



REQUEST 17424

I am seeking economic data related to major tourist attractions built within your local authority area over the last 10 years. I kindly request the following:

Visitor Numbers and Revenue:

- Percentage increase in visitor numbers for each newly developed major tourist attraction
- Direct revenue generated by these attractions.
- Comparison of visitor numbers during peak and off-peak seasons.
- Average length of visitor stay in the area before and after attraction opening
- Percentage of repeat visitors
- Visitor demographics and travel distance data (if available)

Employment Impact:

- Number of full-time jobs created.
- Number of seasonal jobs created.
- Estimated indirect jobs created in the local area.

Local Economic Benefits:

- Recorded increase in tourism-related spending in the local area
- Impact on nearby business revenues
- Changes in local business occupancy rates
- Impact on local accommodation bookings
- Changes in footfall for surrounding retail areas

Financial Performance:

- Initial development costs of the attractions.
- Annual operating revenue generated.
- Return on investment figures (if available)
- Any successful grant funding or investment schemes utilized.
- Impact on local authority tax revenue.

RESPONSE

Haigh Woodland Park. Wigan. Performance Data:

Visitor Numbers:

2014/15: 230,000.

2021/22: 593,571.

2022/23: 717,105.

2023/24: 589,662.

2024/25: 452,852. (as at 31/12/24).

Revenue (2023/24)

Direct (Wigan Council)*: £1,237,017

*Income to Council from owned attractions.

Indirect (Private Tenant Businesses / Estimated): £2.4M

Full Time Equivalent Employees (2024/25):

Site Operations including Management: 8.6 FTE.

Visitor Services and Admin. Including Management: 4.9 FTE.

Horticulture and Ground Maintenance including management: 8.5 FTE.

Indirect (Private Tenant Businesses / Estimated): 24 FTE

Visitor Demographics:

Please see Visitor Survey Reports below



HAIGH WOODLAND PARK.

REPORT:

**DAY VISITOR SURVEY. FINDINGS.
(Summer 2022)**

(Survey conducted: 1st August – 31st August 2022)

Rationale:

Understanding our visitors is critical for effective business and operational planning, for delivering consistent positive visitor experiences and when developing future plans and strategy.

Visitor information will be particularly useful to Wigan Council, Park Management and those involved in preparing and delivering Phase II development plans for the Woodland Park.

Accordingly, Haigh Woodland Park undertakes regular research into Day Visitors. The research that has been undertaken is a simple – but very useful study into:

- Visitor Profiles.
- Visitor Habits.
- Visitor Expectations.

The research is conducted annually by Park Management. Although, as a result of the Covid Pandemic, there has not been any Day Visitor Survey undertaken by Park Management since January (Winter) 2019.

The information gathered by this Survey compliments other research undertaken by external agencies between 2019 and 2022 in support of Phase II development plans and the submission of the successful National Lottery Heritage Fund Application.

Methodology:

The research was conducted during the Peak – Summer School Holiday period: 1st August – 31st August 2022.

Research was undertaken by Haigh Woodland Park Management and its Site Support Team.

A sample audience of 224 individuals – representing Day Visitors to the Park, were selected for interview. Day Visitors were selected at random and 4 interview positions were in the main - used across the site. Survey locations were selected to avoid the inclusion of staff, concessions and Golfers. Those locations being: Play Area 1#. The Event Field. The Kitchen Courtyard. The Main Car Park.

Interviews were face to face with Haigh Woodland Park Site Support Staff conducting the interviews. A simple 8 question survey was completed (See Appendix A: Questionnaire).

A follow up survey is planned for Winter 2023/24. The intention being to understand any seasonal variations in Day Visitor profile and needs.

Postcode data has been evaluated and a subsequent Geo-demographic profiling report provided by Community First Partnership (CFP) - using the Audience Spectrum Tool.

Executive Summary (Key Findings).

Haigh Woodland Park continues to be a popular regional day visitor attraction. (593,571 visitors in 2021/22*).

Just over half of the respondents (51.3%) are resident within the Wigan Borough. 80.9% of respondents were located within a 30-minute drivetime of Haigh Woodland Park and a further 15.6% of respondents were located within a 30-60 minute drivetime of Haigh. 3.5% of respondents were located outside of a 60-minute drivetime of the Park.

21% of the Visitor Survey sample are categorised as 'Dormitory Dependables'. Equating to mature couples and older families.

17% of the Visitor sample are made up of 'Up Our Street'. Such visitors are classified as those people living reasonably comfortable and close to or already in retirement.

15% of the survey respondents are classified as 'Commuterland Culturebuffs'. These being affluent middle aged, older families and empty nesters.

A further 15% are 'Trips and Treats'. Defined as those who are financially comfortable but modest families.

(See full profiling definitions below).

The majority of visitors (86%) travel to the Park by car. This is consistent with previous research.

Of those arriving by car, the average size of day visitor group (car load) is 3.7 visitors per car. This is consistent with previous years and supports the point that Haigh is popular with family groups. Of those walking, the group size is smaller (2.4 persons per visiting group).

Visitors were asked what activity they participated in during their visit. (This question relates to activity participated in rather than reason for visit). The Kitchen Courtyard remains a very popular attraction and experience (28% of all Visitors experienced the Kitchen Courtyard).

The Park's Natural Attractions are the second most popular experience of Summer Day Visitors (24% of all Day Visitors experienced the Plantations, Woodlands or Walled Gardens).

The third most popular experience was the Adventure Play Areas (22% of all Visitors). Whilst other attractions including the Woodland Adventure Golf Course (7%) Crazy Golf (7%) continue to be well used.

The Adventure High Ropes Course was experienced by 2% of Visitors. (However, the attraction was closed for many days during the Summer School Holiday period).

The Visitor Centre provides a useful resource for all visitors. (8% of visitors who arrived by Car frequented the Centre. Whilst it was more popular with visitors who walked into the Park. 17%. This is an increase since Winter 2018/19 particularly with walkers. The establishment of Alexander's Café within the Centre may well have contributed to this rise in popularity).

* Performance Data Report. 2022/23.

The degree of attraction usage varies between visitors arriving by car and those walking. Suggesting that there are different requirements between local residents and visitors from outside of the Borough.

36% of visitors were returning having visited Haigh Woodland Park previously.

It is important to understand the effectiveness of the Marketing Communications utilised by the Park. Many visitors (35%) stated that they were 'local' and therefore had not seen or responded to promotion.

Positive Word of Mouth continues to be an effective medium (21% of overall visitors) with Social Media (4%) and Web Advertising (3%) having recall.

Radio Advertising and Newspaper Advertising (1% and 0% respectively) did not enjoy decent recall.

28% of Day Visitors currently follow Park activity via the Haigh Woodland Park Facebook Page.

The survey shows clear variations of recall to promotion between Day Visitors travelling by car and pedestrian visitors (pedestrian visitors more likely being local residents). Suggesting that those walking into the Park – as local audiences, do not require or respond to marketing communications.

Similarly, there remain variations on spending by those travelling to the Park by car and those walking. (This includes spending on car parks, attractions, food and drink).

Visitor spending was higher with those arriving by car than those walking. 74% of visitors walking into the Park spent £10 or less during their visit. Compared to 32% of those arriving by car. Suggesting that value for money is a key ingredient in a day visit by local residents.

Those arriving by car showed higher spending (53% spending between £11 - £30). 15% of Day Visitors arriving by car spent between £31 or more. Suggesting a higher propensity to spend on a day trip by those travelling further distances - rather than visiting 'the local park'.

Survey Findings.

Question 1: What is your Postcode? (Where have you come from today?)

The 2022 Survey gathered in 199 postcodes. All postcodes have been geolocated and the results analysed. As part of this analysis, the postcodes have been used to develop an audience profile based on the Audience Spectrum Tool.

Over half of the Survey respondents (51.3%) are resident within Wigan Borough. When considering distance from the Park, over four-fifths (80.9%) of respondents are located within a 30-minute drivetime of Haigh Woodland Park, taking in the surrounding areas of Preston, Chorley, Bolton, North Warrington and North-West Manchester.

A further 15.6% of respondents are resident within a 30-60 minute drivetime of Haigh. Taking in the surrounding areas of Manchester, Liverpool, Chester and Blackpool.

3.5% of respondents were resident outside of a 60-minute drivetime of the Woodland Park. Including areas as far as Exeter, East London, Cirencester, Derby, North Yorkshire and Newcastle. It is likely that these respondents were Visiting Friends and Relatives (VFR).

The postcodes gathered in 2022 have been compared to postcodes gathered during the Summer Survey of 2019. The survey shows that visitors travelled a further distance to reach Haigh Woodland Park in 2022 than in 2019.

In 2022, the percentage of respondents located further afield from Haigh has increased when compared to 2019. A significantly higher percentage of respondents were located outside of Wigan Borough in 2022 (48.7%) than in 2019 (33.7%).

In 2019, a higher percentage of Visitors were located within a 30-minute drivetime of the Park. 88.4% of respondents were located within a 30-minute drive in 2019, compared to 80.9% in 2022. Whereas in 2022, the percentage of respondents located within a 30–60 minute drivetime has increased from 10.1% in 2019 to 15.6% in 2022.

In 2022, the percentage of respondents located outside of the 60-minute drivetime catchment has also increased by 2.0% since 2019.

(See appendix 1: CFP Postcode Mapping Report 2022).

Postcodes were profiled using the Audience Spectrum Tool. This is a population profiling tool designed to understand household level audiences and their engagement with cultural and heritage attractions.

Audience Spectrum segments the UK population into 10 distinct groups. Each segment is defined by socio demographics, leisure and cultural interests and motivations.

The 2022 visitor survey sample is largely made up of the following segments:

Dormitory Dependables	% of Visitors to Haigh Woodland Park:	21%
Definition and Commentary:	<p>Making up one-fifth (21%) of the Visitor Survey sample and coming in significantly higher than regional figures for the Northwest (15%). Dormitory Dependables are categorised as living in suburban or small towns and show a preference for heritage activities, alongside popular and more traditional mainstream arts, particularly live popular music. Many are well off mature couples or busy older families, with typical educational backgrounds and solid careers. However, lifestyle constraints coupled with limited access to an extensive cultural offer means that they are grouped under medium cultural engagement, in which culture is more of an occasional trip or family outing rather than an integral part of their lifestyle. As a result, the wrap around offer and group-based discounts are appealing to this group, with a preference for provision locally but with a willingness to travel. Dormitory Dependables are likely to access leisure and news online and are most responsive to email communications and SMS messaging.</p>	

Up Our Street	% of Visitors to Haigh Woodland Park:	17%
Definition and Commentary:	<p>Making up 17% of the Visitor Survey sample and coming in only slightly higher than regional figures for the North West (14%), Up Our Street are classified as living reasonably comfortable and stable lives primarily around the edges of industrial towns and small cities. They show a preference for mainstream and inexpensive offers of museums, music and carnivals, and home-based craft activities, as well as visiting heritage sites. Many are close to, or already in retirement and come from skilled professional, white working-class backgrounds, with some experiencing some health issues. Their modest lifestyles and health barriers mean that arts and culture is less of a priority for this group, and they are grouped under low cultural engagement. As a result, the ancillary experience, offering food, drink and retail is appealing to them. Up Our Street are highly unlikely to access information online and rely heavily on recommendations from peers for a tried and tested leisure experience.</p>	

Commuterland Culturebuffs	% of Visitors to Haigh Woodland Park:	15%
Definition and Commentary:	<p>Making up 15% of the Visitor Survey sample and coming in significantly higher than regional figures in the Northwest (9%), Commuterland Culturebuffs are classified as affluent middle aged, older families and empty nesters located in the greenbelt suburbs. Many work in higher managerial and professional occupations and are keen consumers of culture, showing a preference for heritage and more classical offerings. They enjoy the socialising as much as the art and are motivated by self-improvement. Their higher income and time to indulge means they are grouped under high cultural engagement, making them willing to travel for premium experiences and also donate generously to preserve convenient culture. Commuterland Culturebuffs engage with artistic content online and are most responsive to email communications.</p>	

Trips and Treats	% of Visitors to Haigh Woodland Park:	15%
Definition and Commentary:	<p>Making up 15% of the Visitor Survey sample, but coming in slightly lower than regional figures for the Northwest (17%), Trips and Treats are classified as financially comfortable but modest families located in the heart of suburbia. They show a preference for heritage, museums and mainstream arts, such as musicals, with an attraction to important and educational participatory activities. Their modest lifestyles and family priorities mean that they are grouped under medium cultural engagement, driven by children's interests and value for money. Trips and Treats rely entirely on the internet to plan leisure activities, particularly through targeted messaging or friend and family recommendations.</p>	

2019 Day Visitor Survey. Socio Demographics (Comparator)

The 2019 Survey evaluated postcodes and household cultural interests. However, postcodes were analysed using a different segmentation tool. That being ARTS ACORN (A Classification of Residential Neighbourhoods). Nevertheless and despite different segment titles, there is general consistency between Day Visitor profiles of 2019 and 2022:

Domestic Success	15%	Thriving families who are busy bringing up children. Age 41-45. Household Income. £70K - £99K. Families with 2 children. Own homes. Detached / upmarket suburban. High internet use. Technology adoption = early majority.
Senior Security	15%	Elderly People with assets enjoying a comfortable retirement. Age 76-80. Elderly singles and couples enjoying a comfortable retirement. Household Income. £15K. Additional pension above state. Single composition households. Home owners. Comfortable homes. No dependent children. Low mileage driving. Do not embrace new technology. Technology adoption = Lagards.
Prestige Positions	14%	Established families in large detached homes and living upmarket lifestyles. Age 61-65. Married couples. Family composition. 1 Child. Household Income. £100K - £149K. Managerial and senior positions. Owned home. Detached. High value homes. Supporting children and older dependent children. High assets and investments. Online shopping and banking. Technology adoption = Early Majority.
Suburban Stability	14%	Mature suburban owners living settled lives in mid-range housing. Age 56-60. Older families. Some children at home. Household income: £40K - £49K. Suburban mid-range homes. Family and other adults household composition. 1 child. Owned home. Semi-detached. Settled living. Living at same address for many years. High internet use. Technology Adoption = Early majority.
Aspiring Homemakers	14%	Younger households settling down in housing priced within their means. Age 31 -35. Younger households. £40K-£49K. Full time employment. Pseudo family composition. 2 children. Owned home. Semi detached. Private suburbs. Affordable housing costs. High internet usage. Technology Adoption = Early majority.
Others	28%	

Question 2: How did you get here today?

By Car	86%
On Foot	13%
Other (Bike)	1%

(2019 Winter Comparison):

By Car	74%
On Foot	24%
Other (Bike)	2%

Narrative: The increase in visitors using a car may not necessarily relate to a change of transport pattern but rather – shows seasonal variations. With less people visiting the Park in the Winter from outside the Borough).

Question 3: How many people made up your party today?

By Car	Average 3.67 visitors per vehicle
On Foot	Average 2.42 visitors per group
Other (Bike)	

(2019 Winter Comparison):

By Car	Average 3.6 visitors per vehicle
On Foot	Average 4.1 visitors per group
Other (Bike)	

Narrative: Of all visitors surveyed – 194 cars were recorded. The total number of passengers occupying those vehicles = 713. Therefore we have recorded the average occupancy as: 3.67 / vehicle. This is similar to the occupancy recorded in the Survey of Winter 2018/19.

The average visitors per 'pedestrian' group has fallen since December 2018. Again, this is a likely reflection of seasonal variation. With more local – family groups using the park over the Christmas period.

Question 4: What did you do today? (What attractions did you visit during your time here today)? All Day Visitors.

Ranking#	Attraction:	Percentage
1	Kitchen Courtyard	28% of Day Visitors visited during their stay.
2	Natural Attractions (Woods, Walled Gardens, walking and cycling).	24%
3	Children's Adventure Play Park	22%
4 =	Woodland Adventure Golf	7%
4 =	Crazy Golf	7%
5	Visitor Centre	4%
6 =	Craft Gallery	2%
6 =	Adventure High Ropes*	2%
6 =	Railways Attractions (15" Gauge Railway and Model Railway).	2%
7 =	Events and Activities in the Park**	1%
7 =	Other	1%

* Adventure High Ropes were not open every day during Survey or Summer Holiday period.

** There were minimal events or activities taking place during Survey or Summer Holiday period.

(2019 Winter Comparison - Ranking):

Ranking#	Attraction:
1	Kitchen Courtyard
2	Natural Attractions (Woods, Walled Gardens, walking and cycling).
3	Children's Adventure Play Park
4	Visitor Centre
5	Woodland Adventure Golf
6	Railways Attractions (15" Gauge Railway and Model Railway).
7	Craft Gallery
8	Adventure High Ropes*
9	Events and Activities in the Park**

Narrative: The principle and most popular attractions of the Park continue to be; The Kitchen Courtyard, the Natural Attractions and Children's Play Areas.

Question 4 (A): What did you do today? (What attractions did you visit during your time here today)? Day Visitors arriving by Car.

Ranking#	Attraction:	Percentage
1	Kitchen Courtyard	26% of Day Visitors visited during their stay.
2	Children's Adventure Play Park	23%
3	Natural Attractions (Woods, Walled Gardens, walking and cycling).	20%
4	Visitor Centre	8%
5 =	Woodland Adventure Golf	7%
5 =	Crazy Golf	7%
6 =	Craft Gallery	2%
6 =	Adventure High Ropes*	2%
6 =	Railways Attractions (15" Gauge Railway and Model Railway).	2%
6 =	Events and Activities in the Park**	2%
7 =	Other	1%

Question 4 (B): What did you do today? (What attractions did you visit during your time here today)? Day Visitors arriving on Foot.

Ranking#	Attraction:	Percentage
1	Natural Attractions (Woods, Walled Gardens, walking and cycling).	41% of Day Visitors visited during their stay.
2	Kitchen Courtyard	30%
3	Visitor Centre	17%
4	Children's Adventure Play Park	5%
5	Crazy Golf	3%
6	Woodland Adventure Golf	2%
7	Adventure High Ropes*	2%
	Craft Gallery. Railways Attractions (15" Gauge Railway and Model Railway). Events and Activities in the Park**	0%

Question 5: How did you hear of Haigh Woodland Park? All Day Visitors.

Ranking #	Attraction:	Percentage
1	Been Before	36% of Day Visitors visited during their stay.
2	Live local	35%
3	Word of Mouth	21%
4	Social Media	4%
5	Web Advertising	3%
6	Radio Advertising	1%
7	Newspaper Advertising	0%

(2019 Winter Comparison. All Day Visitors):

Ranking #	Attraction:	Percentage
1	Been before	42%
2	Live local	30%
3	Word of Mouth	14%
4	Social Media	9%
5	Newspaper Advertising*	5%
6	Radio Advertising**	0%

* There was no Newspaper Advertising during survey and Winter Half Term period.

** There was no Radio Advertising during survey or Winter Half Term period.

Question 5A: How did you hear of Haigh Woodland Park? Day Visitors Arriving on Foot.

Ranking #	Attraction:	Percentage
1	Live Local	67% of Day Visitors visited during their stay.
2	Been Before	23%
3 =	Word of Mouth	5%
3 =	Social Media	5%
	Web Advertising	0%
	Radio Advertising	0%
	Newspaper Advertising	0%

Question 5B: How did you hear of Haigh Woodland Park? Day Visitors Arriving by Car.

Ranking #	Attraction:	Percentage
1	Been Before	38% of Day Visitors visited during their stay.
2	Live Local	30%
3	Word of Mouth	23%
4	Social Media	5%
5	Web Advertising	3%
6	Radio Advertising	1%
	Newspaper Advertising	0%

Question 5C. Do you follow us on Facebook?

All Day Visitors.

YES	28%
NO	72%

Narrative: As is normal for Day Visitor Audiences – those living local or having been before, have least need or recall for marketing communications. The Park continues to benefit from positive word of mouth. Indeed, word of mouth reference has increased from Winter 2018/19. Social Media is seemingly the most effective marketing communications activity – although we are unable to determine if this is the organic Haigh Facebook/Instagram platform or as a result of the sponsored social media campaign. Radio advertising had little recall and was certainly less effective (in terms of recall) than in previous years.

The Park enjoys a good and loyal social media following (at the time of writing Haigh Woodland Park Facebook Followers = 64,172). However, there is clearly scope for further improvement and increased following. There is no variation between social media Followers arriving by car and those arriving on foot.

Question 6: How much will you spend today in the Park? All Day Visitors.
(Total as a family / Day Visitor Group including parking, attractions, food and drink and souvenirs?)

Ranking#	Attraction:	Percentage
1	£0 - £10	38%
2	£11 - £20	28%
3	£21 - £30	21%
4	+£40	7%
5	£31 - £40	6%

(2019 Winter Comparison. All Day Visitors):

Ranking#	Attraction:	Percentage
1	£21 - £30	39%
2	£11 - £20	25%
3	£0 - £10	22%
4	£31 - £40	10%
5	+£40	4%

Question 6(A): How much will you spend today in the Park? Day Visitors Arriving by Car.

Ranking#	Attraction:	Percentage
1	£0 - £10	32%
2	£11 - £20	30%
3	£21 - £30	23%
4	+£40	8%
5	£31 - £40	7%

(2019 Winter Comparison. Visitors Arriving by Car):

Ranking#	Attraction:	Percentage
1	£21 - £30	42%
2	£11 - £20	26%
3=	£0 - £10	14%
3=	£31 - £40	14%
4	+£40	4%

Question 6(B): How much will you spend today in the Park? Day Visitors Arriving on Foot.

Ranking#	Attraction:	Percentage
1	£0 - £10	74%
2	£11 - £20	13%
3	£21 - £30	10%
4	+£40	3%
5	£31 - £40	0%

(2019 Winter Comparison. Visitors Arriving on Foot):

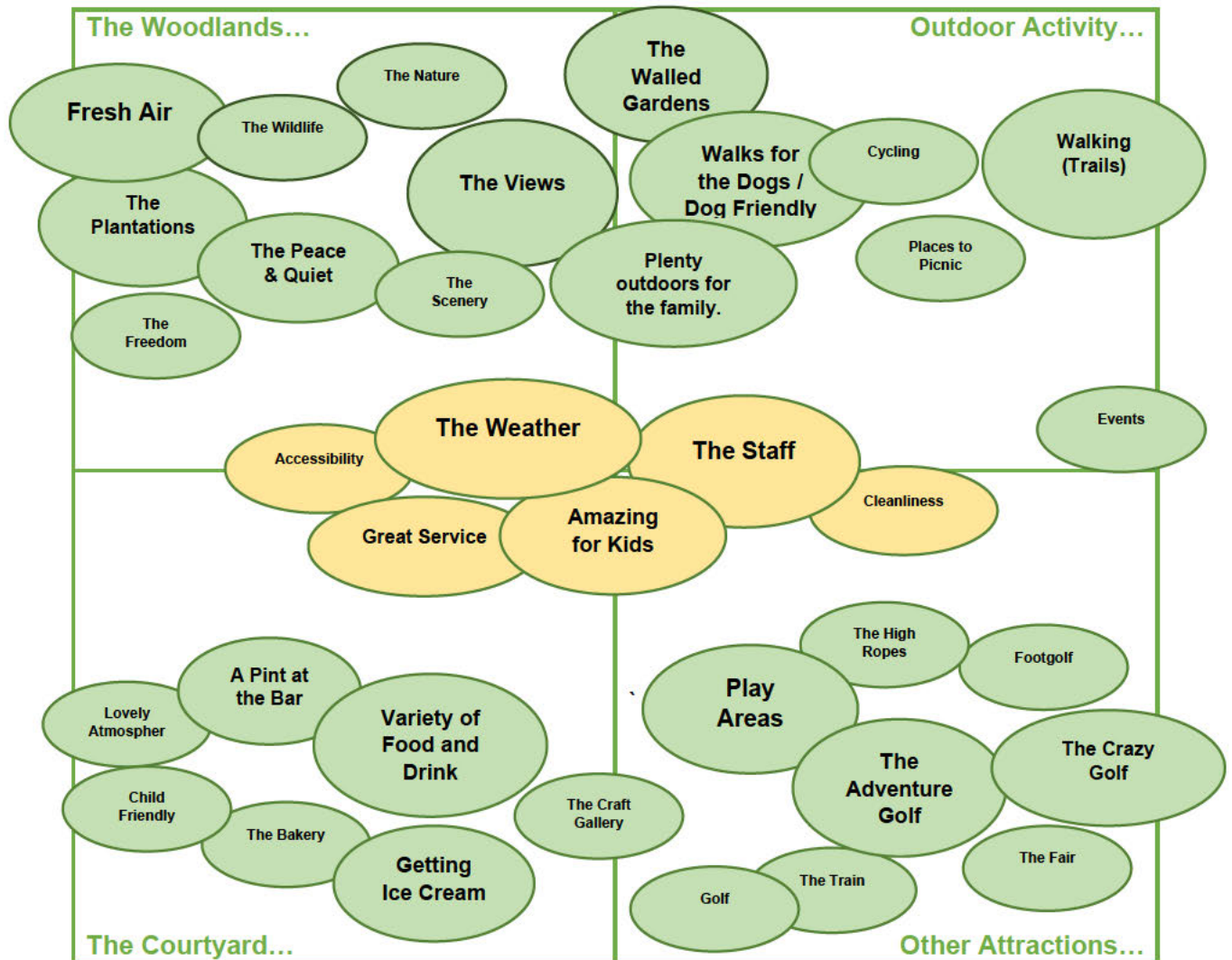
Ranking#	Attraction:	Percentage
1	£0 - £10	41%
2	£21 - £30	35%
3	£11 - £20	21%
4	+£40	3%
5	£31 - £40	0%

Question 7: WHAT WAS YOUR FAVOURITE THING (ABOUT YOUR VISIT TODAY)?

All Day Visitors.

(Survey findings can be grouped by the informal 'Natural Experience' and the more formal – 'Park Attractions')

THE NATURAL EXPERIENCE



THE PARK ATTRACTIONS

Question 8: WHAT WAS YOUR LEAST FAVOURITE THING (ABOUT YOUR VISIT TODAY)? (If you could change or add one thing – what would it be?) All Day Visitors.

What I'd Change
(the most)

'The Wasps!'

'Need more indoor
shelters / space'.

'More Picnic
Benches'

'The Toilet
cleanliness'

'The Train not
running'

'The parking
charges'

'More parking
spaces'

'Better park
direction' signs'

'The lack of
Bins'

'No Elec'
Charging Points'

'Dogs off leads'

'Not enough
Toilets'

'The quality of
Café food'

'The Weather'

'Little to do
indoors'

'Some food
places closed'

'People
dropping litter'

'Kids Park
Equip broke'

'The queues'

'High Ropes
always closed'

'The price of
the Fair'

'The price of
Attractions'

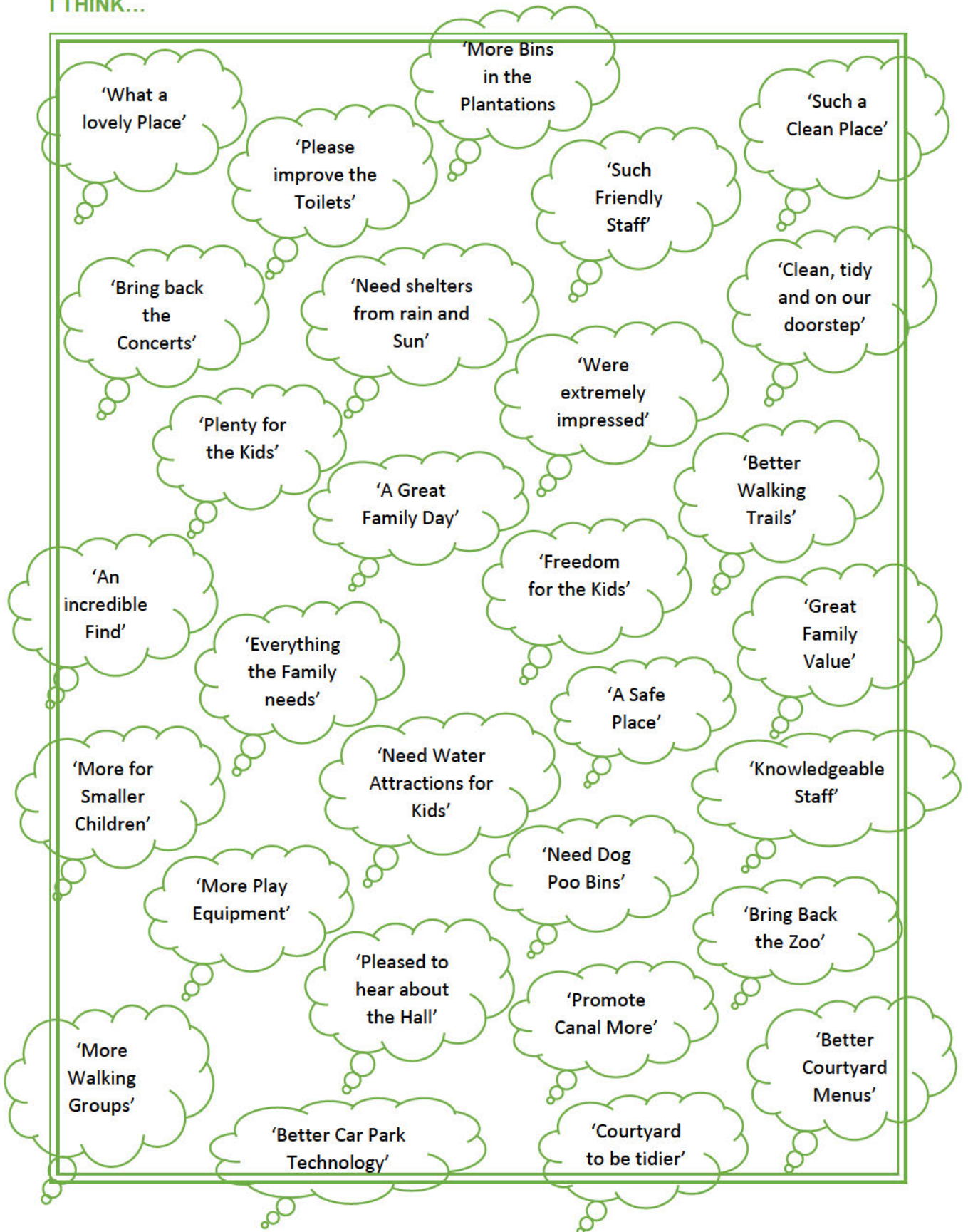
'The Bins
were full!'

'No Cash
Machine'

What I'd Change...
(but not as
important)

Question 9: ANY GENERAL COMMENTS OR ADDITIONAL USEFUL INFORMATION PROVIDED BY THE DAY VISITOR? All Day Visitors.

I THINK...



Acknowledgements:

Summer Day Visitor Survey (August 2022). Winter Day Visitor Survey (Dec/Jan 2019/20)

Community First Partnership. Day Visitor Profile Report. Prepared by: [REDACTED]

Authorised by: [REDACTED]

Report Survey / Interviews conducted by Haigh Woodland Park Site Support Staff. (August 2022)

Report Author: [REDACTED]. General Manager. Destination Parks. (9th February 2023).

Appendix A:



Haigh Woodland Park
Visitor Survey (SUMMER) 2022.

Aim of Survey:
 To gain a better understanding of Day Visitors to Haigh Woodland Park. Specifically, their profiles and visitor behaviours.
 Sample Audience: Target – 200 Day Visitors.
 Period Sample: Half Term. Mon 1st – Wed 31st August 2022.

Advice to Researcher:
 Introduce yourself to Day Visitor. Always be polite. Ask if you can take a few moments of their time to complete this simple questionnaire.

Q1	What is your Postcode? (take postcode of Principle).	
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Q2	How did you get here today?	Car?		Walk?	
	If by car - how many people travelled in the Car today?				
	If on foot – how many people make up your party today?				

Q3	What did you do today (or planning to do)?			
	Adventure Golf		Crazy Golf	
	High Ropes Adventure		Play Areas	
	Railway Attractions		An Event (or activity).	
	Craft Gallery		Natural Park (walking / cycling).	
	Kitchen Courtyard		Visitor Centre	

Q4	How did you hear of Haigh Woodland Park?			
	Social Media Adverts		Newspaper Advert	
	Radio Advert		Web Advert	
	Bus Adverts		Word of Mouth	
	Been before.		Live local	

Q5	Do you follow Haigh Woodland Park facebook page?			
	YES		NO	

Q6	How much will you spend today in the Park? (Total as a family / party including parking, attractions, food, drink and souvenirs?)			
	£0 - £10		£11 - £20	
	£21 - £30		£31 - £40	
	£40 +			

Q7	What was your favourite thing about your visit today?			

Q8	What was your least favourite thing about your visit today? (If you could change or add one thing – what would it be?)			

Any general comments or additional useful information provided by Day Visitor:

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Advice to Researcher:

Thank Day Visitor for their time today and for visiting Haigh Woodland Park.

Researcher Use Only:

Survey No:

**Initials of
Researcher**



people spaces places

Haigh Hall & Woodland

Postcode Mapping

January 2022

Issue number: 1

Status: FINAL

Date: 27.01.23

Prepared by: [REDACTED]

Authorised by: [REDACTED]

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Haigh Hall & Woodland

Postcode Mapping

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Appendix A – Audience Spectrum Profile Report

1 Introduction

In 2022, 199 postcodes were gathered as part of a visitor survey. These postcodes have been geolocated and the results have been analysed. As part of this analysis, the postcodes gathered have been used to develop an audience profile based on the Audience Spectrum Tool.

2 Postcode Mapping

Just over half of the respondents (51.3%) are located within the Wigan Borough (See Figure 1). When considering distance from Haigh Hall & Woodland, just over four-fifths (80.9%) of respondents were located within a 30-minute drivetime of Haigh Hall & Woodland, taking in surrounding areas of Preston, Chorley, Bolton, North Warrington and North-West Manchester. A further 15.6% of respondents were located within a 30-60 minute drivetime of Haigh Hall and Woodland, taking in surrounding areas of Manchester, Liverpool, Chester and Blackpool (See Figure 2).

3.5% of respondents were located outside of a 60-minute drivetime of Haigh Hall & Woodland, including areas as far as Exeter, East London, Cirencester, Derby, North Yorkshire and Newcastle. It is likely that these respondents were visiting the area, friends or family (See Figure 3).

The postcodes gathered in 2022 were compared to postcodes gathered during a summer survey in 2019 (See figure 4). Analysis of distance travelled based on the 80th centile of each sample shows that respondents travelled a further distance to Haigh Hall & Woodland in 2022 than in 2019, as the straight-line distance for the 80th centile was 5.04Km further in 2022 than in 2019 (See Table 1).

Visitor Survey	Centile	Straight-line Distance
2022	80 th	18.61 Km
2019	80 th	13.57 Km

Table 1 80th Centile in 2022 & 2019

In 2022, the percentage of respondents located further afield from Haigh Hall & Woodland has increased when compared to 2019. A significantly higher percentage of respondents were located outside of Wigan Borough in 2022 (48.7%) than in 2019 (33.7%).

In 2019, a higher percentage of respondents were located within a 30-minute drivetime of Haigh Hall and Woodland; 88.4% of respondents were located within a 30-minute drive in 2019, compared to 80.9% in 2022. Whereas in 2022, the percentage of respondents located within a 30–60-minute

drivetime has increased, from 10.1% in 2019 to 15.6% in 2022 (See Figure 5). In 2022, the percentage of respondents located outside of the 60-minute drivetime catchment has also increased by 2.0% since 2019.

Haigh Hall & Woodland

Figure 1
Postcode Locations
2022

Legend

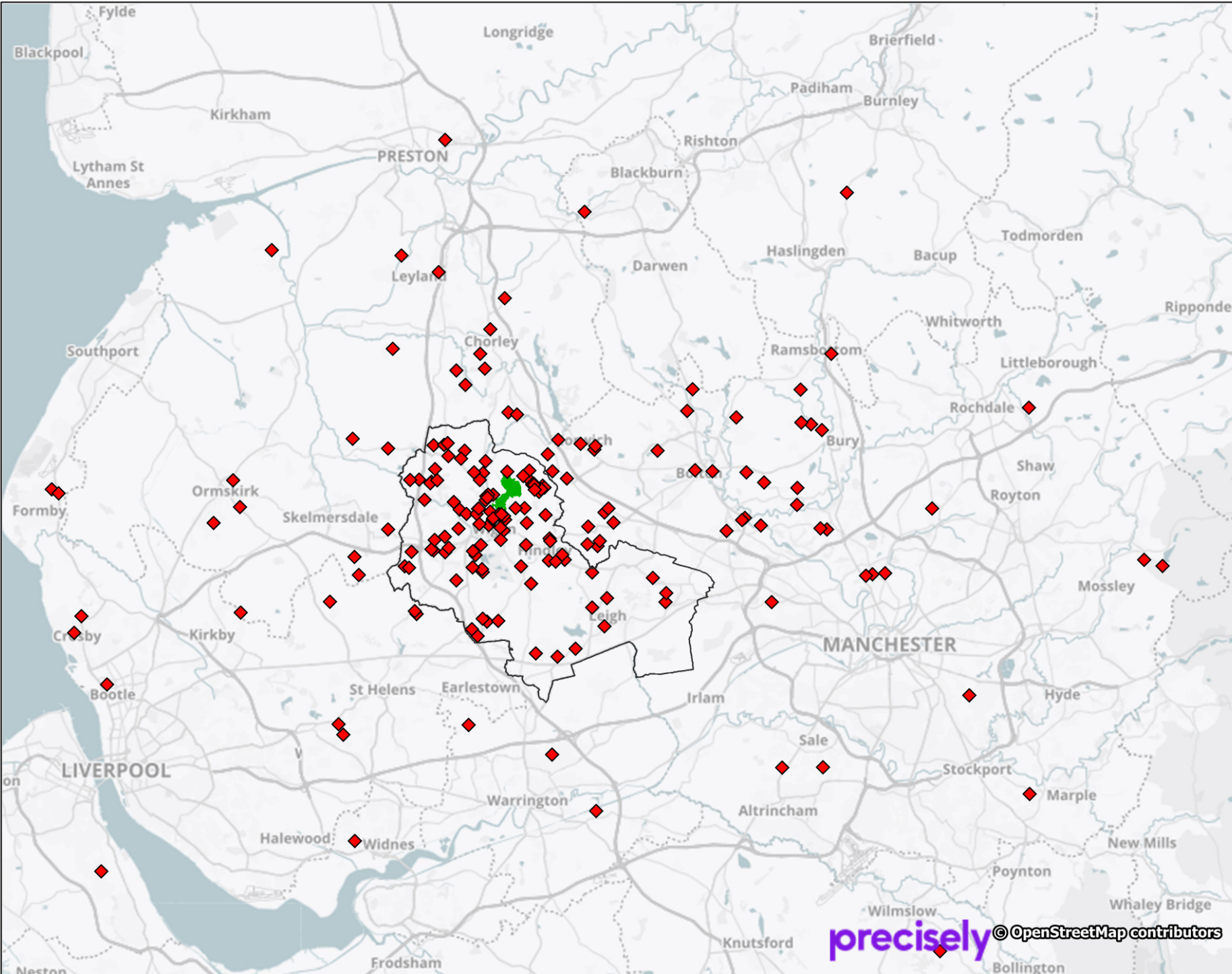
◆ Postcode Locations 2022

▭ Wigan Borough Boundary

■ Haigh Hall & Woodland

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Drawn by: GA	Checked by: AS	Date: 19/01/23
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precisely © OpenStreetMap contributors

Haigh Hall & Woodland

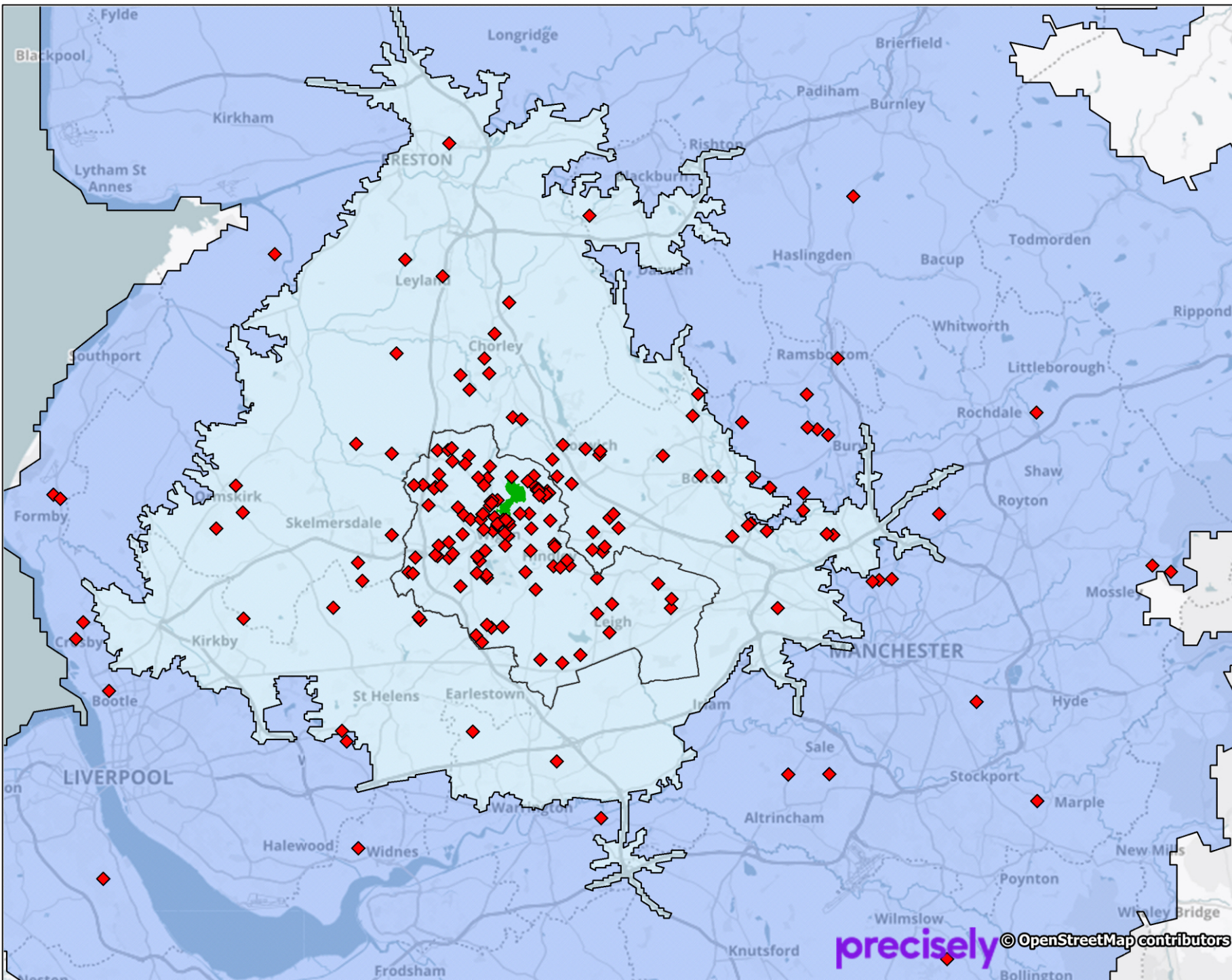
Figure 2
Postcode Locations
2022 and 30-60 Minute
Drivetime

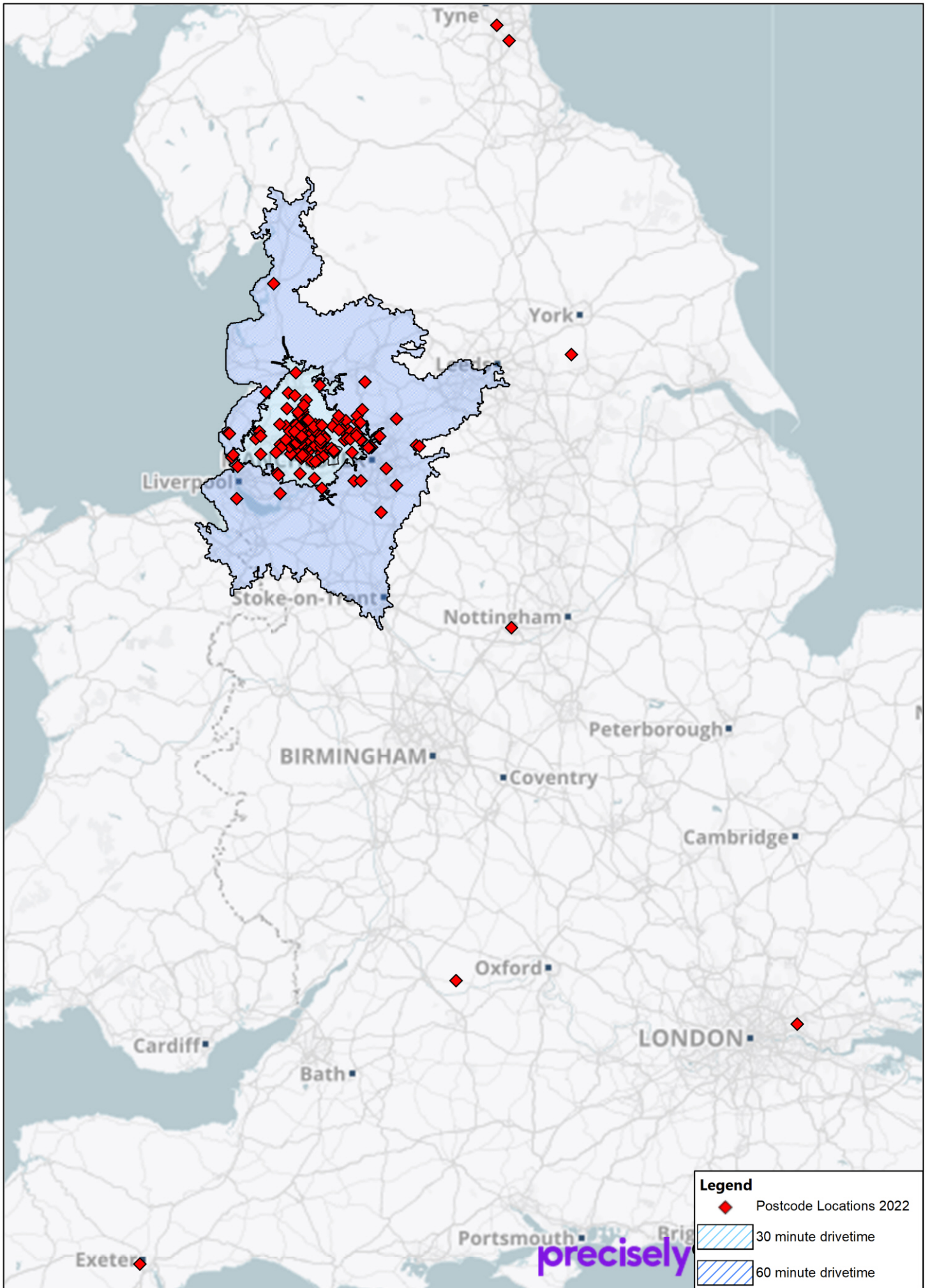
Legend

- ◆ Postcode Locations 2022
- Wigan Borough Boundary
- Haigh Hall & Woodland
- 30 minute drivetime
- 60 minute drivetime

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Legend

- ◆ Postcode Locations 2022
- 30 minute drivetime
- 60 minute drivetime

Haigh Hall & Woodland	Figure 3 Postcode Locations 2022	 		Drawn By : GA	Checked By : AS
		Contains OS data © Crown copyright and database right 2016		Drawing No : 1	Date : 19/01/23

Haigh Hall & Woodland

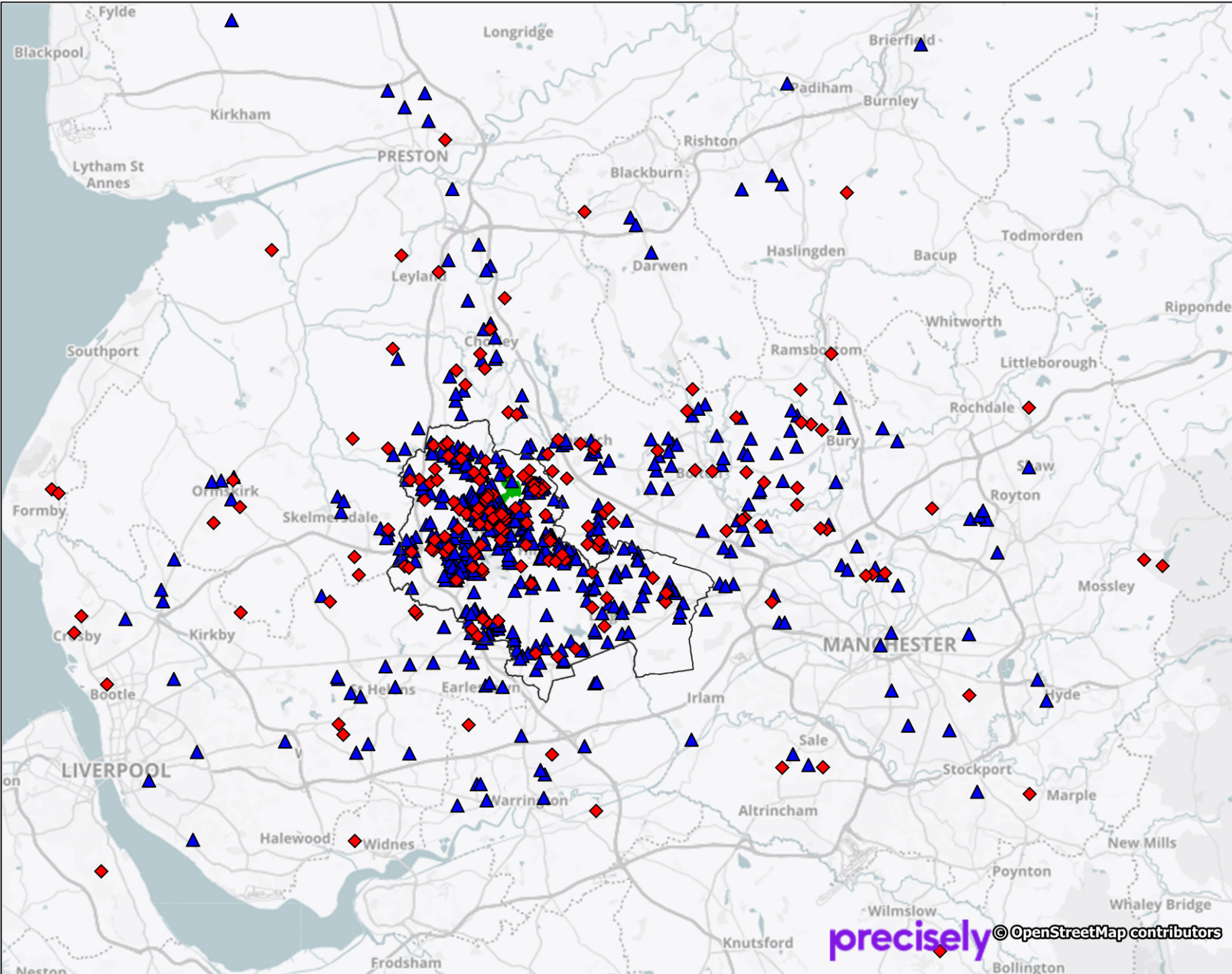
Figure 4
Postcode Locations
2019 & 2022

Legend

- ◆ Postcode Locations 2022
- ▲ Postcode Locations Summer 2019
- Haigh Hall & Woodland
- Wigan Borough Boundary

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Haigh Hall & Woodland

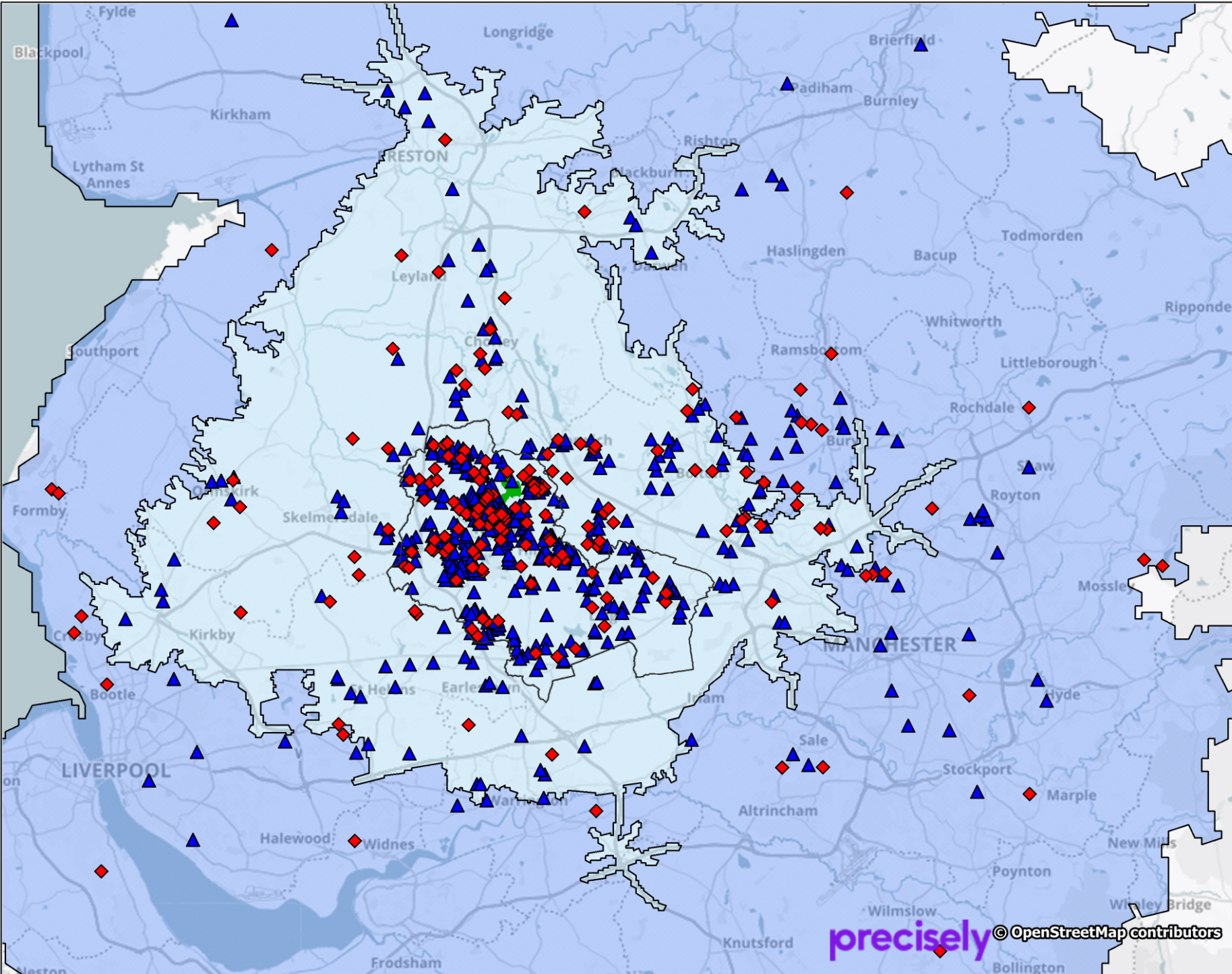
Figure 5
Postcode Locations
2019 & 2022 and 30-60
Minute Drivetime

Legend

- ◆ Postcode Locations 2022
- ▲ Postcode Locations Summer 2019
- Haigh Hall & Woodland
- Wigan Borough Boundary
- ▨ 30 minute drivetime
- ▩ 60 minute drivetime

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3 Audience Spectrum Profile

Based on the postcodes gathered in 2022, an audience profile has been commissioned from the Audience Agency using their Audience Spectrum tool. The full profile report can be found in appendix A.

Audience Spectrum is a population profiling tool designed to help understand audiences at a household level based on attendance and engagement with cultural and heritage attractions, as well as behaviours and preferences towards organisations in the cultural sector.

Based on attendance, participation and engagement with the arts, culture and heritage the UK population be segmented into 10 distinct groups and each of these segments are split into two subsegments. These subsegments share broad characteristics, but differ depending on demographics, motivations of artforms of most interest.

The 2022 visitor survey sample is largely made up of the following segments:

Dormitory Dependables

Making up one-fifth (21%) of the visitor survey sample and coming in significantly higher than regional figures for the Northwest (15%), Dormitory Dependables are categorised as living in suburban or small towns and show a preference for heritage activities, alongside popular and more traditional mainstream arts, particularly live popular music. Many are well off mature couples or busy older families, with typical educational backgrounds and solid careers. However, lifestyle constraints coupled with limited access to an extensive cultural offer means that they are grouped under medium cultural engagement, in which culture is more of an occasional trip or family outing rather than an integral part of their lifestyle. As a result, the wrap around offer and group-based discounts are appealing to this group, with a preference for provision locally but with a willingness to travel. Dormitory Dependables are likely to access leisure and news online and are most responsive to email communications and SMS messaging.

Up Our Street

Making up 17% of the visitor survey sample and coming in only slightly higher than regional figures for the North West (14%), Up Our Street are classified as living reasonably comfortable and stable lives primarily around the edges of industrial towns and small cities. They show a preference for

mainstream and inexpensive offers of museums, music and carnivals, and home-based craft activities, as well as visiting heritage sites. Many are close to, or already in retirement and come from skilled professional, white working-class backgrounds, with some experiencing some health issues. Their modest lifestyles and health barriers mean that arts and culture is less of a priority for this group, and they are grouped under low cultural engagement. As a result, the ancillary experience, offering food, drink and retail is appealing to them. Up Our Street are highly unlikely to access information online and rely heavily on recommendations from peers for a tried and tested leisure experience.

Commuterland Culturebuffs

Making up 15% of the visitor survey sample and coming in significantly higher than regional figures in the Northwest (9%), Commuterland Culturebuffs are classified as affluent middle aged, older families and empty nesters located in the greenbelt suburbs. Many work in higher managerial and professional occupations and are keen consumers of culture, showing a preference for heritage and more classical offerings. They enjoy the socialising as much as the art and are motivated by self-improvement. Their higher income and time to indulge means they are grouped under high cultural engagement, making them willing to travel for premium experiences and also donate generously to preserve convenient culture. Commuterland Culturebuffs engage with artistic content online and are most responsive to email communications.

Trips and Treats

Making up 15% of the visitor survey sample, but coming in slightly lower than regional figures for the Northwest (17%), Trips and Treats are classified as financially comfortable but modest families located in the heart of suburbia. They show a preference for heritage, museums and mainstream arts, such as musicals, with an attraction to important and educational participatory activities. Their modest lifestyles and family priorities mean that they are grouped under medium cultural engagement, driven by children's interests and value for money. Trips and Treats rely entirely on the internet to plan leisure activities, particularly through targeted messaging or friend and family recommendations.

Appendix A

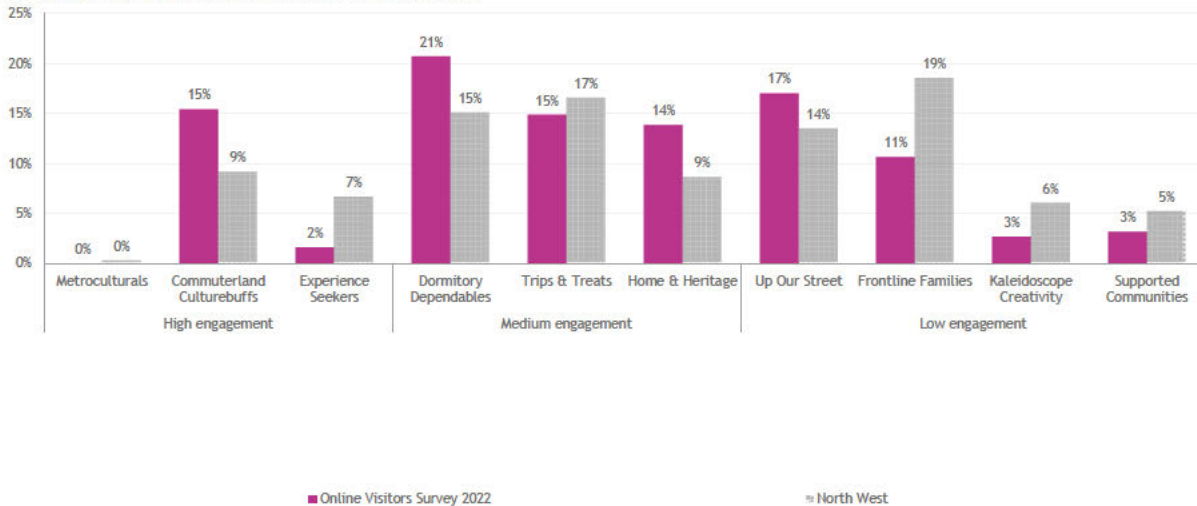
Audience Spectrum Profile Report

Audience Spectrum profile

Segment profile

Audience Spectrum segment		Online Visitors Survey 2022		North West	Index	
		Count	%	%		
High engagement	Metroculturals	0	0%	0%	0	
	Commuterland Culturebuffs	29	15%	9%	168	
	Experience Seekers	3	2%	7%	24	
	Dormitory Dependables	39	21%	15%	137	
Medium engagement	Trips & Treats	28	15%	17%	90	
	Home & Heritage	26	14%	9%	160	
	Up Our Street	32	17%	14%	126	
Low engagement	Frontline Families	20	11%	19%	57	
	Kaleidoscope Creativity	5	3%	6%	44	
	Supported Communities	6	3%	5%	61	
Unclassified		-	-	0		
Base		188		6,078,872		

Please note: base totals and percentages do not include unclassified records



Subsegment profile

Audience Spectrum subsegment		Online Visitors Survey 2022		North West	Index	
		Count	%	%		
High engagement	Metroculturals M1	0	0%	0%	0	
	Metroculturals M2	0	0%	0%	0	
	Commuterland Culturebuffs C1	10	5%	3%	171	
	Commuterland Culturebuffs C2	19	10%	6%	167	
	Experience Seekers E1	1	1%	4%	15	
Medium engagement	Experience Seekers E2	2	1%	3%	35	
	Dormitory Dependables D1	19	10%	6%	157	
	Dormitory Dependables D2	20	11%	9%	123	
	Trips & Treats T1	9	5%	9%	54	
	Trips & Treats T2	19	10%	8%	132	
	Home & Heritage H1	21	11%	6%	184	
	Home & Heritage H2	5	3%	3%	103	
Low engagement	Up Our Street U1	7	4%	3%	138	
	Up Our Street U2	25	13%	11%	123	
	Frontline Families F1	8	4%	6%	76	
	Frontline Families F2	12	6%	13%	49	
	Kaleidoscope Creativity K1	2	1%	3%	34	
	Kaleidoscope Creativity K2	3	2%	3%	54	
	Supported Communities S1	1	1%	2%	30	
	Supported Communities S2	5	3%	4%	76	
Unclassified		-	-	0		
Base		188		6,078,656		

Please note: base totals and percentages do not include unclassified records

