Draft Bridgnorth Area Tourism Strategy and Action Plan

For Consultation

May 2013

Prepared by the Research and Intelligence Team at Shropshire Council

Shropshire Council

Research and intelligence

1 Introduction

In March 2013, the Shropshire Council visitor economy team commissioned the Shropshire Council Research and Intelligence unit to prepare a visitor economy strategy and action plan for the Bridgnorth area destination.

The strategy and action plan are being prepared by:

- Reviewing a variety of published material, including policy documents, research and promotional literature.
- Consultation with the following in order to refine the findings of this review:
    - Bridgnorth and District Tourist Association
    - Shropshire Star Attractions
    - Local media (Shropshire Review, What's What etc)
    - Virtual Shropshire
    - Visit Ironbridge
    - Shropshire Council – councillors and officers
    - Telford and Wrekin Council
    - Other neighbouring authorities (Worcestershire, Wyre Forest)
    - Town and Parish Councils
    - Town and Parish Plan groups
    - Local interest groups (historical societies or others with relevance)
    - Shropshire Tourism
    - Shropshire Hills and Ludlow Destination Partnership
    - Ironbridge Gorge Museum Trust
    - Principal attractions and accommodation providers
    - Major events and activities

We would welcome your contribution to this consultation. To complete our consultation form on-line, please follow:

http://www.surveymonkey.com/s/VT9TYMD

Alternatively, please address your comments to Tim King, Tourism Officer at:
tim.king@shropshire.gov.uk or at Visitor Economy Team, Shropshire Council, The Shirehall, Abbey Foregate, Shrewsbury, SY2 6ND

The consultation closes on 9th June 2013.

The draft strategy and action plan and consultation responses will be considered when the Bridgnorth Area Tourism Action Group[1] first meets.

1.1 Why a strategy and action plan is needed

A Bridgnorth Area Tourism Strategy and Action Plan is needed to preserve, develop, manage and promote the area as a high quality tourism destination which:

- Provides all staying and day visitors with an enjoyable and memorable experience
- Helps sustain a thriving tourism industry which provides secure employment opportunities
- Preserves the natural landscape and exploits the historic and cultural heritage of towns and villages
- Minimises any negative impacts of tourism on the environment
- Helps improve the quality of life for local residents

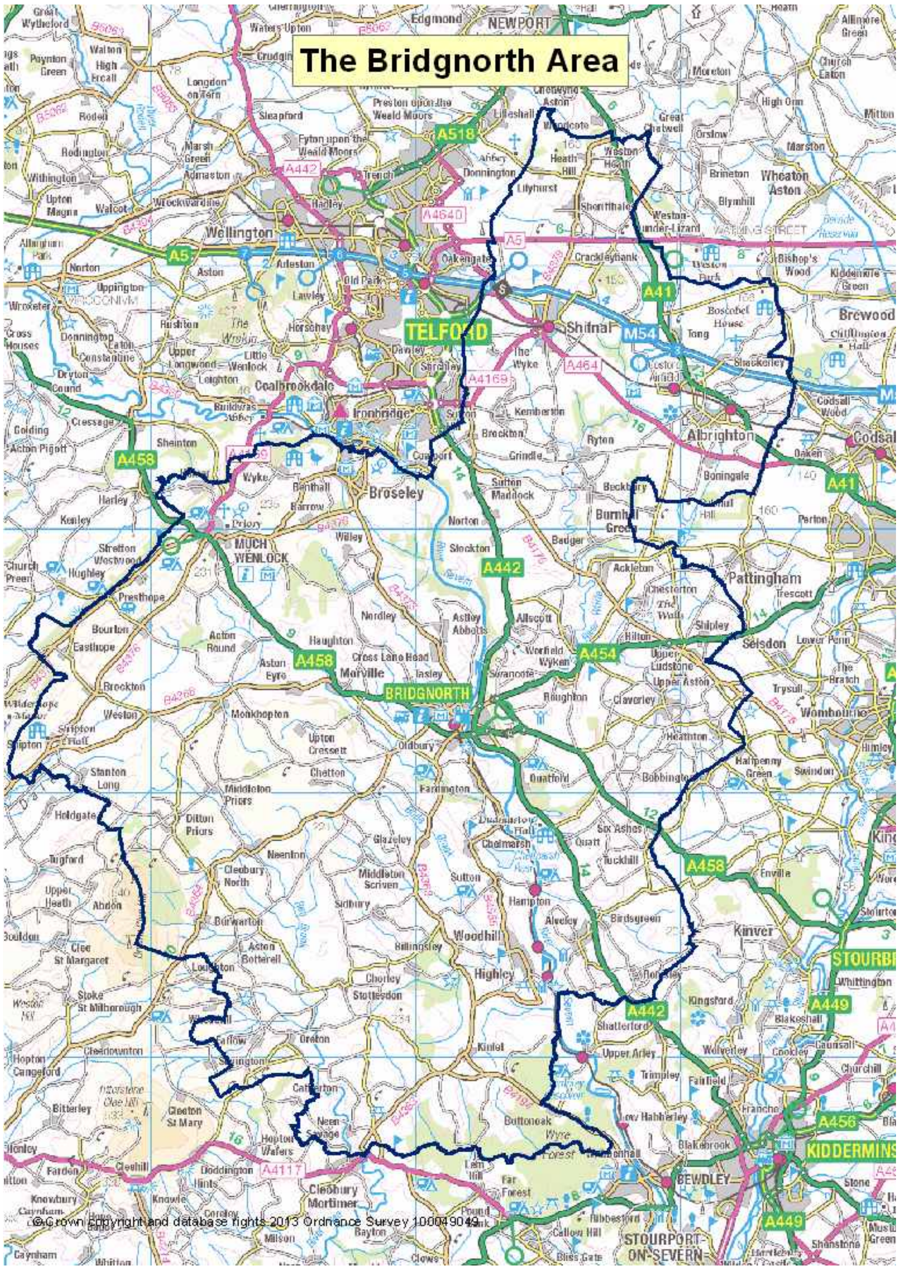
[1] Please see p4 for further information on the proposed formation of the Bridgnorth Area Tourism Action Group

2 Background

2.1 About the Bridgnorth Area

The Bridgnorth destination is a largely rural area adjacent to the West Midlands' conurbation and Worcestershire and has strong tourism links with the latter as well as with Ironbridge, Telford, the Shropshire Hills AONB and the rest of Shropshire. The area has a total population of 54,805 (*Source: Census 2011*), with Bridgnorth town the largest population centre (12,079 people). Other settlements of note include Albrighton, Broseley, Shifnal, Much Wenlock and Highley. Covering an area of approximately 245 square miles, the population density is less than one fifth of the national average. The River Severn flows from north to south. Whilst the river is a key asset to the visitor economy, it does limit east-west travel to the various crossing places that exist. The area has historically relied on agriculture and manufacturing as well as tourism for its economic well-being.

The Bridgnorth area is home to some of the busiest tourism attractions not just in Shropshire but in the West Midlands, and the area also has a rich cultural heritage thanks in part to the association between Much Wenlock and the birth of the modern Olympic Games.



3. Policy Context

3.1 The National Context

The Government Tourism Policy was published by DCMS in March 2011 and confirmed the importance of tourism to the growth agenda in delivering jobs and growth across the country. The policy recognises that England must broaden its offer so that other parts of the country can match the performance of London. Visit England has stated its intention of ensuring a continued nationwide improvement of the visitor offer, and has itself adopted a Strategic Framework for 2010-2020. The Framework's vision is to *"maximise tourism's contribution to the economy, employment and quality of life in England"* while its target for growth is 5% on average year-on-year over the ten years. The framework aims to achieve four independent objectives:

- To increase England's share of global visitor markets
- To offer visitors compelling destinations of distinction
- To champion a successful thriving tourism industry
- To facilitate greater engagement between the visitor and the experience

The second and fourth objectives fit particularly well with the Bridgnorth area as a destination.

3.2 The Sub-Regional Context

The Marches Local Enterprise Partnership acknowledges the contribution of tourism to the sub-regional economy, and tourism represents one of the LEP's five core growth sectors as defined in its Strategy for Growth, 2013-2022. While sub-regional funding for tourism has undoubtedly reduced since the abolition of regional development agencies such as Advantage West Midlands (AWM), there are still some funding streams available. The Marches LEP will take responsibility for the administration and allocation of European funding designated for tourism.

Overall, the sector generates more than £1 billion annually, employs over 33,000 and accounts for more than 15% of Marches LEP GDP.

3.3 The Shropshire Context

The Shropshire and Telford Tourism Strategy Board was established in 2010 to provide strategic leadership for the visitor economy sector in the two unitary council areas in the geographic county of Shropshire. Its overarching aims are to grow the value of tourism and contribute to the county's GVA improvement. Its key priorities include:

- Key Infrastructure Provision
- Effective Collaboration through Partnerships
- Sector Market Intelligence and Research
- Raising Awareness of Shropshire
- Create Ambassadors
- Market Towns
- Shropshire's Countryside – A Tourism & Heritage Asset
- Shropshire's Heritage – A Tourism Asset
- Shropshire's Food and Drink – A Tourism Asset
- Support strategic investment in Heritage Developments where appropriate

Tourism also represents one of the priority sectors defined within the Shropshire Economic Growth Strategy.

4 Tourism Delivery Structures

A new structure for leading and developing the visitor economy sector in Shropshire was introduced in 2010. This saw the replacement of the Destination Management Partnership with a smaller Shropshire and Telford Tourism Strategy Board and three Destination Partnerships:

- Destination Shrewsbury (which was already in existence)
- The Shropshire Hills and Ludlow
- North Shropshire and Oswestry (Shropshire Borderlands)

The formation of a new partnership for the Bridgnorth area is now being considered. The new partnership will work closely with the existing three destination partnerships listed above, as well as with Visit Ironbridge in Telford and Wrekin. It is envisaged that the new partnership will bring together public, private and voluntary sector partners, including:

- Shropshire Council
- Town and parish councils
- Tourism organisations
- Tourism businesses, including attractions and accommodation providers

The partnership is also expected to assume the following responsibilities:

- Co-ordinating information within the destination
- Influencing external marketing
- Providing services and facilities
- Learning and sharing best practice
- Working closely with Visitor Information Centres
- Developing a better sense of place
- Gathering research and creating databases

The partnership will also assume responsibility for endorsing and overseeing the action plan that is being developed as part of this strategy.

5 National Trends

The following represents some of the key trends which have impacted the national tourism market in recent years and which are expected to continue to influence the development of the domestic tourism industry in the short-term future.

5.1 Recession and the "staycation"

Since 2009, the economic downturn and weaker pound have together driven an increase in domestic tourism as consumers have sought to economise by holidaying closer to home. "Switchers" represent the main consumer group behind this trend. This group now take at least one holiday in England that directly replaces a holiday they would previously have taken abroad. The main social and economic factors prompting "switching" include:

- Continued economic uncertainty in the UK, leading to job insecurity and a smaller budget for a holiday
- The weaker pound against the Euro, making traditionally popular holiday destinations on the Mediterranean more expensive to visit
- Rising airport taxes and duty on fuel when flying
- Strikes, social unrest and economic uncertainty in countries such as Greece and Spain.

Domestic tourism has also been boosted by "Extras" who are taking more domestic holidays than they had done previously – in most cases, without giving up holidays abroad.

However, there are concerns that poor summer weather in 2011 and 2012 and continued bad weather into 2013 may encourage some backlash against the "staycation" in 2013. This has already been in evidence to some extent by a huge spike in demand for overseas holidays over Easter 2013.

5.2 Increased use of the internet and mobile technology

Consumers are increasingly using the internet to research holiday destinations, to book accommodation, to order tickets and to comment on their experiences. In 2012, 33 million UK adults accessed the internet every day, a figure which has more than doubled since 2006. Social networking sites are used by almost half of all adults (48%), and amongst 16-24 year olds this rises to 87%. Social media is being used increasingly as a mechanism for customer feedback and is now an important element of "word of mouth" marketing. The extent of internet usage nowadays highlights the need for operators in the tourism industry to maximise their use of web technology.

Use of mobile technology is also increasing, with the percentage accessing the internet using a mobile phone more than doubling between 2010 and 2012 from 24% to 51%. Approaching a third of all adults now use their mobile phone to access the internet every day. The latest technology allows for more instant delivery within a destination, for example via the use of QR codes, and this can enhance the visitor experience through innovative means of interpretation.

It is worth noting that a lack of fast broadband connections and patchy mobile phone coverage is an issue in some parts of rural Shropshire.

5.3 Countryside holidays

Holidays to the UK countryside have become more popular in the recent past. In 2011, 24.1 million trips were made to rural destinations, each lasting an average of 3.3 nights and generating spend of £4,036 million. Countryside holidays achieved faster growth between 2010 and 2011 than town/city or seaside holidays (+11% in volume terms and +17% by value).

Recent research from Visit England found that countryside breaks deliver the best rated experiences – especially those involving outdoor leisure pursuits and exploring the countryside. Countryside destinations are seen as delivering especially well on good quality accommodation, unspoilt countryside, welcoming and friendly people and a good range of local produce.

5.4 Population dynamics

The UK population is both growing and getting older. 42% of the population in England and Wales is now aged 45 and above and 16.6% are aged 65 and over *(Census, 2011*). This generation is a key customer group for destinations like Shropshire.

As life expectancy increases, especially healthy life expectancy, there is a generation that will expect to continue holidaying well into their seventies and beyond. Empty nesters of the baby boom era have been brought up to travel and will be reluctant to give this up, although they may have to work past current retirement age to fund the lifestyle to which they aspire.

5.5 Other factors

Other factors which are influencing domestic holiday destination choice include:

The demand for new experiences and more activities - consumers now want to get even more from their holiday and leisure time, with holidaymakers becoming more adventurous. People are increasingly seeking new activities as well as the more traditional walking and cycling (although these are still important).

Local distinctiveness - visitors are displaying a growing tendency to prefer destinations that can demonstrate their individuality. Research by Visit England found that more than half of all consumers would choose accommodation supplying local food, for example. It is important, therefore, for destinations to find their unique selling point and to market it effectively.

Green and ethical influences - there has been a rise in the ethically motivated consumer and an increased interest in environmental issues. While these issues may not dictate holiday choice, for many they are now additional factors taken into account once other needs are met.

Transport factors – the rising cost of fuel means that increasingly consumers are choosing domestic holiday destinations closer to home. Consumers are also showing a growing preference for maximising time spent at the destination rather than spending time travelling there (especially for short breaks) with only the most distinctive and iconic destinations such as Cornwall bucking this trend. The Bridgnorth area, with its central location, could be a beneficiary of this trend.

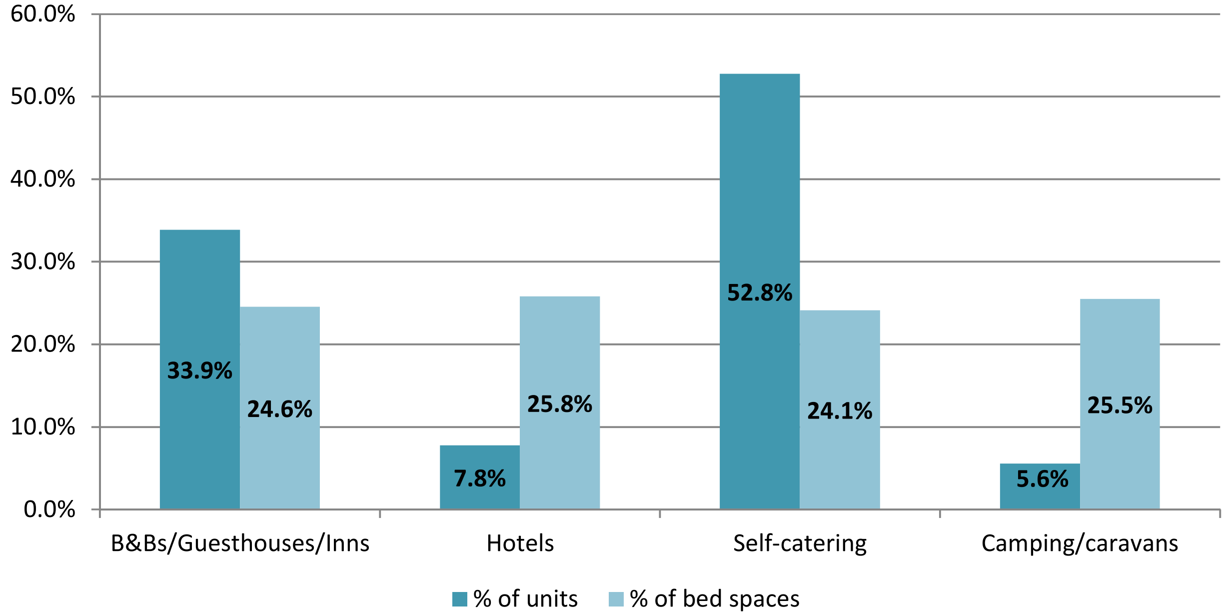
6 Tourism Resources

6.1 Accommodation

6.1.1 Capacity

There are approximately 180 accommodation providers in the Bridgnorth area, which together have the capacity to accommodate more than 2,500 people. In unit terms, self-catering cottages dominate, although in terms of bed spaces, accommodation is split relatively evenly across B&Bs, hotels, self-catering and camping/caravans.

Breakdown of Bridgnorth Area Accommodation by Type



Source: Shropshire Council accommodation database

The majority of Bridgnorth area accommodation providers are micro businesses, although there are 24 guesthouses/inns which are able to accommodate 10 or more guests. Three of the Bridgnorth area hotels have a capacity of more than 100. Overall, the average capacity of Bridgnorth serviced accommodation is 17 people (10 people excluding hotels).

There are also several self-catering units which can accommodate groups (a growing niche market). However, most are much smaller, catering for between two and eight people. The average capacity of self-catering accommodation in the Bridgnorth area is six people.

6.1.2 Quality Assurance

Most accommodation is quality assured, primarily at three or four stars in both the serviced and self-catering sectors. There is also a limited supply of five star B&B and self-catering accommodation.

Breakdown of Bridgnorth Area Accommodation by Grading

	% of units	
	Serviced	Self-catering
2 star	5%	2%
3 star	25%	22%
4 star	47%	48%
5 star	8%	3%
Ungraded/Unknown	15%	25%
Total	100%	100%

Source: Shropshire Council accommodation database

6.1.3 Marketing

The majority of tourism accommodation providers now have their own website and of those that do not, most have some web presence via organisations of which they are members. There remain a handful of operators who rely exclusively on non-electronic marketing, although these are becoming rarer.

88 accommodation providers are listed on the Visit Bridgnorth website, of which 39 are self-catering, 3 are hotels, 34 are B&Bs/guesthouses and 11 are campsites. There are 122 accommodation providers on the Shropshire Tourism website listed as being within the Bridgnorth and Ironbridge area (both as of April 2013).

6.2 Attractions

There are some major visitor attractions within the Bridgnorth area which welcome thousands of visitors each year and which are of national (and in some cases international) repute. There are also several smaller attractions which are an important component of the Bridgnorth area tourism offer. The key attractions include:

- **Severn Valley Railway** - the Severn Valley Railway operates mainly steam-hauled passenger trains between Bridgnorth, Bewdley and Kidderminster, a journey of about 16 miles, along the beautiful Severn Valley. As well as these stations, the SVR also runs The Engine House, the visitor centre at Highley, which houses the Railway's reserve collection of steam locomotives in an exhibition setting. Trains operate most weekends and daily from May to September. The Railway also operates during all local school holidays throughout the year. The Railway arranges a series of special events throughout the year which have broad appeal to adult audiences and family groups.

- **RAF Museum Cosford**- the Royal Air Force Museum Cosford houses one of the largest aviation collections in the United Kingdom. 70 historic aircraft are displayed in three wartime hangars and within the National Cold War Exhibition. This landmark building contains 18 aircraft, military transport, missiles, memorabilia and interactive kiosks. The museum is open all year (closed Christmas Day and Boxing Day) and admission is free.

- **Bridgnorth Cliff Railway -** this funicular railway in Bridgnorth is the oldest and steepest inland electric cliff railway in the country. Since 1892 it has been transporting residents and visitors alike up and down the 111 ft sandstone cliff between High Town and Low Town. The railway operates 2 carriages on parallel tracks. Connected by steel cables, the carriages serve to counterbalance each other. The carriages were originally driven by a system of water balance, each carriage carrying water ballast in a tank beneath the passenger compartment, but since 1943 an electric winding engine has powered the railway. The railway operates every few minutes throughout the year.

- **Jackfield Tile Museum** – this is one of the ten Ironbridge Gorge Museums and is one of two that is within the Bridgnorth area boundary, although all the others are within close proximity. In what was once a factory at the heart of the world's decorative tile industry, there is a unique collection of floor and wall tiles and opportunity to see the tiles being made.

- **Broseley Pipe Museum** – also one of the 10 Ironbridge Gorge Museums, located like Jackfield Tile Museum within the Shropshire Council boundaries. The museum is an abandoned factory which was once home to one of the most prolific clay tobacco pipe makers in Britain.

- **Rays Farm** – this high quality family attraction is set in the Shropshire countryside near Bridgnorth. The farm is home to many different animals including deer, owls, pygmy goats, ponies, donkeys, red squirrels and other farmyard favourites. The attraction is also renowned for its collection of wooden sculptures and carvings.

- **Dudmaston Hall** – this National Trust property, dating back to the 17th century, is set within beautiful gardens and also houses an impressive collection of modern art. The National Trust also runs self-catering cottages within the Dudmaston Hall Estate.

- **Buildwas Abbey** – this 12th century English Heritage managed abbey is located on the banks of the River Severn about five miles from Ironbridge. The remains of the church rank among some of the best preserved 12th century examples of a Cistercian church in Britain and a row of original Norman columns still remain.

- **Wenlock Priory** – this ruined 12th century historic priory is located on the outskirts of Much Wenlock. Now managed by English Heritage, the grounds also house an impressive collection of topiary.

- **Much Wenlock Museum** – this was refurbished in advance of the 2012 Olympics with a Heritage Lottery grant and support from Shropshire Council. The new displays tell the story of the town and surrounding area, the links between Dr. William Penny Brookes and the Modern Olympic Games, and the geology of Wenlock Edge. The museum also houses the Much Wenlock Visitor Information Centre.

- **Daniel's Mill** – this is the largest waterwheel powering a corn mill in England that is still in operation today. The watermill is virtually unaltered since the 18th Century and has been in the ownership of the same family for over 250 years. The mill is set in a wooded valley which is crossed by the 19th century viaduct carrying the Severn Valley Railway to Bridgnorth.

- **Benthall Hall** - situated on a plateau above the gorge of the River Severn, this fine stone house has mullioned and transomed windows, a stunning interior with carved oak staircase and decorated plaster ceilings and oak panelling. The current house was built in 1535 but there have been Benthalls living on this site since the medieval period. The house is managed by the National Trust.

- **Boscobel House** – this English Heritage property was originally built in 1632, and provided refuge for the future King Charles II as he hid from Cromwell's patrol. A descendant of the tree in which he first hid – the Royal Oak – can still be seen nearby.

- **Hampton Loade Ferry** – a ferry service is in operation between Hampton Loade station and the Severn Valley Country Park. Known as a "chain ferry", it works using a pulley system which is operated by hand.

- **David Austin Roses** – located near Albrighton, David Austin Roses comprises five individually themed gardens which are home to over 700 rose varieties, including the National Collection of English Roses.

- **Bridgnorth Museum** – housed in rooms over the arches of the Northgate since 1946, artefacts ranging from clay pipes and coracles to a Victorian pram and a working 17th century turret clock are on display.

- **Bridgnorth Town Hall** – a timber-framed building, the town hall is now home to the Costume and Childhood Museum and a variety of shops.

- **The Dower House Garden at Morville Hall** – the National Trust-owned Elizabethan stone house is open by appointment only, but the adjacent Dower House Garden is open to the public between April and September.

6.3 Outdoor Activities and Recreation

There are 44 routed walks listed on the Visit Bridgnorth website, ranging from short one mile rambles suitable for all abilities to more ambitious walks. There are also four cycling routes and bridleways which are suitable for horse riding as well as golf courses and opportunities to fish. The Bridgnorth area also benefits from:

- **Route 45** – part of the National Cycle Network's Mercian Way, Route 45 runs through the Wyre Forest and the Severn Valley Country Park.
- **The Jack Mytton Way** – covering 100 miles of rural bridleways and quiet country lanes, for walking, cycling or horse-riding
- **Severn Valley Country Park –** located near Alveley and offering an extensive network of footpaths and bridleways, way-marked trails, an easy access trail designed for all abilities, a permanent orienteering course, cycle trail (part of route 45 between Bridgnorth and Bewdley) , visitor centre and toilets, tea shop and picnic areas. The park is open daily.

6.4 Visitor Information Centres

There are two VICs in the Bridgnorth area – one is housed within the library in Bridgnorth, while the other is within the newly refurbished Much Wenlock Museum. Visitors to other local VICs, for example those in Ironbridge, Ludlow and Shrewsbury are also able to access information about the Bridgnorth area.

There are also a number of visitor information points across Bridgnorth the area.

6.5 Market Towns

6.5.1 Bridgnorth

Bridgnorth has a population of more than 12,000 people and as such is the main population centre and focal point for tourists within the Bridgnorth area. The town is made up of two halves – High Town and Low Town, which are now linked by the Bridgnorth Cliff Railway. The Low Town was once a thriving port along the banks of the River Severn, while the High Town held the castle, the churches, and many fine 16th and 17th century mansions. The ruins of the castle, built in 1101, are still present in the town. Due to damage caused during the English Civil War, the castle is inclined at an angle of 15 degrees, which is more acute than the Leaning Tower of Pisa. As well as St Mary's and St Leonard's churches, notable buildings in Bridgnorth include Bishop Percy's house, the town hall, and a surviving town gate – Northgate - which houses the town's museum.

As well as the Cliff Railway, Bridgnorth is also home to the famous Severn Valley Railway, which operates vintage trains on a beautiful sixteen mile stretch of riverside line.

There are two markets - a livestock market and a street market as well as a permanent indoor market area and a Friday market under the Town Hall. Bridgnorth also accommodates a thriving retail centre and many pubs, cafes and restaurants.

The town has won 5 consecutive gold medals in the Britain in Bloom competition and a silver award in the European floral competition.

6.5.2 Much Wenlock

Much Wenlock is a 700 year old market town filled with a patchwork of twisting streets, black and white half-timbered buildings, limestone cottages, speciality shops, inns and restaurants as well as the remains of a 12th Century Priory. The town was also the birthplace Dr William Penny Brook, who founded the Wenlock Olympian Society and who is widely acknowledged to have inspired the modern Olympic movement.

Notable historic attractions in the town are Wenlock Priory and the Guildhall. The Much Wenlock Museum, home of the town's Visitor Information Centre, has recently been refurbished. It was reopened in advance of the 2012 London Olympic Games. The town also hosts a number of important events, including the annual Wenlock Olympic Games, Tales from the Edge and the Wenlock Poetry Festival.

6.5.3 Highley

Highley is a large village on the banks of the River Severn in South Shropshire, close to the border with Worcestershire. Although dating from Anglo-Saxon times, it owes its current size largely to the opening of coal mines at the end of the nineteenth century. However all mining ceased in 1969 and the mine sites have been turned into the Severn Valley Country Park. Whilst Highley is proud of its industrial heritage, most of the village remains farmland and woods; it is set in rolling Shropshire countryside close to the large Wyre Forest. The village lies on the famous Severn Valley Railway – The Engine House visitor centre was opened in 2007 and houses the SVR's reserve collection of steam locomotives and railway themed exhibitions.

6.5.4 Broseley

Broseley is located on the south bank of the Ironbridge Gorge and so shares much of the history of its better known neighbour, Ironbridge. In 1600, the town consisted of only 27 houses and was part of the Shirlett Royal Forest. The area was known for mining; some of the stone used to build Buildwas Abbey was taken from Broseley and there is evidence that wooden wagonways existed there as early as 1605, giving the town a serious claim to the oldest railways in Britain. The wagonways were almost certainly constructed for the transport of coal and clay and it was these resources that led to the huge expansion of the town during the Industrial Revolution.

6.5.5 Shifnal

Shifnal is a market town about 3 miles east of Telford, which originally developed as a staging post on the main London to Holyhead trading route. It has a railway station on the Shrewsbury-Wolverhampton Line and is near to the M54 motorway. Boscobel House, the RAF Museum Cosford and White Ladies Priory are a short distance away.

6.5.6 Albrighton

Albrighton is a pleasant village on the eastern fringe of Shropshire, roughly half way between Wolverhampton and Telford and like Shifnal has a railway station on the Shrewsbury-Wolverhampton line. It is one of only a few villages in Shropshire which has a village green. It is surrounded by pleasant countryside and is situated within easy reach of a number of major tourist attractions, notably the nearby RAF Museum at Cosford.

6.6 Events

A number of important festivals and events take place in the Bridgnorth area, and these represent an important part of the tourism offer. The two largest attractions in the area, RAF Museum Cosford and Severn Valley Railway, both host a number of events annually. The Cosfird Air Show, held at RAF Museum Cosford, is the Midlands premier air event featuring highlights such as the Battle of Britain Memorial Flight. Other significant events are held at Weston Park, just over the border in Staffordshire (with some of the grounds in Shropshire), including the annual V Festival and Midland Game and Country Sports Fair.

6.7 Business Tourism

Although the Bridgnorth area tourism offer is heavily weighted in favour of leisure tourism, there is a market for both discretionary and non-discretionary business tourism, with opportunities to further develop the former. Conference facilities are available at RAF Museum Cosford – the National Cold War Exhibition has a maximum capacity of 1,000 for a reception (more than 200 theatre style). Hangar One can also be used for conferences (maximum capacity 300 theatre style) and there are an additional two meeting rooms both of which can accommodate more than 100 people theatre style. Severn Valley Railway also provides meeting and conference room facilities at the Engine Room Visitor Centre at Highley. The area’s particular strength is, therefore, in unusual venues. Bridgnorth accommodation providers do also benefit from events at the Telford International Centre.

7 Tourism Performance

7.1 Economic Impact Assessment

7.1.1 The Domestic Market

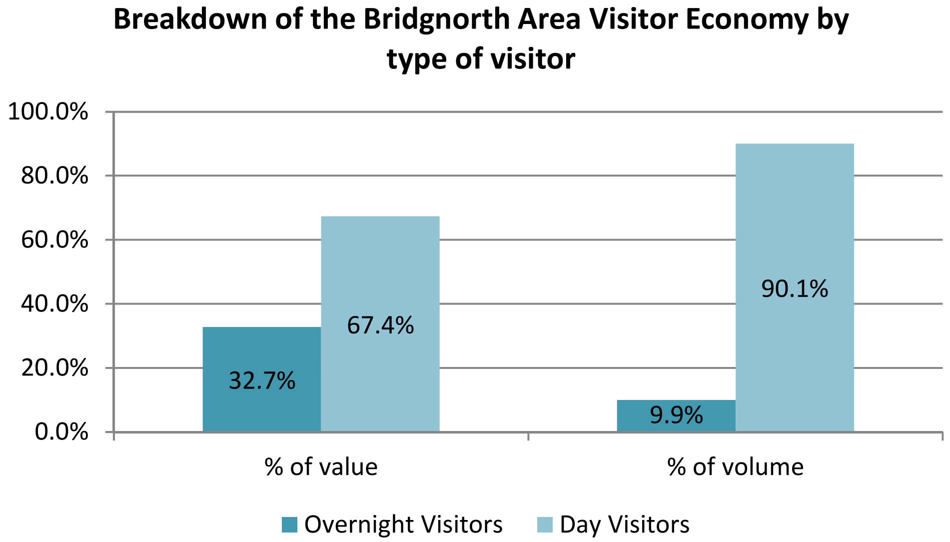
Tourism is one of England's most important industries. According to the 2010 Deloitte publication, "The Economic Contribution of the Visitor Economy: UK and the Nations", tourism is worth £96.7 billion to England´s economy, taking into account direct and indirect impacts, and supports 2.2 million jobs.

According to the latest Visit England research:

- 104.5 million domestic overnight trips were taken in England by Great Britain residents in 2012, generating a total of spend of £19.5 billion.
- There were 26.8 million overseas visitors to England in 2011, with spending of £15.7 billion.
- 1.5 billion day trips were taken to English destinations in 2011, with spending of some £48.5 billion
- The number of domestic trips taken increased by a substantial 9% in 2011 but stabilised in 2012.
- The on-going economic downturn has resulted in visitors making shorter trips, with the average length of stay (the number of nights per trip) down. An up-lift in average spend per night has compensated for this, however.

7.1.2 The Economic Impact of Tourism in the Bridgnorth Area

The visitor economy in the Bridgnorth area was worth an estimated £92 million[2] in 2011, which is the equivalent of 18% of the total value of tourism within Shropshire (43% of the value of tourism within Southern Shropshire). The Bridgnorth area attracted approximately 2.14 million visitors in 2011, of which the majority - more than 90% - were day trippers. Overnight visitors do, however, account for a disproportionately large share of tourism spend, at approaching a third of the total.



Source: Data based on Tourism Economic Impact Assessment, Southern Shropshire, 2011

Approximately 8% of all overnight visitors – less than 1% of visitors overall – are from overseas. The Bridgnorth Visitor Survey undertaken in 2007 suggests that the USA and Canada are two of the most popular origins of overseas guests.

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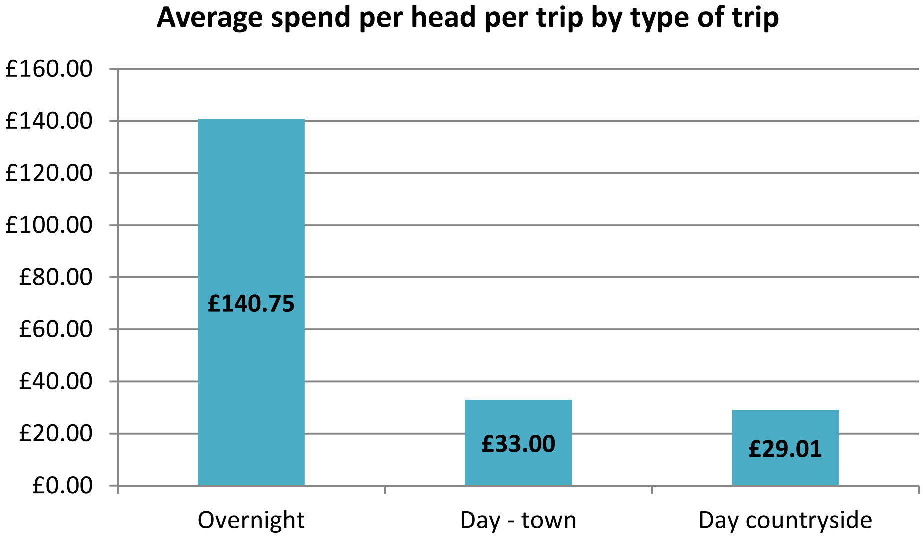
[2] Calculated using the percentage share of the visitor economy attributable to the former Bridgnorth district in 2005 to extrapolate the current value of tourism using the 2011 Economic Impact report for Southern Shropshire produced by The Research Solution

Looking at the day visitor market, similar numbers visit the towns and countryside, the former accounting for 52% in 2011. This group also spends slightly more, at an average of £33 per person (compared with £29 for countryside day trippers). Naturally, overnight visitors spend the most, at an average of £140 each per trip.



Source: Data based on Tourism Economic Impact Assessment, Southern Shropshire, 2011

7.1.3 Employment

The importance of tourism is emphasised when looking at employment levels. Overall, there are approximately 15,200 jobs in the Bridgnorth area, of which full-time jobs account for around two-thirds (*ONS, Business Register, 2011*). Tourism directly supported an estimated 1,147 full time equivalent jobs in the Bridgnorth area in 2011 (*Tourism Economic Impact Assessment, 2011*), a number which rises to 1,404 when indirect and induced employment is taken into account. As in other parts of Shropshire (and nationally as well) a high proportion of all jobs in tourism are part time, with the actual number of jobs standing at 2,627 (direct) and 2,979 (including indirect jobs and induced jobs).

Employment in Tourism in the Bridgnorth Area, 2011

	Actual Jobs	FTE Jobs
Direct	2,627	1,147
Indirect	297	224
Induced	57	42
Total	2,979	1,404

Source: Data based on Tourism Economic Impact Assessment, Southern Shropshire, 2011

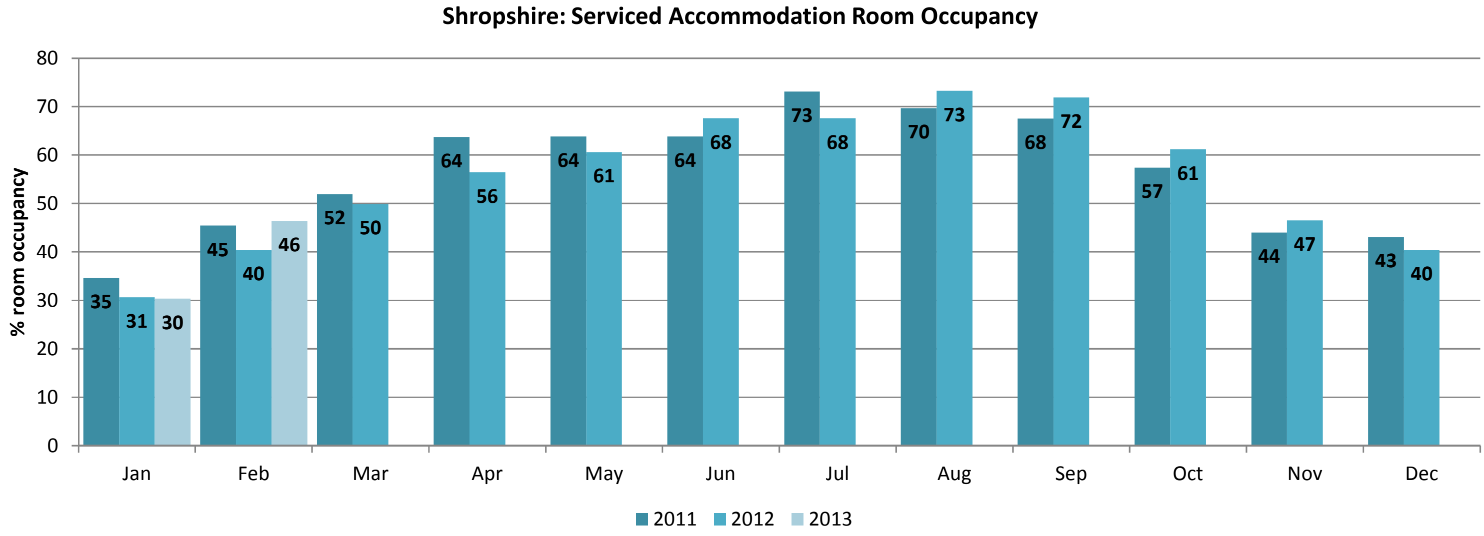
7.2 Occupancy

7.2.1 The Domestic Market

In the serviced accommodation sector, average room occupancy in 2011 stood at 66% nationally, with average bedspace occupancy at 50%.

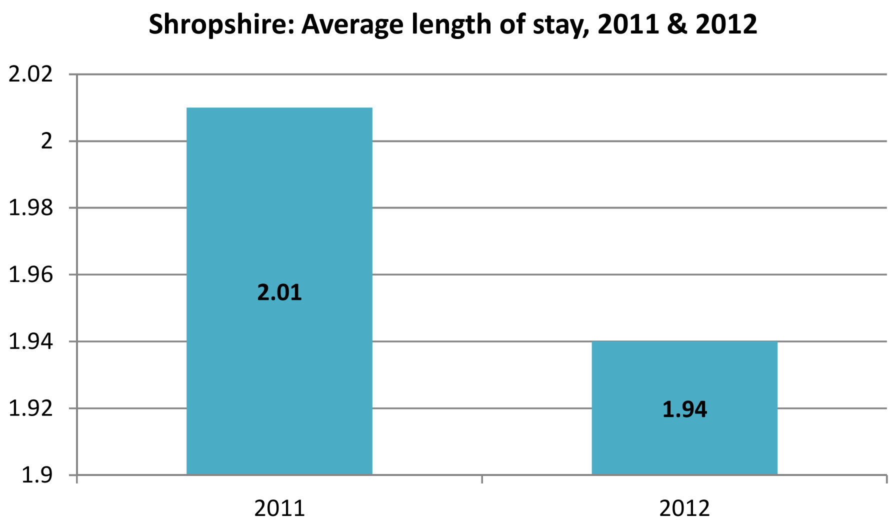
7.2.2 Shropshire Occupancy

In Shropshire, occupancy rates were slightly lower in 2011, at 58% (room occupancy) and 49% (bedspace occupancy). Occupancy rates slipped back slightly in 2012 (to 56% and 47% for room and bedspace occupancy respectively) although the first couple of months of 2013 have been relatively encouraging.



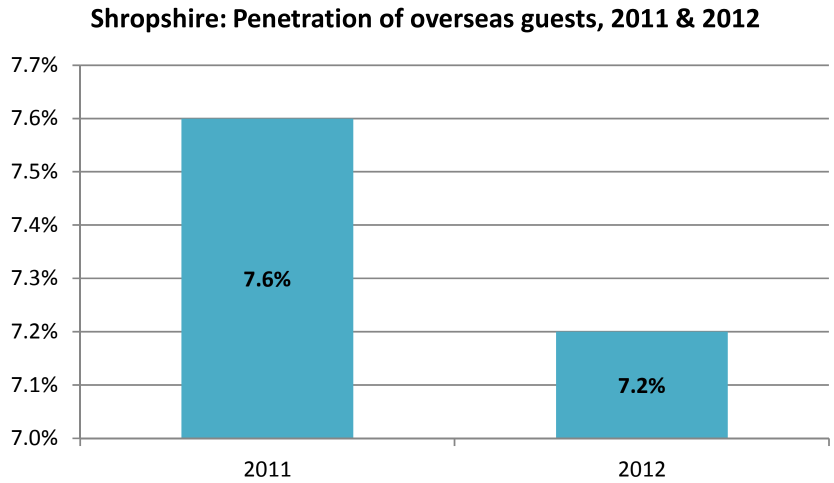
Source: Shropshire Occupancy Survey conducted by The Research Solution

The average number of nights per overnight trip in serviced accommodation dips slightly in 2012 to an average of 1.94 nights compared with just over 2 nights in 2011.



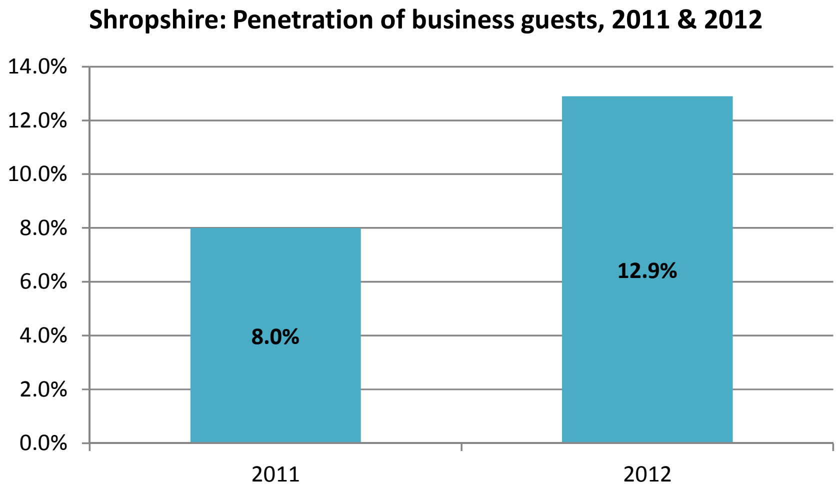
Source: Shropshire Occupancy Survey conducted by The Research Solution

Guests staying overnight are predominantly domestic, with overseas visitors accounting for less than 8% of all overnight stays in 2011 and 2012.



Source: Shropshire Occupancy Survey conducted by The Research Solution

There was a discernible increase in the penetration of visitors staying for business rather than leisure purposes in 2012 – up from 8% to 12.9%.



Source: Shropshire Occupancy Survey conducted by The Research Solution

7.3 Visitor Attractions

7.3.1 The National Picture

Nationally, visitor attractions reported a +3% annual increase in total visits in 2011 compared with 2010 *(source: Visit England, Visits to Attractions, 2011)*. Visits by school children slightly out-performed the average (+4%). Outdoor attractions reported the strongest increases in visits in 2011, particularly gardens and wildlife attractions. This perhaps reflects the unusually warm, dry weather in the shoulder periods which had the effect of extending the season for many. Conversely, museums / art galleries experienced a challenging year with visits down -1% overall, following a positive year in 2010. Places of worship experienced another positive year, following strong increases in visits of +4%, +6% and +5% in each of the three previous years.

Attractions charging admissions reported stronger increases in visits than free attractions (+6% compared with +1%). The smallest attractions with 20,000 or fewer visits per annum continue to struggle to keep pace with larger attractions, visits increasing by less than 0.5% among this group.

Adult entry charges to paid attractions increased by an average of +5% in 2011, with child charges increasing by +7%. Gross revenue for attractions increased by an average of +5%.

7.3.2 Bridgnorth Area Attractions

Of the Bridgnorth attractions which responded to the Visit England survey, the largest – RAF Museum Cosford and Severn Valley Railway, both saw a downturn in visitor numbers in 2011. In both cases, visitor numbers also fell in 2010. The Bridgnorth Cliff Railway, meanwhile, achieved a 7.6% increase in visitor numbers.

Visitor numbers to Bridgnorth attractions, 2007-2011

Attraction	**Attraction Sector**	2007	2008	2009	2010	2011	% Change 10/11	Entry Price
Royal Air Force (RAF) Museum Cosford	Museum and/or Gallery	352,908	336,812	344,994	310,089	279,779	-9.8%	£0.00
Severn Valley Railway	Railway	-	238,056	248,798	225,000	215,000	-4.4%	£16.00
Bridgnorth Cliff Railway	Railway	150,000	152,000	155,000	179,934	193,643	7.6%	£1.00
Much Wenlock Priory	Historic Property	15,566	-	17,571	16,293	16,682	2.4%	£4.00
Boscobel House & the Royal Oak	Historic Property	10,528	10,274	10,384	11,154	10,611	-4.9%	£5.80
Benthall Hall	Historic Property	5,934	6,760	7,669	6,812	6,804	-0.1%	£5.80
Buildwas Abbey	Historic Property	5,413	5,052	6,215	4,937	5,669	14.8%	£3.40
Bridgnorth Town Hall	Other	-	-	-	-	5,200	0.0%	£0.00
Morville Hall	Historic Property	-	-	-	-	689	0.0%	£3.70
Ironbridge Gorge Museum Trust*	Museum and/or Gallery	-	477,335	566,967	567,510	545,033	-4.0%	£22.50

Source: Visit England Visits to Attractions, 2011

Note: With the exception of Jackfield Tile Museum and Broseley Pipe Museum, the Ironbridge Gorge Museum Trust museums are within Telford and Wrekin Unitary Council

Other attractions which did not take part in the survey include:

- Much Wenlock Museum, which was refurbished in 2011/12 has seen a substantial rise in visitors. In 2012, more than 55,000 visitors passed through the doors. In 2010 (before the refurbishment), less than 26,000 visitors were welcomed to the museum.

7.4 Perceptions and Awareness

The Marches Local Enterprise Partnership commissioned Arkenford to undertake customer research at the end of 2011. As part of this research, a sample of more than 1,500 people were asked whether they had heard of a series of towns/visitor destinations within the Marches LEP area, and whether or not they considered that destination to be their type of place for a visit. Two towns in the Bridgnorth area were included within the list – Bridgnorth itself and Much Wenlock.

The following table shows that just over a fifth of respondents had not heard of Bridgnorth. Meanwhile, close to 30% had not heard of Much Wenlock. It is important to note, however, that the research was undertaken before much of the pre-Olympics publicity took place. A very similar proportion of visitors considered Bridgnorth and Much Wenlock to be their type of place for a visit (around 28% for both destinations).

Awareness/perception of Marches LEP towns/visitor destinations

	Never heard of it	Not my type of place for a visit	No opinion either way	My type of place for a visit
Shrewsbury	1.9%	6.7%	39.5%	51.9%
Telford	3.1%	6.1%	38.7%	52.2%
Hereford	3.1%	6.1%	38.7%	52.2%
Shropshire Hills	8.1%	5.1%	35.4%	51.5%
North Shropshire	8.3%	5.7%	54.7%	31.4%
Ross on Wye	9.0%	4.3%	35.6%	51.1%
Ludlow	10.5%	6.7%	37.9%	45.0%
Oswestry	15.5%	8.8%	48.2%	27.5%
Hay on Wye	16.9%	4.3%	32.8%	46.0%
Leominster	17.4%	7.6%	47.3%	27.8%
Bridgnorth	**20.9%**	**8.5%**	**42.1%**	**28.4%**
Ledbury	21.0%	7.0%	44.9%	27.1%
Much Wenlock	**28.8%**	**5.4%**	**37.6%**	**28.2%**
Church Stretton	33.1%	5.4%	37.4%	24.2%
Bishops Castle	33.8%	4.6%	35.3%	26.4%
Craven Arms	37.7%	6.5%	36.7%	19.2%
Bromyard	43.3%	7.0%	38.1%	11.5%
Kington	44.8%	5.3%	37.3%	12.6%
Cleobury Mortimer	48.7%	4.5%	31.7%	15.2%
Clun	48.7%	4.9%	31.8%	14.7%

Source: Arkenford

The same exercise was also undertaken using some of the key attractions within the Marches LEP. The Severn Valley Railway and RAF Museum Cosford were both included within this list. Both enjoyed a high level of awareness (with more people aware of SVR than any of the other attractions in the list). More than half of all respondents considered the SVR to be their type of place , with around four out of ten considering RAF Museum Cosford to be their type of place.

Awareness/perception of Marches LEP visitor attractions

	Never heard of it	Not my type of place for a visit	No opinion either way	My type of place for a visit
Severn Valley Railway	**4.7%**	**11.9%**	**29.0%**	**54.5%**
Hampton Court Castle & Gardens	6.4%	6.1%	24.1%	63.4%
Ironbridge	6.5%	5.1%	24.1%	64.3%
Hereford Cathedral	6.8%	10.3%	30.2%	52.7%
RAF Museum Cosford	**11.1%**	**21.5%**	**26.5%**	**40.9%**
Offa's Dyke	18.8%	5.7%	30.2%	45.2%
Goodrich Castle	28.1%	4.1%	25.4%	42.4%
Eastnor Castle	29.4%	4.1%	24.2%	42.2%
Dore Castle	33.5%	6.6%	27.2%	32.8%

Source: Arkenford

More details on this Arkenford research can be found in Appendix 1.

7.5 SWOT Analysis

Strengths	Weaknesses
• Breadth of visitor attractions – from the nationally renowned to the small and unique • Attractive market towns and villages • Beautiful countryside • Easy access from the West Midlands conurbation • Adjacent to large population settlements, including Birmingham and Wolverhampton • Many and varied festivals and events, including V Festival at Weston Park just over the border in Staffordshire • Olympic connections at Much Wenlock • Strong ties with adjacent world heritage site – Ironbridge Gorge and neighbouring Shropshire Hills AONB • Availability of range of accommodation • Historic buildings and culture	• Some lifestyle businesses – not all wish to maximise business or engage • Poor access to much of the area by public transport • Low awareness nationally • Accessibility is challenging due to the presence of the River Severn, which restricts east-west travel • Lack of high quality 5* accommodation • Poor broadband access and mobile phone coverage in some places
Opportunities	**Threats**
• Better development of networks/collaboration/cross marketing amongst attractions • Prolonging the "Olympic" Much Wenlock effect • Increasing importance of authenticity and sense of place in attracting and satisfying visitors • Cross border working with neighbouring authorities, including Telford and Wrekin, Worcestershire and Staffordshire • Making the most of market towns • Capitalising on the trend for high quality local food and drink • Maximising the potential of the day visitor market	• Uncertainty over future pattern of domestic tourism demand • Public sector budget cuts • Competition from other destinations

8 Strategic Objectives

8.1 Introduction

Based on a review of the key assets and strengths of the Bridgnorth area, the analysis of existing research (national, and sub-regional as well as at county or local level) and an assessment of current policy direction and local strategic priorities a number of potential key target markets have been drawn up for the Bridgnorth area destination. In addition, a series of strategic objectives have been drafted, aimed at maximising the potential of these target groups.

8.2 Target Markets for the Bridgnorth Area

A number of factors contribute to the identification of the most appropriate target markets for the Bridgnorth area, including:

- Fit with the strengths of the area
- Current and future growth trends
- Ability to communicate with and influence cost effectively

It is useful to review the profiles of the types of visitor that are currently visiting the Bridgnorth area. The most recent survey of visitors to Bridgnorth area (2007) showed that there is:

- A relatively high dependence on day visitors (68% of all visitors)
- Strong levels of repeat visits (73% of all visitors) but with significant levels of first-time visitors
- A high representation of couples aged 45 and above (55% of all visitors in this age bracket)
- A sizeable family day trip market (37% of all day trip parties including children)
- Significant numbers visiting an attraction (the main activity for 40% of visitors compared with 21% for Shropshire as a whole)

Research undertaken by Arkenford in late 2011 on behalf of the Marches LEP found that the key consumer groups relevant to Shropshire are:

Cosmopolitans (57% ABC1 adults)

Cosmopolitans account for 18% of the UK population. This is the segment that is most likely to have taken an English holiday or break in the last 12 months. They are strong, active and confident individuals who do what they want rather than follow any particular fashion. Cosmopolitans desire things that are new and different and which provide new challenges, both physical and intellectual. They enjoy active holidays, holidays with a theme and going off the beaten track. Cosmopolitans tend to be younger, usually under 45, and they are interested in sustainable holiday behaviour.
Thematic profile of their last break – city break (37%), **countryside (36%), events (24%)**

Discoverers (54%, ABC1 Adults)

Discoverers account for 13% of the UK population. These people are independent of mind and least likely to be worried about what other people think. Function far outweighs style as a purchase driver. They value good service, live a relatively relaxed pace of life and enjoy intellectual challenges. Discoverers enjoy a mix of activities and are as likely to visit museums as they are wildlife attractions and funfairs as well as attending sporting events and eating out.
Thematic profile of their last break – **outdoor leisure and countryside (37%),** seaside/coastal (37%). **Small towns also scored highly.**

Traditionals (43% C1C2, 36% DE)

Traditionals account for 11% of the UK population. They are self-reliant and functionality is far more important than fashion. They are often modest spenders and are slow to choose expensive alternatives. They value good service, by

which they mean personal recognition and attention. They live life at a relaxed pace and enjoy intellectual challenges, arts and culture.
Thematic profile of their last break – **history and heritage (39%), countryside (51%)**

All three of these consumer groups have relevance for the Bridgnorth area.

The Arkenford research also found that:

- People that enjoy Shropshire as a destination and who would consider Shropshire as a destination tend to be independently minded
- Shropshire still has much more potential to attract even more of its core types of visitor by raising awareness
- Visitors tend to remain older age groups travelling as couples
- Perception by visitors both within and outside of a 90 minute drive time is that the area is a destination for couples on a short break
- Day visitors should be targeted as well as staying visitors as there is real potential to grow this market
- Encouragingly, Shropshire is seen as a year round offer, with plenty to do, and one that is not too touristy or expensive
- When prompted Shropshire is generally seen to offer the type of experience people enjoy but it is not the first place to come to mind and is not considered 'best in class' so potential consumers may choose an alternative destination
- Internet is key - over 90% seek information over the internet, using Tourist Board and non-Tourist Board sites
- There is a need to work with partners to ensure information is on as many websites as possible
- Printed information is more valuable when people are actually on a visit

These factors, along with existing visitor profile intelligence and tourism market trends, suggest that the following should be the key target groups for the Bridgnorth area:

Domestic short breaks and holidays – couples, empty nesters

This is a flexible market which encompasses all three of the key attitudinal segments (Cosmopolitans, Discoverers, Traditionals). It is an expanding population segment, can be high spending and prepared to travel at all times of the year. They enjoy exploring, walking and cycling (not strenuous) as well as nature, gardens and cultural heritage. The quality of accommodation, food and service is important. Typically, this is a loyal market, which will make repeat visits when they find a destination they enjoy.

Day Visits

This is a relatively stable market, but one which has considerable potential for the Bridgnorth area. It is important for generating year round business, and while visitor attractions are a key feature of this market, events, good places to eat and interesting towns and villages also contribute. The Bridgnorth area benefits from a relatively large population living within a 90 minute drive time and as such has access to a substantial target market.

Other possible target markets include:

Domestic short breaks – couples, pre-family

Especially applicable for Discoverers and Cosmopolitans looking for a more active weekend break, perhaps combining outdoor activities with good quality accommodation and good food

Domestic short breaks and holidays – families

Self-catering and camping accommodation are important for this market, and again attractions are critical.

Niche markets – walkers, groups

8.3 Objectives

Based on evidence generated by existing research, the following are suggested as key strategic objectives for the Bridgnorth area:

8.3.1 Raising the awareness of the Bridgnorth area destination

Shropshire as a whole suffers from a low level of awareness nationally, and the Bridgnorth area is no different. Research undertaken by Arkenford in 2011 shows that a fifth of people have not even heard of Bridgnorth. There is a need, therefore, to strengthen the identity of the town and the wider Bridgnorth area and to raise awareness of it as a key rural tourism destination. Core destination values and messages need to be discussed and agreed, branding needs to be considered and effective promotion using appropriate media needs to be pursued.

8.3.2 Making the most of market towns and villages

There are many attractive towns and villages within the Bridgnorth area; the location and distinctive character of these settlements need to be maximised and promoted in order to attract visitors. Bridgnorth itself is an attractive town with considerable tourism appeal while Much Wenlock, with its Olympic associations, has a well-defined USP which needs to be exploited. The culture and heritage of each town needs to be preserved and the opportunities associated with the rich variety of the many festivals and events that take place in the towns need to be maximised. Developing retail opportunities should also be considered as shopping represents an intrinsic part of the market town tourism offer. Effective information material needs to be produced for each town and high quality visitor facilities, services and amenities need to be provided.

8.3.3 Maximising the benefit of Bridgnorth’s many and varied attractions

The Bridgnorth area benefits from many visitor attractions, ranging from the large and nationally renowned to the small and unique. These form a focal point to the area’s tourism offer, are a powerful attractor of day visitors and first time visitors and their potential therefore needs to be maximised. Appropriate product development and capital investment in our key attractions should be supported and cross-marketing/promotional activities should be encouraged.

8.3.4 Delivering the distinctive experience that the Bridgnorth area can offer

The rural Bridgnorth area landscape is a key component of the tourism offer. It therefore needs to be conserved and improved where necessary and a wide range of opportunities to best experience and enjoy it need to be provided and promoted. Walking, cycling and horse riding routes and facilities need to be maintained and promoted and opportunities for developing alternative leisure pursuits should be considered.

8.3.5 Supporting the local food and drink offer

The current trend for quality local food and drink as part of the visitor offer needs to be exploited, and the Bridgnorth area needs to capitalise on the breadth of locally grown ingredients, the quality of local production and the reputation for food and drink excellence that is enjoyed throughout the County. Tourism operators at all budget levels (including attractions and visitor accommodation as well as the hospitality trade) should be encouraged to provide catering of a high enough quality to enhance the visitor experience.

8.3.6 Informing and orientating visitors

Visitors need to be aware of the range of experiences and activities which are on offer across the area – consequently, readily accessible information and interpretation needs to be made available, incorporating not only traditional materials but making use of more innovative media and technologies as appropriate. In addition, an effective network of Visitor Information Points (as well as the two VICs) needs to be maintained.

8.3.7 Promoting sustainable access and management

Visitors and tourism providers need to respect the natural heritage of the area and the wider environment and as such developments on sustainable transport need to be considered and supported. Operators within the tourism sector need to be encouraged to consider sustainability and access for all when developing their businesses.

8.3.8 Supporting local enterprise

Tourism enterprises need to be supported in the contribution that they make to the local economy to help ensure consistency in the quality of the tourism offer and to help businesses to exploit growing or niche markets. As far as possible, we need to ensure that people working in the tourism sector are equipped with the necessary skills to deliver a high quality experience to visitors. As such there is a need to ensure that relevant business advice and training is available.

8.4 Action Plan

An action plan to accompany this strategy will be developed following consultation.

An example of how this action plan could be formatted is included in Appendix 2.

Appendix 1: Additional Arkenford Data

		All respondents	quota		Gender		Age group					
		Total	Local	Rest of UK	Male	Female	15-24	25-34	35-44	45-54	55-64	65+
Bridgnorth	Never heard of it	20.9%	15.4%	23.7%	14.3%	26.0%	42.5%	29.8%	27.0%	21.4%	12.1%	10.8%
	Not my type of place for a visit	8.5%	9.8%	7.9%	9.0%	8.2%	12.6%	8.6%	6.6%	8.7%	6.9%	11.3%
	No opinion either way	42.1%	35.5%	45.5%	45.3%	39.7%	34.5%	36.1%	39.4%	43.5%	47.8%	42.8%
	My type of place for a visit	28.4%	**39.3%**	23.0%	**31.4%**	26.1%	10.3%	25.5%	27.0%	26.4%	**33.2%**	**35.1%**
Much Wenlock	Never heard of it	28.8%	21.4%	32.5%	19.8%	35.7%	57.5%	32.9%	33.2%	30.4%	21.9%	18.0%
	Not my type of place for a visit	5.4%	6.6%	4.8%	7.3%	3.9%	8.0%	7.5%	4.0%	5.3%	3.9%	6.3%
	No opinion either way	37.6%	37.1%	37.9%	43.8%	32.9%	24.1%	39.2%	35.8%	35.7%	39.6%	41.9%
	My type of place for a visit	28.2%	**34.9%**	24.9%	**29.1%**	27.5%	10.3%	20.4%	27.0%	**28.6%**	**34.7%**	**33.8%**
RAF Museum Cosford	Never heard of it	11.1%	8.8%	12.2%	6.4%	14.7%	27.6%	14.9%	13.7%	9.0%	8.7%	4.5%
	Not my type of place for a visit	21.5%	23.4%	20.6%	15.2%	26.4%	20.7%	17.6%	23.0%	22.7%	20.8%	24.3%
	No opinion either way	26.5%	23.8%	27.9%	27.9%	25.4%	32.2%	27.5%	26.5%	27.0%	23.4%	27.5%
	My type of place for a visit	40.9%	**44.1%**	39.4%	**50.5%**	33.6%	19.5%	40.0%	36.7%	**41.3%**	**47.0%**	**43.7%**
Severn Valley Railway	Never heard of it	4.7%	2.2%	5.9%	2.9%	6.0%	18.4%	7.5%	7.1%	3.4%	1.8%	.5%
	Not my type of place for a visit	11.9%	13.6%	11.0%	8.1%	14.8%	21.8%	12.5%	11.9%	13.4%	9.0%	9.9%
	No opinion either way	29.0%	24.8%	31.1%	27.4%	30.1%	31.0%	31.8%	30.1%	29.2%	26.5%	27.5%
	My type of place for a visit	54.5%	**59.5%**	52.0%	**61.6%**	49.1%	28.7%	48.2%	50.9%	54.0%	**62.7%**	**62.2%**

		Life Stage				Segment					
		Under 45 with no kids at home	Young family (any child under 5)	Older family (all children over 5)	Over 45 with no kids at home	A	B	C1	C2	D	E
Bridgnorth	Never heard of it	33.3%	32.3%	21.0%	14.1%	11.4%	19.3%	26.2%	21.0%	26.1%	21.2%
	Not my type of place for a visit	9.7%	6.6%	9.9%	8.1%	4.5%	8.8%	8.8%	7.5%	8.7%	10.6%
	No opinion either way	35.8%	33.5%	43.3%	45.8%	40.9%	42.0%	39.2%	44.4%	42.4%	44.4%
	My type of place for a visit	21.2%	27.5%	25.8%	**32.0%**	**43.2%**	29.9%	25.8%	27.0%	22.8%	23.8%
Much Wenlock	Never heard of it	41.0%	35.3%	26.6%	23.7%	11.4%	27.8%	36.5%	25.8%	42.4%	26.5%
	Not my type of place for a visit	4.9%	6.0%	8.6%	4.6%	6.8%	5.6%	3.1%	6.7%	3.3%	6.6%
	No opinion either way	34.7%	35.3%	37.3%	39.1%	40.9%	36.6%	34.6%	42.1%	30.4%	42.4%
	My type of place for a visit	19.4%	23.4%	27.5%	**32.6%**	**40.9%**	**30.0%**	25.8%	25.4%	23.9%	24.5%
RAF Museum Cosford	Never heard of it	19.8%	12.6%	9.4%	8.1%	9.1%	10.6%	15.0%	7.9%	10.9%	12.6%
	Not my type of place for a visit	20.8%	16.2%	24.0%	22.1%	22.7%	21.1%	25.4%	17.1%	15.2%	27.2%
	No opinion either way	30.6%	26.9%	21.0%	26.4%	29.5%	26.9%	28.5%	23.8%	25.0%	25.2%
	My type of place for a visit	28.8%	**44.3%**	**45.5%**	**43.3%**	38.6%	**41.4%**	31.2%	**51.2%**	**48.9%**	35.1%
Severn Valley Railway	Never heard of it	11.5%	6.0%	5.2%	1.8%	4.5%	5.3%	6.2%	3.2%	1.1%	4.0%
	Not my type of place for a visit	16.0%	10.2%	9.9%	11.3%	13.6%	10.6%	13.8%	13.1%	6.5%	13.9%
	No opinion either way	32.6%	32.3%	27.0%	27.4%	22.7%	28.2%	36.5%	23.8%	33.7%	28.5%
	My type of place for a visit	39.9%	**51.5%**	**57.9%**	**59.4%**	**59.1%**	**55.8%**	43.5%	**59.9%**	**58.7%**	53.6%

		Origin												
		South East	London	South West	North East	North West	Yorkshire	West Midlands	East Midlands	East	Scotland	Wales	N Ireland	IoM
Bridgnorth	Never heard of it	21.5%	28.5%	25.8%	30.0%	25.4%	19.7%	6.0%	18.3%	24.4%	27.3%	20.4%	29.4%	50.0%
	Not my type of place for a visit	5.6%	8.5%	7.6%	7.5%	8.3%	5.1%	12.0%	7.5%	9.8%	7.6%	11.2%	5.9%	.0%
	No opinion either way	48.2%	44.2%	47.7%	52.5%	37.3%	47.0%	30.8%	44.1%	43.9%	36.4%	43.2%	52.9%	50.0%
	My type of place for a visit	24.6%	18.8%	18.9%	10.0%	**29.0%**	28.2%	**51.3%**	**30.1%**	22.0%	28.8%	25.2%	11.8%	.0%
Much Wenlock	Never heard of it	33.3%	39.4%	33.3%	42.5%	30.6%	28.2%	11.5%	28.0%	29.3%	34.8%	27.7%	11.8%	50.0%
	Not my type of place for a visit	3.6%	6.1%	4.5%	2.5%	4.7%	6.0%	9.0%	2.2%	.0%	6.1%	6.8%	.0%	.0%
	No opinion either way	37.4%	38.2%	34.8%	27.5%	33.7%	40.2%	39.7%	44.1%	41.5%	33.3%	36.4%	64.7%	50.0%
	My type of place for a visit	25.6%	16.4%	27.3%	27.5%	**31.1%**	25.6%	**39.7%**	25.8%	**29.3%**	25.8%	**29.1%**	23.5%	.0%
RAF Museum Cosford	Never heard of it	10.3%	15.2%	10.6%	15.0%	14.0%	11.1%	5.1%	15.1%	2.4%	9.1%	12.6%	11.8%	.0%
	Not my type of place for a visit	23.6%	21.8%	29.5%	15.0%	20.7%	13.7%	21.8%	19.4%	24.4%	15.2%	23.8%	5.9%	50.0%
	No opinion either way	24.1%	31.5%	25.8%	20.0%	26.4%	30.8%	26.1%	26.9%	26.8%	31.8%	22.8%	29.4%	.0%
	My type of place for a visit	**42.1%**	31.5%	34.1%	**50.0%**	38.9%	**44.4%**	**47.0%**	38.7%	**46.3%**	**43.9%**	40.8%	**52.9%**	**50.0%**
Severn Valley Railway	Never heard of it	3.1%	8.5%	5.3%	10.0%	5.7%	8.5%	.0%	7.5%	2.4%	4.5%	3.4%	.0%	.0%
	Not my type of place for a visit	10.3%	13.9%	12.9%	7.5%	13.5%	7.7%	12.0%	10.8%	9.8%	12.1%	13.6%	11.8%	.0%
	No opinion either way	28.7%	29.7%	28.0%	30.0%	33.7%	32.5%	23.5%	28.0%	14.6%	36.4%	29.6%	29.4%	50.0%
	My type of place for a visit	**57.9%**	47.9%	53.8%	52.5%	47.2%	51.3%	**64.5%**	53.8%	**73.2%**	47.0%	53.4%	**58.8%**	50.0%

		arkseg								Visited Shropshire		
		Style Hounds	Cosmopolitans	High Street	Discoverers	Followers	Traditionals	Functionals	Habituals	Non-visitors	Current visitors	Lapsed visitors
Bridgnorth	Never heard of it	39.7%	19.2%	21.5%	25.6%	23.5%	17.5%	17.0%	15.8%	31.3%	8.9%	13.4%
	Not my type of place for a visit	7.4%	7.9%	8.5%	7.9%	13.4%	5.2%	8.7%	10.5%	8.3%	7.7%	10.1%
	No opinion either way	30.9%	41.4%	48.5%	39.6%	37.8%	35.1%	43.9%	50.0%	43.5%	36.7%	46.1%
	My type of place for a visit	22.1%	**31.5%**	21.5%	26.8%	25.2%	**42.3%**	30.3%	23.7%	16.9%	**46.7%**	**30.4%**
Much Wenlock	Never heard of it	50.0%	25.3%	31.9%	37.2%	28.6%	19.6%	23.5%	31.6%	41.3%	11.0%	23.8%
	Not my type of place for a visit	7.4%	5.5%	5.8%	3.0%	9.2%	4.1%	3.0%	10.5%	5.4%	7.2%	3.0%
	No opinion either way	26.5%	37.4%	40.4%	35.4%	43.7%	33.0%	38.3%	38.2%	35.9%	36.7%	42.6%
	My type of place for a visit	16.2%	**31.7%**	21.9%	24.4%	18.5%	**43.3%**	35.2%	19.7%	17.3%	**45.1%**	**30.7%**
RAF Museum Cosford	Never heard of it	20.6%	8.6%	9.2%	13.4%	15.1%	10.3%	11.4%	11.8%	15.9%	5.8%	7.1%
	Not my type of place for a visit	22.1%	14.8%	25.8%	18.3%	31.9%	24.7%	24.2%	23.7%	19.6%	21.0%	26.2%
	No opinion either way	20.6%	26.9%	33.5%	31.1%	22.7%	22.7%	22.7%	19.7%	27.2%	27.1%	24.1%
	My type of place for a visit	36.8%	**49.8%**	31.5%	37.2%	30.3%	**42.3%**	**41.7%**	**44.7%**	37.3%	**46.0%**	**42.6%**
Severn Valley Railway	Never heard of it	10.3%	5.5%	6.5%	4.3%	4.2%	1.0%	1.9%	3.9%	6.4%	2.8%	3.3%
	Not my type of place for a visit	14.7%	8.6%	11.2%	14.0%	17.6%	13.4%	12.5%	13.2%	10.6%	10.3%	16.7%
	No opinion either way	30.9%	26.4%	35.8%	28.7%	31.9%	27.8%	26.5%	25.0%	32.7%	25.5%	25.3%
	My type of place for a visit	44.1%	**59.5%**	46.5%	53.0%	46.2%	**57.7%**	**59.1%**	**57.9%**	50.4%	**61.4%**	54.8%

Source: Arkenford

Appendix 2: Proposed format of action plan

The following is suggested as a possible format for the Action Plan that will be developed as part of the Bridgnorth Area Visitor Strategy.

1. Raising the Awareness of the Bridgnorth Area Destination					
Priority	Action/Project	Priority	Timeframe	Accountability	Progress
1.1					

Note: Priority = High (H), Medium (M), Low (L)

Progress = Not started In progress Complete