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Governance Support
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Dear Member

COUNCIL - THURSDAY, 21 JULY 2016 – LATE REPORT PACK 2

I am now able to enclose, for consideration at the Thursday, 21 July 2016 meeting of the Council, the following reports that were unavailable when the agenda was printed.

Agenda No	Item	Page
27.	Torbay Air Show	(Pages 507 - 518)

Yours sincerely

Amanda Coote
Clerk



Torbay Airshow 2016 Visitor Questionnaire

Hello, my name is from an independent Market Research Company called Spirul, and I am carrying out research on behalf of Torbay Council. The survey is to find out about the impact of Torbay Airshow 2016 and your experience as a visitor.

Could you spare 10-15 minutes to help me?

All of Spirul's surveys are conducted under the Market Research Society Codes of Conduct and your answers will be treated as completely anonymous, unless you tell us otherwise.

YOU AND YOUR TRIP

Q1 In what capacity are you attending the Torbay Airshow 2016 event?
[TICK ONE BOX ONLY]

Visitor.....	96.5%
Corporate Hospitality Guest	0.2%
Sponsor.....	0.7%
Official.....	0.0%
Volunteer	0.5%
Other.....	2.1%

PLEASE TELL US WHAT?

Responses will be available in the final report

Q2 Which day/s will you/have you attended the Torbay Airshow 2016 event?
[TICK ALL THAT APPLY]

Friday 10th June	23.9%
Saturday 11th June	77.7%
Sunday 12th June.....	70.5%

Q3 [Showcard A] Which statement best describes the reason for your trip?
[TICK ONE BOX ONLY]

I/we came on the trip specially to attend the Torbay Airshow 2016 event	85.8%
Attending the Torbay Airshow 2016 event was a reason, but not the main one for the trip	7.9%
I/we decided to attend the Torbay Airshow 2016 event after deciding to make the trip.....	6.3%
Other.....	0.0%
PLEASE TELL US WHAT?	0.0%

Responses will be available in the final report

Q4 Have you attended an Airshow previously?
[TICK ONE BOX ONLY]

Yes	53.1%
No	45.0%
Don't know	1.9%

Q4a If yes please tell us which one/s?
[WRITE IN]

Responses will be available in the final report

Q5 [Showcard B] Was there one thing in particular you came to see?
[TICK ONE BOX ONLY] - Responses will be available in the final report

Yes, Red Arrows.....	24.8%	Yes, Twister Aerobatic Team.....	0.5%
Yes, Eurofighter Typhoon	10.9%	Yes, Breitling Wingwalkers	0.2%
Yes, Avro Lancaster	2.3%	Yes, Tigers Freefall Parachute Display Team....	1.2%
Yes, The Spitfire.....	1.9%	Yes, Airshow Village	0.2%
Yes, Hawker Harrier.....	0.2%	Yes, Armed Forces Parade.....	2.3%
Yes Royal Navy Sea Vixen.....	1.6%	No, Nothing in particular.....	50.6%
Yes, Gyro Air Display	0.7%	Yes, Percival Provost.....	0.5%
Yes, The Blades.....	0.2%	Yes, WACO YMF-5.....	0.0%
Yes, Strikemaster.....	0.0%	* Yes, Other.....	1.6%
Yes, Yakovleus	0.2%		

* PLEASE TELL US WHAT?

Responses will be available in the final report

ACCOMMODATION AND TRAVEL

Q6 [SHOWCARD C] Which of the following best describes your visit?
[TICK ONE BOX ONLY FOR DAY TRIP OR ONE BOX FOR OVERNIGHT at Q6a]

On a day trip from home76.3%

Q6a		In Torbay	Elsewhere in Devon
	Staying overnight with friends and relatives	3.2%	0.5%
	Staying overnight in serviced accommodation	14.6%	0.5%
	Staying overnight in self-catering accommodation	2.3%	0.0%
	Staying overnight in Camping / caravanning accommodation	1.9%	0.2%
	Other	0.5%	0.0%

PLEASE TELL US WHAT?

Responses will be available in the final report

- Q7 If staying overnight in the area, approximately how many nights are you and your party staying in ...?
[WRITE IN NUMBER] - Responses will be available in the final report

Torbay
Elsewhere in Devon

- Q8 What is the main form of transport you used to get...?
[TICK ONE BOX FOR TO TORBAY FOR OVERNIGHT VISITORS ONLY. TICK ONE BOX FOR TODAY FOR ALL VISITORS]

	...to Torbay (Overnight Only)	today to Airshow
Car	15.8%	24.1%
Motorcycle	0.2%	0.5%
Bus / Coach	1.9%	18.1%
Train	1.4%	6.5%
Taxi	0.0%	1.6%
On foot	0.5%	45.0%
Bicycle	0.0%	0.0%
Other	0.2%	0.5%

PLEASE TELL US WHAT?

Responses will be available in the final report

- Q9 [SHOWCARD D] Please tell us whether you agree or disagree with the following statements about travel to the Torbay Airshow 2016 event.
[TICK ONE BOX FOR EACH ROW]

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
Good public transport provision	19.7%	36.9%	1.6%	2.3%	1.2%	38.3%
Clear directions to the Airshow Village for pedestrians	25.1%	56.6%	3.7%	2.3%	0.5%	11.8%
Good parking facilities	9.3%	22.3%	2.1%	5.1%	3.2%	58.0%
Accessibility for disabled/buggies etc	11.6%	38.1%	2.6%	0.2%	0.7%	46.9%

GROUP COMPOSITION

- Q10 Who did you visit the Torbay Airshow 2016 event with today?
[TICK ONE BOX ONLY]

Family party including children.....	28.1%	One other adult	33.9%
Non-family party including children	3.9%	Adult party.....	22.0%
Organised group	1.2%	Alone.....	10.9%

Q11	[SHOWCARD E] Please can you tell us your age? [TICK ONE BOX ONLY]			
	16 - 24	2.8%	45 - 64	42.7%
	25 - 34	8.8%	65 or over.....	30.6%
	35 - 44	15.1%		

Q12 Please can you tell us how many of each age group are the other members of your party?
[WRITE IN NUMBER] - Responses will be available in the final report

- Under 16
- 16 - 24
- 25 - 34
- 35 - 44
- 45 - 64
- 65 or over

PERCEPTIONS

Q16 [SHOWCARD G] How does the Torbay Airshow 2016 event measure up to your expectations?
[TICK ONE BOX ONLY]

Much better than expected	13.7%
Better than expected	29.5%
As expected	51.5%
Worse than expected	4.9%
Much worse than expected	0.5%

Q17 If the event is better or worse than expected, please tell us why?
[WRITE IN] - Responses will be available in the final report

Q18 [SHOWCARD H] Please tell us how good or poor you think the following elements of the Torbay Airshow 2016 event are...
[TICK ONE BOX ONLY FOR EACH]

	Very good	Good	Neither good nor poor	Poor	Very poor	Don't know
Atmosphere	59.4%	38.5%	1.4%	0.5%	0.0%	0.2%
Quality of food and drink	32.5%	37.6%	2.8%	1.4%	0.2%	25.5%
Value of food and drink	29.0%	35.7%	5.1%	4.9%	0.2%	25.1%
Variety of food and drink	42.5%	38.7%	2.3%	1.4%	0.2%	14.8%
Quality of merchandise	16.0%	36.4%	6.3%	0.9%	0.0%	40.4%
Value of merchandise	14.4%	35.5%	7.0%	2.1%	1.2%	39.9%
Signposting	28.3%	54.1%	6.3%	2.8%	0.5%	8.1%
Helpfulness of stewards	33.9%	45.5%	0.9%	0.5%	0.2%	19.0%
Toilet facilities	35.5%	48.3%	1.9%	0.5%	0.5%	13.5%

Q19 [SHOWCARD H] Please tell us how good or poor you think the following elements of the Torbay Airshow 2016 event entertainment programme are?
[TICK ONE BOX ONLY FOR EACH THAT APPLY]

	Very good	Good	Neither good nor poor	Poor	Very poor	Don't know
In the Air - Military	43.2%	15.1%	0.9%	0.2%	0.0%	40.6%
In the Air - Civilian	38.3%	16.0%	0.7%	0.2%	0.0%	44.8%
Tigers Freefall Parachute Display Team	39.7%	16.7%	0.7%	0.2%	0.0%	42.7%
Airshow Village	48.5%	34.6%	2.3%	0.0%	0.0%	14.6%
Armed Forces Parade	21.1%	20.2%	0.9%	0.9%	0.0%	56.8%
Flight Simulators	7.4%	10.4%	0.0%	0.5%	0.2%	81.4%

Q20 [SHOWCARD I] Do you agree or disagree with the following statements. The Torbay Airshow 2016 event is...
[TICK ONE BOX ONLY FOR EACH]

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
a good thing for Torbay	75.4%	23.7%	0.5%	0.5%	0.0%	0.0%
a good thing for Torbay residents	52.7%	34.3%	6.3%	4.6%	0.2%	1.9%
Encouraging the local population to see Torbay as a good place to live	50.1%	40.6%	5.3%	1.9%	0.0%	2.1%
good for promoting Torbay as a place to visit	63.8%	34.8%	1.2%	0.2%	0.0%	0.0%

Q21 Has the event changed how you feel about Torbay?
[TICK ONE BOX ONLY]

Yes.....21.8%
No78.2%

Q21a [SHOWCARD J] If the event has changed how you feel about Torbay, do you now feel more or less positive about the area?
[TICK ONE BOX ONLY]

	A lot more positive	A little more positive	A little less positive	A lot less positive
I feel	15.1%	5.8%	0.9%	0.0%

Q22 Has the event changed how you feel about Torbay's ability to host large events?
[TICK ONE BOX ONLY]

Yes.....45.9%
No49.9%
Don't Know4.2%

Q22a [SHOWCARD J] If so, do you now feel more or less positive about Torbay's ability to host large events?
[TICK ONE BOX ONLY]

	A lot more positive	A little more positive	A little less positive	A lot less positive
I feel	31.8%	11.6%	1.6%	0.9%

Q23 [SHOWCARD K] Having visited the Torbay Airshow 2016 event, how likely or unlikely would you be to visit Torbay in the future?
[TICK ONE BOX ONLY]

	Very likely	Likely	Neither likely nor unlikely	Unlikely	Very unlikely	Don't know
Torbay	82.4%	12.5%	3.9%	0.7%	0.0%	0.5%

Q24 In what capacity would you visit again?
[TICK ONE BOX ONLY]

	Day Trip	Short Break	Longer Stay
Torbay Visit	68.0%	15.3%	14.8%

Q25 [SHOWCARD L] How would you rate the Torbay Airshow 2016 event for the following?
[TICK ONE BOX ONLY PER ROW]

	Very good	Good	Neither good nor poor	Poor	Very poor	Don't Know
Generating positive publicity about the area	62.2%	32.3%	2.3%	2.1%	0.2%	0.9%
Meeting the needs of visitors	49.9%	45.2%	2.3%	0.7%	0.2%	1.6%
Raising pride in the local area	47.6%	44.5%	4.6%	0.9%	0.2%	2.1%
Helping local businesses	50.6%	38.3%	3.5%	2.6%	0.7%	4.4%

MARKETING

Q26 Approximately when did you first become aware of the Torbay Airshow 2016?
[WRITE IN MONTH] - Responses will be available in the final report

Q27 [SHOWCARD M] Which, if any, of these sponsors do you associate with the Torbay Airshow 2016 event?
[TICK ALL THAT APPLY]

Bristol Street Motors.....	25.1%	Hyundai Torbay.....	25.3%
Budget.....	19.0%	Inter-Line.....	29.9%
Devonshire Window Systems Ltd.....	21.6%	Our Garage.....	12.1%
Exeter International Airport.....	27.1%	Torbay Development Agency	14.8%
PKF Francis Clark.....	16.7%	None of these	46.4%

Q28 Has any marketing influenced your decision to visit today?
[PROMPT E.G. POSTERS, WEBSITE, LEAFLET, TV ETC. TICK ONE BOX ONLY]

Yes.....35.3%
No63.3%
Don't know 1.4%

Q28a If yes, which marketing and where did you see/hear it?
[PLEASE WRITE IN] - Responses will be available in the final report

Marketing

Location

Q29 [SHOWCARD N] On a scale of 1 to 5, where 1= not very influential to 5 = very influential, how much influence did social media have on your decision to visit Torbay Airshow 2016?
[TICK ONE BOX ONLY FOR EACH]

	1 Not very influential	2 Not influential	3 Neither	4 Influential	5 Very influential	N/A
Facebook	7.9%	2.3%	3.5%	20.4%	10.4%	55.5%
Twitter	7.2%	1.4%	1.9%	3.5%	2.1%	84.0%
Instagram	4.9%	1.2%	1.2%	0.2%	0.7%	91.9%
Trip Advisor	4.4%	0.9%	1.2%	0.2%	0.2%	93.0%
Pinterest	4.2%	0.9%	1.2%	0.2%	0.2%	93.3%
Google +	3.5%	0.9%	1.2%	0.2%	1.2%	93.0%
Other	0.5%	0.0%	0.0%	1.9%	2.3%	3.0%

Please tell us what.....
Responses will be available in the final report

Q30 [SHOWCARD N] Please take a look at the marketing campaign on the showcard. On a scale of 1 to 5, where 1= not very influential to 5 = very influential, how much influence did the campaign have on your decision to visit Torbay Airshow?
[TICK ONE BOX ONLY FOR EACH]

1 Not very influential	2 Not influential	3 Neither	4 Influential	5 Very influential	Don't know
18.6%	11.1%	16.5%	32.7%	13.5%	7.7%

Q31 [SHOWCARD O] And prior to seeing the showcard on a scale of 1 to 5, where 1 = not very familiar to 5 = very familiar, how familiar or unfamiliar are you with the marketing shown?
[TICK ONE BOX ONLY]

1 Not very familiar	2 Not familiar	3 Neither	4 Familiar	5 Very familiar	Don't Know
15.5%	6.5%	10.7%	42.5%	17.6%	7.2%

Q32 Have you visited the Torbay Airshow 2016 website?
[TICK ONE BOX ONLY]

Yes55.0%
No45.0%

Q33 Why did you visit the Torbay Airshow 2016 website?
[TICK ALL THAT APPLY]

Maps / directions 6.3%
Postcode 5.6%
Airshow times41.1%
Details of what to find at the attraction32.7%
Other..... 8.4%
WRITE IN 8.4%

Responses will be available in the final report

ABOUT YOU

Q34 Are you male or female?
[INTERVIEWER TO COMPLETE BY OBSERVATION]

Male.....50.6% Female49.7%

Q35 [SHOWCARD P] How would you describe your ethnicity?
[TICK ONE BOX ONLY]

White/ White British / White Irish	98.4%
Black/ Black British	0.9%
Asian/ Asian British	0.2%
Mixed (White & Asian)	0.2%
Mixed (White & Black)	0.0%
Chinese	0.0%
Other	0.2%

PLEASE TELL US WHAT?

Responses will be available in the final report

Q36 [SHOWCARD Q] What is your main occupation?
[TICK ONE BOX ONLY]

Employee in full-time job (30 hours plus per week)	43.4%	On a government supported training scheme	0.0%
Employee in part-time job (under 30 hours per 13.2% week)	6.5%	Full-time education at school, college or university	0.2%
Self employed full or part-time Looking after the home	2.3%	Seeking employment	0.7%
Permanently sick/disabled	2.3%	Wholly retired from work	31.3%
PLEASE TELL US WHAT?		Doing something else	0.0%

Responses will be available in the final report

Q37 [SHOWCARD R] What is your household's total annual income?
[TICK ONE BOX ONLY]

£10,000 or under.....	8.8%
£10,001 to £20,000	12.8%
£20,001 to £30,000	17.6%
£30,001 to £40,000	10.4%
Above £40,000.....	12.5%
Don't know / Prefer not to say	37.8%

Q38 Do you consider yourself to be disabled?
[TICK ONE BOX ONLY]

Yes..... 7.0%

No 92.8%

Q39 What is your home postcode or country of origin?
[WRITE IN FULL POSTCODE FOR UK RESIDENTS OR COUNTRY FOR OVERSEAS VISITORS]

Responses will be available in the final report

POSTCODE [Minimum of first 3 digits]

COUNTRY OF ORIGIN

Q40 Other comments:
[DO NOT PROBE INTERVIEWERS TO NOTE ANY ADDITIONAL COMMENTS IF APPLICABLE]

Responses will be available in the final report

THANK YOU AND CLOSE

TO BE COMPLETED BY INTERVIEWER

I declare this interview has been conducted according to the MRS Code of Conduct.

100.0%

Interviewer name (WRITE IN BLOCK CAPITALS)

0.0%

Interviewer signature

Day of Interview

Friday 10th June 0.0%

Saturday 11th June 53.8%

Sunday 12th June 45.7%

Monday 13th June 0.0%

Case Number 100.0%

100.0%

Data Inputter