tick the most appropriate box)

	Base	Excellent	Good	Satisfactory	Poor	Very Poor
Base	440	272 62%	142 32%	26 6%	-	-
Speed of service	56	38 68%	18 32%	-	-	-
Quality of service	56	44 79%	12 21%	-	-	-
Range of information available	56	31	22	3	-	-
Quality of goods available for sale	51	55% 26	39% 18	5% 7	-	-
Easy to get into and around building	56	51% 36	35% 15	14% 5	-	-
Easy to find TIC	53	64% 30	27% 16	9% 7	-	-
Layout of the TIC	56	57% 31	30% 21	13% 4	-	-
Overall impression	56	55% 36	38% 20	7% -	-	-
		64%	36%	-	-	-

3. Did you receive the information or service you required?

Base	57 100%
Yes	53 93%
No	4 7%

4. If NO, were you referred to someone else who can help with your enquiry?

Base	4 100%
Yes	4 100%
No	- -

5. **Did you make use of the services provided or purchased any goods from the Tourist Information Centre? (Please tick all that apply)**

Base	183 100%
Accommodation enquiry	7 4%
Accommodation booking	1 1%
Coach tickets	8 4%
Postcards/Stamps	4 2%
General information	34 19%
Transport information	16 9%
UK Holiday information	15 8%
Maps/guide books	28 15%
Local crafts	4 2%
Guided walks	5 3%
Books	2 1%
Information on leisure pursuits (walking, cycling etc)	12 7%
Local directional information	9 5%
Local event ticket/info.	11 6%
Local attraction info.	15 8%
Purchase of souvenirs/gifts	12 7%

6. **Following your visit today, do you have any comments or suggestions for improvements of the TIC or its services?**

- ◆ Visitor centres across the country are much of a muchness. The challenge for the future is what kind of appropriate add-ons would fit with the standard model to make the experience more unique.
- ◆ Perhaps more goods available for sale.
- ◆ Whilst the staff and service at Flatford were excellent the space available was cramped and with only 6 people in the centre we were all bumping into each other. I realise that to provide more room means increasing the building size, but as we visited on a cold January afternoon, I would not like to be there on a busy summer day. Nevertheless, we enjoyed our visit.
- ◆ Perfect service
- ◆ First class service and so pleasantly given with extra help on all enquiries
- ◆ Very helpful
- ◆ The two shop assistants were extremely friendly and helpful

- ◆ Once in Gaol Lane to make entrance more obvious. It can be confusing with other entrances to Town Hall and other services.
- ◆ I really do not know how you can improve the TIC. The staff one really gets to know very well and after a while they know where you are going when you want to book coach tickets, which I do. I have always used the TIC and the staff have always been helpful. Today I just enquired about a coach to Basingstoke which I shall be purchasing in the near future (a ticket not the coach!). I have also purchased things for presents in the past.
- ◆ Satisfactory as it is thank you.
- ◆ The staff were extremely helpful. as always
- ◆ Staff at Sudbury TIC are always helpful and friendly and a credit to the town/district facilities
- ◆ The new office at Sudbury is not, in my view, as good as the old one being somewhat smaller and did not appear to have quite such a selection of brochures etc as before.
- ◆ Didn't know the information centre existed - needs sign putting both on the building and directions from the market square (Sudbury)
- ◆ I have always found the staff very helpful and pleasant at Sudbury. No complaints at all.
- ◆ The two ladies at the Flatford TIC were extremely helpful and friendly. The public footpath/walking signs are well laid out. What a beautiful place!
- ◆ Only that it is high time Sudbury was sorted out from being of such a slummy aspect, to realizing its incredible potential. Glaring example: cars in North Street - utterly inappropriate. With massive tarmac car parks either side of the street. Every other market town in Suffolk had TRAFFIC FREE PROPER SAFE PEDESTRIAN PRECINCTS YEARS AGO. Dog mess EVERYWHERE and so on and so on and so on ...
- ◆ My comment that there are very few bed and breakfast places in the Sudbury area was answered by the fact that people didn't want to pay the fees for being included in a coloured brochure. This doesn't help visitors/those in the area who need to accommodate visitors. Couldn't the TIC produce a less glossy brochure - just a simple typed out list of details and addresses for which it charged proprietors a more modest fee in order to get over this problem? Not everyone wants a heated trouser press and all the other things that merit "star" rating!
- ◆ Slightly better sign from 3 hour car park to TIC (Sudbury)
- ◆ I thought the new look Sudbury TIC was brilliantly laid out with very helpful/charming staff and perhaps there are only a few areas the Tourist Bureau might wish to explore: The assistant was surprised that she did not get more info or news from the CC Sudbury Cycling Club and perhaps as there are splendid countryside to explore by bike there could be some promotions between Sudbury/Babergh tourism and say CTC, First Great Eastern to do a festival of cycling in South Suffolk? Also, some general promotional events to promote Sudbury TIC in Spring/Summer 2003 might be worth pursuing in tandem with local council and Babergh East Anglian Tourist Authority?
- ◆ The standard of the ladies were most helpful, polite and friendly. The service we asked for was given expertly and explaining the way and telephone numbers were given. Very good indeed.
- ◆ The new premises and layout are first class!
- ◆ The new office is much easier to find and allows the information available to be seen much easier. The service is still as excellent as before.
- ◆ I have visited many local tourist information centres and my local one (Sudbury) is the best one for overall service, very pleasant assistants
- ◆ Both ladies were extremely helpful and eager to please, my enquiry was not of the 'run of the mill' kin-quirky-but they would not let it go. A few phone calls were made and I was put on the proper track and was eventually successful a few days later. BRAVO
- ◆ Very friendly, helpful service so that we were able to book convenient travel to the airport at the best price available
- ◆ We like the new premises and find them very convenient - staff too, always most helpful.

7. How often do you use this Tourist Information Centre?

Base	56 100%
Weekly	1 2%
Once a month	18 32%
2-3 times a year	22 39%
Less frequently	15 27%

8. What is your age group?

Base	56 100%
Under 16	- -
16-24	1 2%
25-44	12 21%
45-64	21 38%
65+	22 39%

9. What is your home:

County:

Base	56 100%
Essex	15 27%
Hertfordshire	1 2%
Kent	1 2%
London	2 4%
Norfolk	1 2%
Oxon	1 2%
Suffolk	34 61%
West Sussex	1 2%

Country:

Base	56 100%
England	54 96%
UK	2 4%

11 February 2003

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