

Tourist Information Centres –  
Service Review  
**Consultation Response Report**

Produced by Mark Simons and Laura Gardner  
**for Dorset Council**

**January 2021**

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# Tourist Information Centres – Service Review

## Consultation Response Report

<p><b>What was the consultation about?</b></p>	<p>Currently Dorset Council manage and fund three Tourist Information Centres (TICs) across the county at Dorchester, Sherborne and Wareham.</p> <p>Since 2017 and 2011 respectively, Dorchester and Wareham TICs have been co-located in libraries with the service being delivered by a dedicated TIC team.</p> <p>Sherborne TIC is in a standalone premise in the town centre (leased building).</p> <p>Lyme Regis TIC is out of scope for this consultation as the decision about the future provision of tourism information has been undertaken separately and ahead of this wider consultation. This was because of the need to vacate the current TIC premises. Separate public consultation has been carried out for Lyme Regis to understand the local view of the TIC. What we found was that Lyme Regis TIC continues to be a valuable source of information for visitors being highly valued with both residents and businesses holding a strong belief that TIC's made a significant contribution to the local tourism economy. The consultation responses showed that there was a lot of use of the TIC by local residents as well as visitors to the area. This was to primarily to find out information and book tickets for local events and festivals. The local tourism business sector also felt that the TIC played a role in helping their customers.</p> <p>The TICs were part of the former district council functions. Since the creation of Dorset Council in April 2019, the intention has been to review the service in order to consider how the tourism information function fits with council priorities and resources available.</p> <p>Whilst the TICs do generate some income, it cost the council approximately £200,000 in 2019/20 for the three TICs. Further savings across the organisation are expected from 2021/22 onwards.</p> <p>To date, there has been no broader public TIC consultation but there is a substantial disconnect between the service provided by the TICs and the aims of the Council Plan. The newly agreed Economic Growth Strategy identifies Visit Dorset as the channel for tourism development and promotion.</p>
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	<p>It should be noted that there is disparity across the council area in terms of TIC provision and there are five other TICs across the county which are not managed by Dorset Council</p> <ul style="list-style-type: none"> <li>• Bridport (Town Council run)</li> <li>• Wimborne (volunteer run)</li> <li>• Swanage (Town Council run)</li> <li>• Blandford (volunteer run)</li> <li>• Shaftesbury (volunteer run)</li> </ul> <p>Due to the necessary timing of the review to fit into the council budget process it was not possible to run the consultation through the summer season. Aware that the consultation wasn't going to reach significant numbers of summer visitors measures were taken to mitigate the effect including ensuring the consultation was open in half term week, social media promotion including paid for advertising and work with Visit Dorset to promote it with their subscribers.</p>
<b>What did we need to find out</b>	<p>The council needs to understand more about what services provided by the TICs are valued and most used. And to seek views about how the service could be delivered in a different way. It also needs to find out how any proposals impact on local people.</p> <p>Further to this the council needs to find out if there are any unforeseen impacts of the proposals, and if so whether these can be mitigated.</p>
<b>Over what period did the consultation run?</b>	<p>The consultation period ran from 29 September 2020 to midnight on the 3 January 2021.</p>
<b>What consultation methods were used?</b>	<p>The consultation involved an online and paper consultation survey. This included:</p> <ul style="list-style-type: none"> <li>• Online survey. This included a free text section for people to add any other comments.</li> <li>• Paper surveys available from the DC managed TICs and 23 Dorset Council libraries when open.</li> </ul>
<b>How many responses were received overall?</b>	<p>990 overall responses were received. 88% of responses were from individuals and 12% from business/organisations/other. 85% of the individuals were local residents and 11% visitors. 3% were DC staff.</p>
<b>How representative is the response to the wider population?</b>	<p>The response size is good for a council consultation of this type. As this was an open survey it is not possible to define a statistically valid sample size. The response from residents was reasonably representative of the Dorset population. There was an uneven balance between males and females with 57% of responses from females and 37% from males. Responses came from a wide range of ages but 48% came from respondents aged 65 or older. This compares to only 29% of the population being in this age band in the wider Dorset population. With 88% of the respondents saying their ethnic group was White British this is fairly typical of the wider population. Responses from disabled people were above average at 6.5% of responses compared to a Dorset figure of</p>

	5% based on those claiming either Disability Living Allowance, Personal Independence Payments or Attendance Allowance.
<b>Where will the results be published?</b>	Results will be published on the council's website <a href="http://www.dorsetcouncil.gov.uk">www.dorsetcouncil.gov.uk</a>
<b>How will the results be used?</b>	Councillors will make the final decision on the future of the remaining TIC's in Dorset having regard to the feedback received during this consultation.
<b>Who has produced this report?</b>	Mark Simons and Laura Gardner, Consultation Officers, Dorset Council January, 2021

## Executive Summary

**Background:** Since the creation of Dorset Council in April 2019, the intention has been to review the tourist information centre (TIC) service to consider how it fits with council priorities. The purpose of the consultation was to understand more about which services provided by the TICs are valued and most used and to seek views on how the service could be delivered in a different way. The three TICs subject to this consultation are in Dorchester, Sherborne and Wareham and it ran from 19 October 2020 to 3 January 2021.

**The Respondents:** 990 responses were received; 85% were Dorset residents and 11% visitors to Dorset. 75 businesses and organisations and 11 Town and Parish Councillors took part, as did 25 Dorset Council employees including some who work in the TICs. Just over 60 respondents reported themselves as disabled. The response size was good for a council consultation of this type and reasonably representative of the Dorset population with a heavier weighting towards the older population (48% over 65 years old). The town councils in the three areas where there is a TIC were also engaged with and provided their responses.

**Use of the TIC:** 82% of respondents stated that they use a TIC, nearly 40% visited over five times a year with over three quarters visiting to get information about the local area. Other popular uses included buying tickets for events and festivals, retail goods or council services. Of the respondents who were visitors, 25% visited more than 5 times a year and used the TIC for similar reasons to locals but also for finding out about holiday accommodation. Local residents also use a TIC to advertise or promote their business, organisation or an event.

Getting information on the local area and services was most important for both locals and visitors, including the ability to talk to someone face-to-face with reliable and specialist knowledge. The retail offer and buying of event tickets also scored as important and the convenience of doing so in one place was emphasised. Holiday accommodation information was important to visitors.

**VisitDorset:** The VisitDorset website was used by around half the respondents (51%); 56% of those who do not use it said they were aware of it. There was little difference between age groups. 82% of those who use the website also use the TIC; the former for general ideas or planning days out, especially across the wider county, but preferring a face-to-face approach at a TIC for more accurate and local knowledge and for actions such as buying tickets. The website is used by some when the TIC is closed or unavailable but is found to be limited in some aspects.

**Comparison to other services:** Many respondents value the TIC service but rated all statutory services (e.g. waste collection and disposal, Children's and Adult Services) more important when considering the budget. When rated against non-statutory services TICs were highly valued, second only to country parks.

**Alternative delivery:** 41% of respondents agreed that the three TICs could be run differently and 18% disagreed. There were no significant differences between groups. Those that agreed the TICs could be run differently commented that this was because other models worked elsewhere in the county and suggested it could be run by the Town Council and volunteer/community support, but it was important to keep some kind of service. Those that disagreed felt it was important to keep a professional service and knowledgeable staff. Those who neither agreed or disagreed, or were unsure, largely reported that they did not know enough or had not visited other TICs to comment. What was important to them was to keep professional and knowledgeable staff and a good level of service, regardless of who runs or funds it.

Three options were presented: to work with the Town Councils and Voluntary and Community Sector to provide a service; to cease providing Dorset Council TICs or to provide a local/tourist information service in a different way. Overall, 81% chose the first option of Town Council and VCS and 16% in a different way; the latter most popular suggestions being working with other organisations such as the library or other cultural institutions, adapting and reducing the current TIC offer or working with local businesses. Other suggestions were to increase TIC revenue and to offer technological approaches.

**Groups:** Overall, there were little differences between groups of respondents. Disabled users reported a slightly higher frequency of visit (52% visit more than five a year) but similar use of a TIC and services they felt were important to non-disabled users. They are less likely to use the Visit Dorset website (55.6%). 31% agreed that the service could be run differently; 75% supported a Town Council and VCS model and 20% another alternative. A quarter disagreed that it could be run differently.

75 businesses and organisations responded to the consultation; 43% agreed on possibilities of running the TICs differently and 11% disagreed leaving almost half unsure (46%) There was again overwhelming support for a Town Council and VCS model of delivery (84%) and 15% felt there could be an alternative approach.

**Any other comments:** Most mentions were of the importance of encouraging tourism for the local economy, for employment and of offering a face-to-face service. Working with other organisations around sites and staffing were also popular.

In summary, the service the TIC provides is overwhelmingly important to both the locals and visitors who use them and who emphasise the benefits - especially to tourism and the local economy - however there is support for an alternative delivery model as long as the same standards are met. Many reported being unsure or neither agreeing or disagreeing with proposals which suggests more information could be provided.

# Background

## The consultation explained:

“There are a number of venues where visitor information can be accessed. These include five TICs provided by town councils or a local voluntary group, with Dorset Council currently managing four other TICs across the county (Note: Since December 2020 this has reduced to 3). This survey focused on the remaining three Dorset Council TICs in Dorchester, Sherborne and Wareham.

TICs provide the following key services:

~ free information including maps, local attractions and events, general information about the local area, bus/transport provision and information about accessibility

~ ticket sales for some transport providers and for local events

~accommodation information and booking for the local area.

Providing information is an important part of the work of the TICs and the council is aware that the ongoing Covid-19 pandemic period may result in a greater need for more information and advice.

The TICs generate income to help with operating costs, with approximately £200,000 each year (for the 3 TICs) paid by Dorset Council to support the service, which is increasing each year. The majority of this funding is spent on staffing.”

## Why we are reviewing the service?

~ The Covid-19 pandemic has changed the way some services are being used and delivered. More people are looking to find further local information and advice about their area as well as visitors to Dorset looking for tourist information.

~ TICs are a traditional way of providing face to face service, but their use has dropped with developments in technology in recent years

~ Dorset Council sees the increasingly popular Visit Dorset website as an important access channel for visitors and tourism businesses. It’s also a way to encourage people both in the UK and abroad to visit the area and support the local economy

~ Dorset Council is facing on-going financial challenges and must prioritise the services on which it spends its money. In the near future, we’re likely to review of many of the services such as TICs we are not legally obliged to provide.

For these reasons, we need to consider the role of visitor information, and how it is funded and delivered. It is essential that future arrangements are sustainable, affordable and fit for the future and continuing to provide the service in the same way will not do this. There are various ways of providing this service to meet the needs of different communities and we want to tailor our service accordingly.”

## The Consultation

The consultation period ran from 19 October 2020 to midnight on the 3 January 2021. Dorset Council explained resident's views were important to help them decide the future of the Tourist Information Centres. It was suggested the survey would only take approximately 5-10 minutes to complete.

Very few questions were compulsory. A copy of the survey is available in the appendix.

**Analysis Method:** Questions were considered on an individual basis. Overall responses were examined and specific responses of respondents who said they had a disability. Responses were also studied based on residents and visitors' views. The official organisational responses were looked at separately. The main method of analysis was looking at the percentage of respondents who expressed a view on each question.

For each open question the text comments have been studied and "coded" depending on what issues were raised. The coded comments are then reported on based on the amount of times those individual issues have been raised. Total redacted comments are provided in an appendix.

Note: some figures may not sum due to rounding.

## Response Method

Overall, 990 responses were received. The majority of these were electronic responses. Dorset Council received 132 paper copies in total with survey forms being returned to Dorchester 27, Purbeck 35, Sherborne 70. This means paper responses made up 13.3% of all responses.

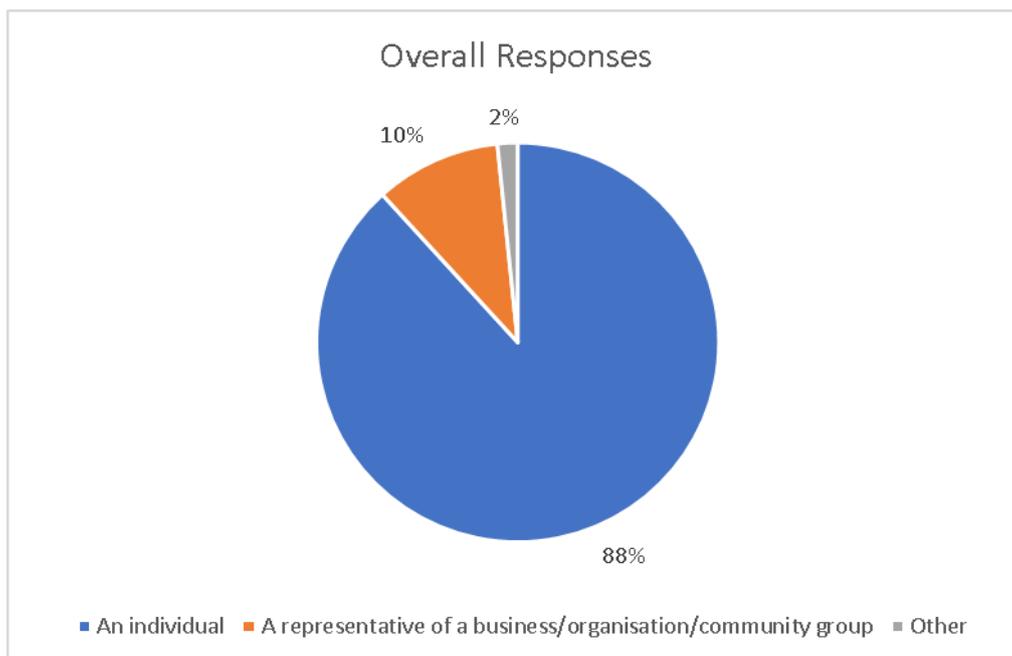
## About respondents

990 overall responses were received.

### Q Are you responding as:

#### Respondents:

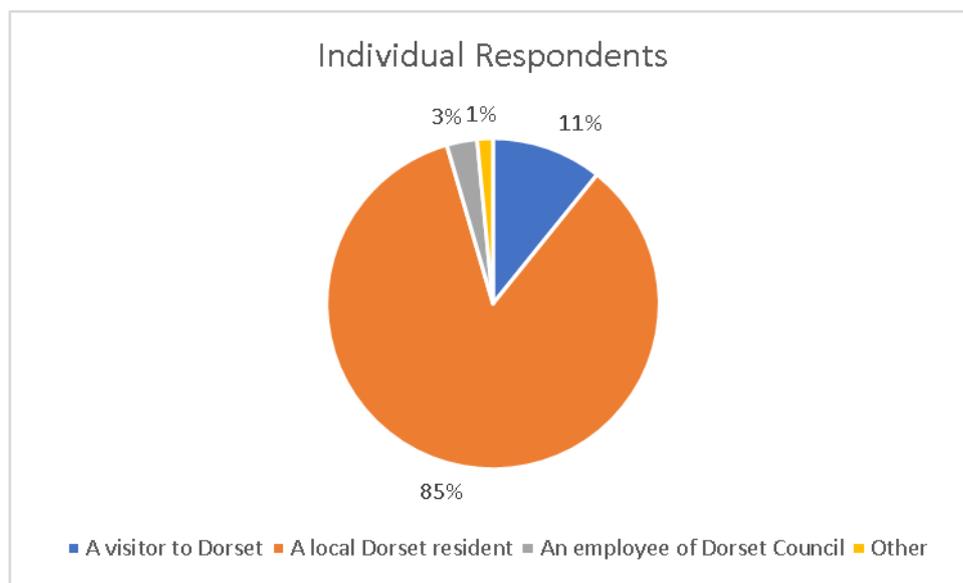
	% of all respondents	Number
An individual	88.1%	872
A representative of a business/organisation/community group	10.1%	100
Other	1.8%	16



88% of respondents were responding as individuals. Other responses came on behalf of organisations, community groups and businesses (10.1%). There were also responses from 11 Town or Parish Councillors.

**Q For all individual responses people were asked if they were:**

	<b>% of all respondents</b>	<b>Number</b>
<b>A visitor to Dorset</b>	10.7%	91
<b>A local Dorset resident</b>	84.4%	718
<b>An employee of Dorset Council</b>	3.0%	25
<b>Other</b>	1.5%	13



The figures show nearly 85% of respondents were local residents and only 11% visitors. For a tourist information service this would seem low but figures collected by the centres themselves suggest use by local residents can be as high as nearly 60%. The time of year the consultation was carried out may have impacted on the responses from visitors but the survey was live during the autumn half term when the Tourist Information Centres were open.





## Parish/Town Councils

1 response came back saying they were responding on behalf of a parish/town councils. This was from:

Council name
Langton Matravers Parish Council

Other direct responses have been received from Dorchester Town Council, Sherborne Town council and Wareham Town Council. These will be reported separately.

## Dorset Council Employee Responses

25 responses came from Dorset council employees, a number of whom work directly in the affected TICs. These workforce responses were looked at separately, particularly looking at suggestions of alternative ways of providing the service. A response was received from the Dorset Council VisitDorset team and this is covered under organisational responses.

### Selected Comments from Employees

These are given to show the range of responses. All full comments are included in the appendix.

Selected Comments from Employees
"I think money savings could be made by using volunteers, but that doesn't mean you'd still get the same, high quality service. Volunteers might cost less, but they still require training and retaining knowledgeable volunteers is sometimes difficult."
"I think more could be done with the merging of job roles at Wareham and Dorchester TIC, where library staff can train to learn what TIC staff do and vice versa. Therefore you could reduce the overall number of staff if everyone could do each others job. Before Dorset Council it was understandable that PDC or DCP employees did not cover for DCC employees, but now that we're one team, there is no excuse not to do it. You could also have just one library/TIC manager at each location instead of having 2 at each location. I'm not sure if moving Sherborne TIC into the library is viable or not, but if it hasn't been investigated, perhaps it should be."
"Town councils are an option but would depend on how they were to be run. If it is to be an information point only then expertise will be lost. Volunteer run centres would be reliant on the goodwill of people being committed and this is not always the case. Again the expertise of TIC staff would be lost as volunteers would have to be very up to speed with local knowledge."
"I think Wareham TIC needs paid staff - Purbeck is a tourist hotspot and as the gateway town Wareham is busy with tourists for a lot of the year and needs a reliable TIC service. The previous two questions are spurious - of course waste management and adult social care need to take priority, but running TICs is surely done at a fraction of the cost of these services and must make a net contribution to the Dorset economy."
"I am a member of staff at Wareham library and during the time the TIC was closed this summer we were on the receiving end of many angry complaints about the lack of tourist information services. Visitors expressed very strongly that having been enticed down here they expected to be able to get maps and information. Not everyone had a smart phone and internet access, and clearly even people that did have them still wanted to talk to a person to get advice and information. Town Councils could have a role in running the TICs but staff need to be paid. It is the only way to get a consistent, professional service."
We are an essential face-to-face service for Wareham town and the surrounding Purbeck area. New ways do need to be found to fund the service i.e. sell more tickets and retail or transform us into Customer Services for the Council in addition to Tourist Information. We are, after all, already a 'One stop Shop' in the Library! Knowledgeable staff need to be recognised and paid - Volunteers just do not provide the reliability or commitment of paid staff. Any money saved by losing our Wareham Information Service will be minimal - just a ripple in an 'ocean of debt' We should not compare Tourist Information to Childrens Services or Adult Services - these are statutory services and should not be compared with a non-statutory service. It is an unfair question and makes Dorset Council appear biased to ask people to rank these services in order of importance.

"Dorset Council should work with Wareham Town Council to continue to provide the face-to-face service to Wareham town and the surrounding Purbeck area. Swanage Town Council successfully run their Tourist Information Service as they understand the value to local residents and tourists. In the summer this year, when the Information Centre was closed but the Library was open, it was noted that 80% of enquiries to the centre were for tourist information. Due to the pandemic there was a huge number of tourists visiting the area on staycation. Wareham was rammed with tourist during July/August at a much needed time for advice and assistance from Discover Purbeck and we were not open. With our help and advice we promote small businesses i.e. Bed & Breakfasts, restaurants, cafes, pubs, local shops and attractions bringing much needed revenue into the area, which depends on tourism for its very survival. The indication is that Staycations are here for the future after lockdown, as many people are still nervous about holidaying abroad and have come to realise the beautiful areas in Britain to be explored, particularly our lovely rural Purbeck with the first Super National Park in the country. In addition, 50% of people to our desk are local residents using our information service for a variety of reasons. From April each year until the end of July we sell Camp Bestial tickets. We are the only outlet for half price resident tickets plus we sell full price tickets without adding a booking fee, just taking 10%. Last year the final total exceeded £70,000 worth of tickets! We provide National Express tickets to local people who do not own or have the know how to buy online. We also sell Charity Christmas Cards/gifts from mid-September until Christmas Eve a service to local people not available elsewhere. This is in addition to selling cards, books, maps, framed images of the area, gifts and leaflets all year at a substantial profit. We also support charities and local groups which will need us even more after lockdown. Being based in the Library we are able to open the doors on days when the Library would ordinarily be closed i.e. Tuesday morning, all day Wednesday and Saturday afternoon. This allows local people to use the Library's self-service which extends the service to local people, including vulnerable, lonely people who often come in just for a chat. We are often sure we are the only people they have seen all day! I am sure that, after lockdown, there will be many more people needing our services as a support to get them back to normality, with information on volunteer and support groups, coach trips, charity events, concerts, 'what's on' information etc. to help them integrate back into the community. Being open at times when the Library is closed enables groups to meet upstairs, i.e. Adult Education, Play Reading group, Carers Support Group etc. We often provide ideas, suggestions and details of events to the Leader of the Carers Group to enable her to organise days out ie. Boat trips etc. for the well-being and much needed breaks for the dedicated carers of the terminally ill. We currently all work together to ensure our building is a Community Centre not just a Library and it is essential for the well-being of the community it serves."

"I have worked at Sherborne TIC for over 13 years now. Previously I worked for the then Christchurch Borough Council in their TIC and later in the Tourism team at the Civic Offices. In total I have had almost 30 years of working in TICS and Tourism and feel that I have a broad depth of knowledge of how the TICs have worked and developed over the years. Whilst I was working at Christchurch TIC the decision was made to rename the TIC "Christchurch Information Centre". I feel that this would be a good move for the Dorset TICs to adopt, assuming that there is to be any future for us as a presence in town centres. Much emphasis has been put on the use of digital technology now and in the future but there are still many people who, for whatever reason, prefer not to use it. Some of our customers are living alone and from the older generation, many of whom do not use the internet and welcome the opportunity to speak to a friendly person face to face. When we re-opened after both lockdowns, it was heartening to hear so many people say how pleased they were to see us open again. A frequent comment was "We need you in the town". Furthermore, when we explained about the TIC consultation they were horrified at the thought of us not providing the service as we currently do. It would be very difficult for individuals to find out much of the information elsewhere if we were not there to provide it. These customers would be penalised because of their choice not to use the internet, both in obtaining information and losing the enjoyment of interacting with fellow members of the public. The disappointment on customers faces when they were told that we are not selling Cards For Good Causes this year because of Covid restrictions and our uncertainty about the date we would be re-opening made us realise how much hundreds of customers have relied on us to provide this service every Christmas. The income from the sales of CFGC and Christmas stamps amounts to an income of approximately £28,000 (gross)p.a. and will be a huge loss to the charities concerned and reduced income to the TIC/Council this year and will continue if the TIC closes. It is clear that at Sherborne TIC that we do very few bed and breakfast bookings now as visitors tend to make their arrangements before leaving home, whether this is by email, phone or letter. However, many visitors to the town make the TIC their first port of call as they know that they can get up to date information from knowledgeable staff. They are also happy to browse the selection of leaflets and brochures offering information about how to spend their time (and money) in Sherborne and the surrounding areas. Often visitors will be amazed at the amount of information we hold and would not have known about the attraction or event if they were not able to access the TIC in. If a person doesn't know about said attraction or event they cannot look it up on the internet! Although many of our local residents do use the internet to find out information or buy tickets for various events, they are still keen to speak to us in person. As you know we have, prior to the Covid outbreak, sold tickets for many events in the town and further afield. Sherborne Abbey Festival, Sherborne Literary Festival, Sherborne Castle Fireworks, Sherborne Film

Festival, Yeovil Air Day, Dorset Steam Fair are a few of the more prominent ones. At times last year we were selling tickets for in excess of 12 events at various times at Sherborne TIC. Even customers who have access to the internet often come in to book their tickets with us and have them handed to them rather than doing it from home as they find it an easier process. If the TICs are closed, this loss of income to the TIC/Council will be considerable. This may have a knock-on effect to some of the smaller event organisers, particularly charities, who have relied on us to sell tickets for them. If Sherborne TIC is to operate in a different and more cost efficient way would it be possible for any of the following to be considered?

- \* Ask Sherborne Castles Estates for a reduction in rent. We could perhaps act as a box office for them, and also sell the products they have in their gift shop for them in return for reduced rent.
- \* Approach local businesses to allow space for a TIC within their premises, eg Waitrose, Sainsbury's, Cross Keys Pub, railway station, post office.
- \* Purchase a mobile unit and position it in one of the Council run car parks. Any permanent closure of the TIC would be very disruptive for Sherborne. It is clear to me that we offer an essential service to the town, more so for the residents and we are part of a community that is currently trying to survive in these uncertain times. As an Information Centre rather than a Tourist Information Centre we could work for and with the community, providing a much-needed hub and central meeting point for local residents and visitors alike. A final consideration - should all or any of the three TICs be closed, redundancy payments will have to be provided, people will be out of work and more taxes not paid to the Government. A further financial implication to consider for the wider community. I hope that this has given you an insight to the various reasons why I think TICs should remain open in one form or another, but not just as an on-line service."

## Town/Parish Councillors

11 Town/parish councillors responded on their own behalf to the consultation.

## Official Organisational/Business Responses

75 organisations/businesses provided an official response from their business/organisation. These came from:

Q6 Name of the business/organisation/community group
Amateur Players of Sherborne
Bagwell Farm Touring Park
Beaminster Museum
Beauhemia
Bere Regis and District Twinning Association
Bookham Court
Bournemouth Sinfonietta Choir
Bradle Farmhouse
Brewery Square
Camp Bestival (Safe Festivals Group Limited)
Campsite
Charterhouse Auctioneers
Corfe Castle National Trust
Crossways Travel Ltd
Dorchester Conservative Association
Dorchester Post Office
Dorset Cottage Holidays
Dorset Food & Drink
Dorset Visual Arts -/Dorset Art Weeks
Douzelage
Downshay Tourers & Tents
Dream Adventures Ltd

Excel Taxis Network
Fernhill Wholesale
Galway Guest House
Giants Head Caravan & Camping Park
Girling Services Ltd
Goldcrest Jewellers
Jurassic Jaunts
Langton Matravers Parish Council
Mervyn House B&B
Midwest the Stationers
Moreton Church
National Express
naturalife wholefoods
Oliver's Coffee House
Piddlehinton Twinning Association
Poundbury Wealth Management LLP
Self-employed Tour Guide
Services for Tourism Ltd / Dorset Tourism Awards
Sherborne Abbey
Sherborne Abbey Festival
Sherborne Amateur Pantomime Society
Sherborne Castle and Gardens
Sherborne Museum
Sherborne Steam & Waterwheel Centre
Sherborne Walks
Shire Hall Historic Courthouse Museum
Society of Dorset Men
Specialist Plant Fairs
Sprint Signs
square and compass
Susie Watson Designs
Swanage Blues
Swanage Railway
Taste Restaurants Ltd
The Eastbury Hotel & Spa
The Gardens Group Ltd
The Grange at Osborne
The Gryphon School
The Horse with the red Umbrella
The Jerram Gallery
The Outdoor Guide
The Three Wishes
Tor Mark books
Treetops caravan Park
Trent Memorial Hall
Ullwell holiday park
Visit Dorset
Wessex Strings
Weymouth BID

Weymouth Heritage Centre Ltd
White Horse Farm Holiday Cottages
Wimborne Model Town
Wings & Wheels Henstridge

Responses from businesses and organisations showed fair support for the possibility of running the TICs differently. On the specific question “Do you agree the other TICs at Dorchester, Sherborne and Wareham could also be run differently and still provide the service you value?” 43% strongly agreed/agreed compared to only 11% strongly disagree/disagree.

A response has been received from the Visit Dorset and Growth& Economic Regeneration team at Dorset Council Their main points were:

- TICs are valuable to residents and visitors
- Prefer a new business model over closure
- Closure would have an impact on VD - would lead to additional pressures/resource requirements on VD
- TICs are beneficial for specific/local/accurate information and to the local economy
- Suggest alternative form of service (rather than just reducing the current offer) – rename from Tourist Info and offer community support and visitor engagement – more of a developmental role working with partners to enrich the offer.

The table below shows some selected comments giving an idea of their views. Full comments are available in the appendix.

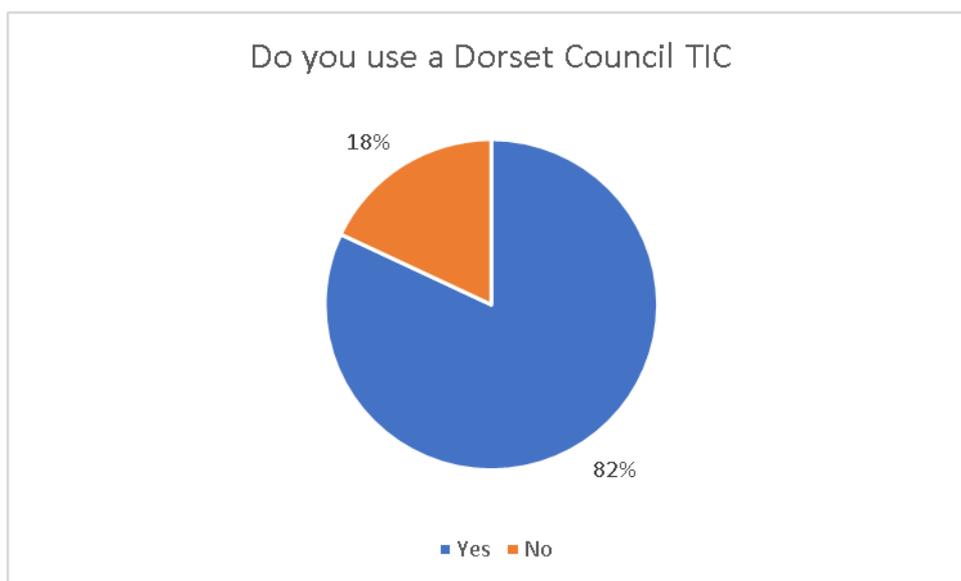
Selected business /Organisational comments
“My main experience is of the Shaftesbury and Blandford Centres. They are good so clearly the centres can be volunteer run. Makes me think that the bigger places might at least have a mix of paid and volunteer staff”
“if the information centre was sponsored by having a normal tourist based shop in it,s premises then the profits could run the centre”.
“There are many models all over the world where TICs have effectively been run by local groups / volunteers. In France virtually every town and village has a TIC run by the local Chamber”
“If other towns in Dorset can run TICs by town councils or volunteers surely others can to”
“Having professional staff in the key tourist areas is important”
“a TIC needs a prominent space that locals and tourist alike can readily access. Any volunteer-run service is unlikely to have the funds to manage such an expenditure”.
“The Council should run the TICs. They should have an obligation to run them after all the Attractions advertising are Tax Payers and they bring Thousands of pounds each year into the County.”
“My feeling is that where resources be combined to reduce overheads and costs it should be implemented.”
“The cost of providing the required services is very high - our own Visitor information centre in Weymouth had to close due to lack of funding and a lack of volunteers.
Whoever provides the service needs to have a belief in the importance of the service they are providing and the vision to make the service work, as appears to be the case in Bridport.”
“I have worked extensively with the Bridport TIC and they service and atmosphere they provide is second to none, are there ways to allow local authorities or town councils to give more supportive or work with TIC's and staff to ensure they thrive and also better control their funding relationships with local councils and businesses”

Business/Organisational responses are considered in each individual question.

## Q Do you use a Dorset Council Tourist Information Centre?

They are in Dorchester, Sherborne and Wareham (Discover Purbeck)

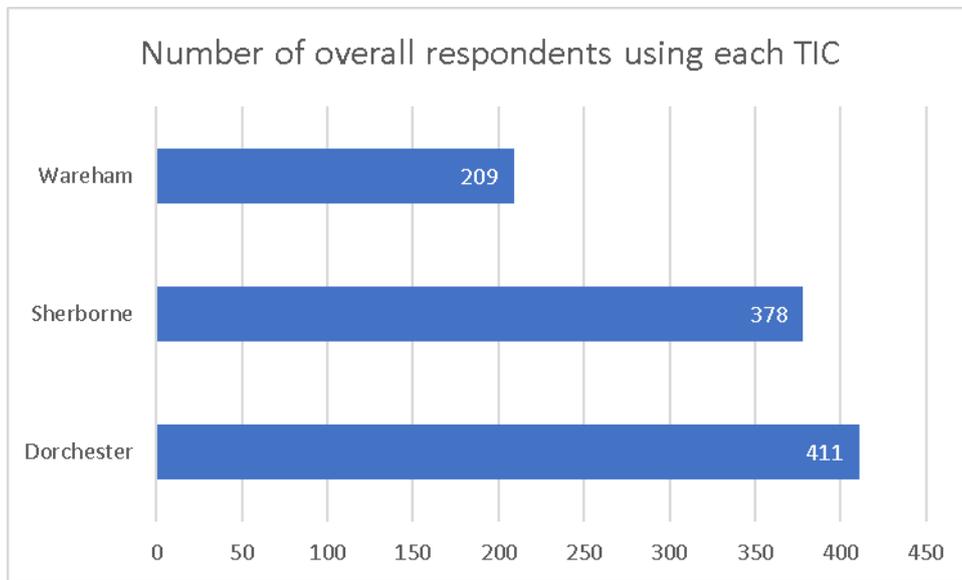
Overall responses	Yes	No
Number	811	178
% of all who responded	82.0%	18.0%



## Q Which Dorset Council Tourist Information Centres do you use? (select all that apply)

Overall responses	Dorchester	Sherborne	Wareham
Number	411	378	209
% of all who responded	51.2%	47.1%	26.1%

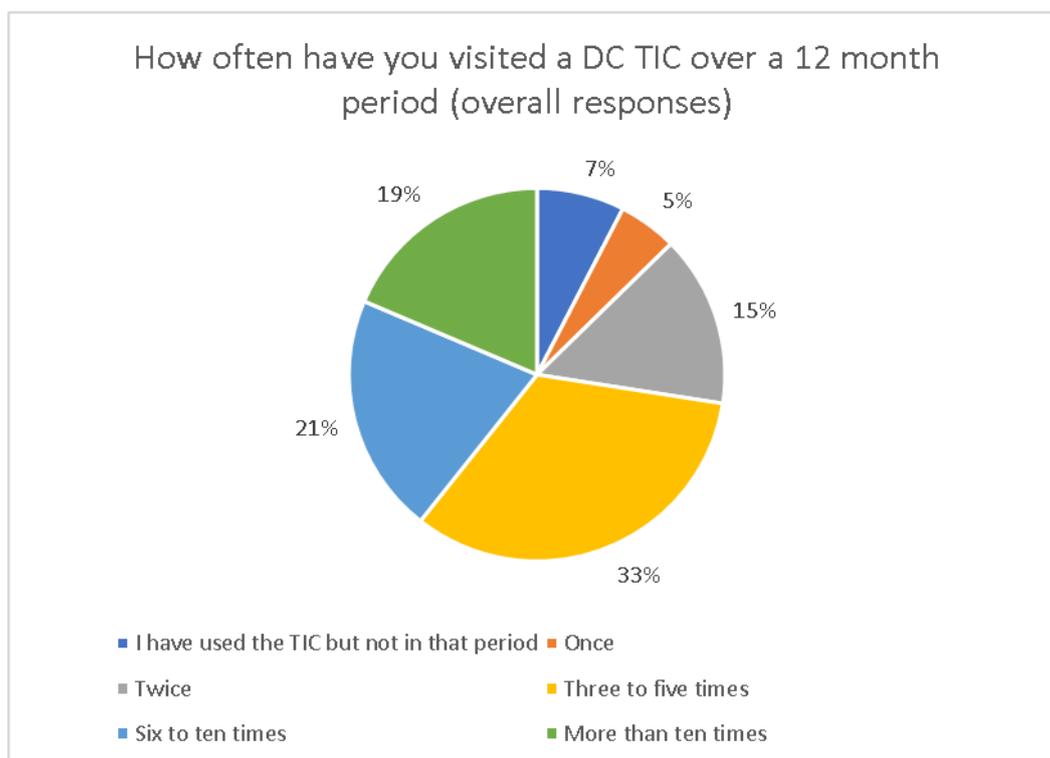
In this question people could make multiple choices. Responses to this question showed overall respondents used both Dorchester and Sherborne to quite a high level but Wareham slightly less so. Looking specifically at responses from visitors 64% of them used Sherborne, 35% Dorchester and 29% Wareham. Dorchester was used by disabled respondents more than Sherborne or Wareham.



Q Roughly how often have you visited one of these Tourist Information Centres in the 12 months prior to them temporarily closing due to Covid19 in March 2020?

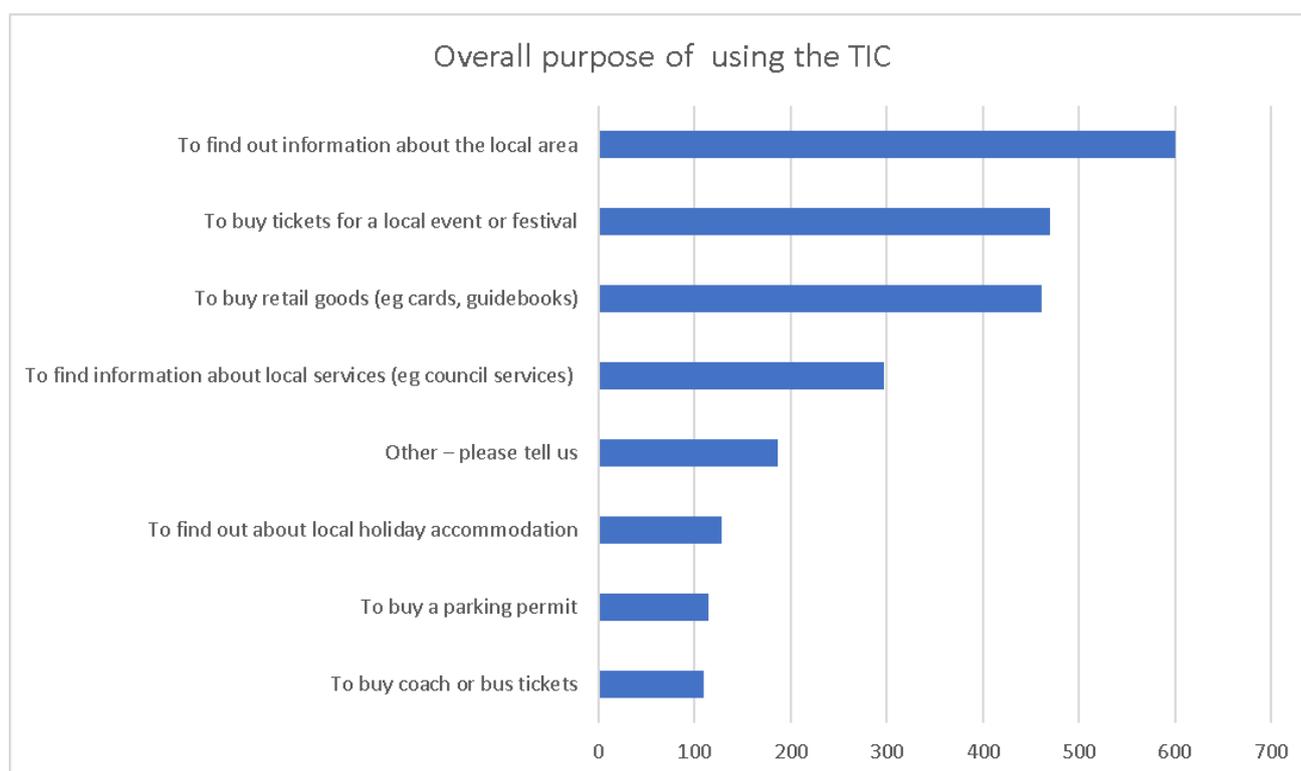
Overall responses	I have used the TIC but not in that period	Once	Twice	Three to five times	Six to ten times	More than ten times
Number	61	41	120	268	168	150
% of all who responded	7.5%	5.1%	14.9%	33.2%	20.8%	18.6%

As the table above shows many respondents said they visited the TICs on quite a number of occasions throughout the year. Nearly 40% said they visited over 5 times in the year. Looking at responses specifically from visitors they clearly did not visit so many times with 25% visiting over 5 times. Looking at responses from people who visited Dorchester 32% visited over 5 times. Equivalent figures for Sherborne was higher at 46% and Purbeck at 45%. Just over 60 disabled people responded to the survey, mainly local residents rather than visitors. They were quite regular visitors with 52% visiting more than 5 times in the year.



## Q For what purpose did you use the TIC? – tick multiple options

Overall responses	Number	% of all who responded
To find out information about the local area	601	74.3%
To find information about local services (eg council services)	297	36.7%
To buy tickets for a local event or festival	470	58.1%
To buy retail goods (eg cards, guidebooks)	461	57.0%
To buy coach or bus tickets	109	13.5%
To buy a parking permit	114	14.1%
To find out about local holiday accommodation	128	15.8%
Other – please tell us	186	23.0%



Overall respondents main use of the TIC was to gather information about the local area with  $\frac{3}{4}$  of people using them in that way. The next two most popular uses were for retail purposes including tickets for events and also goods. The fourth most popular use was finding information about local services. 48% of all selected uses were retail uses.

Looking specifically at visitors they were more focused on information about the local area and holiday accommodation. They were also interested in retail goods, including event tickets.

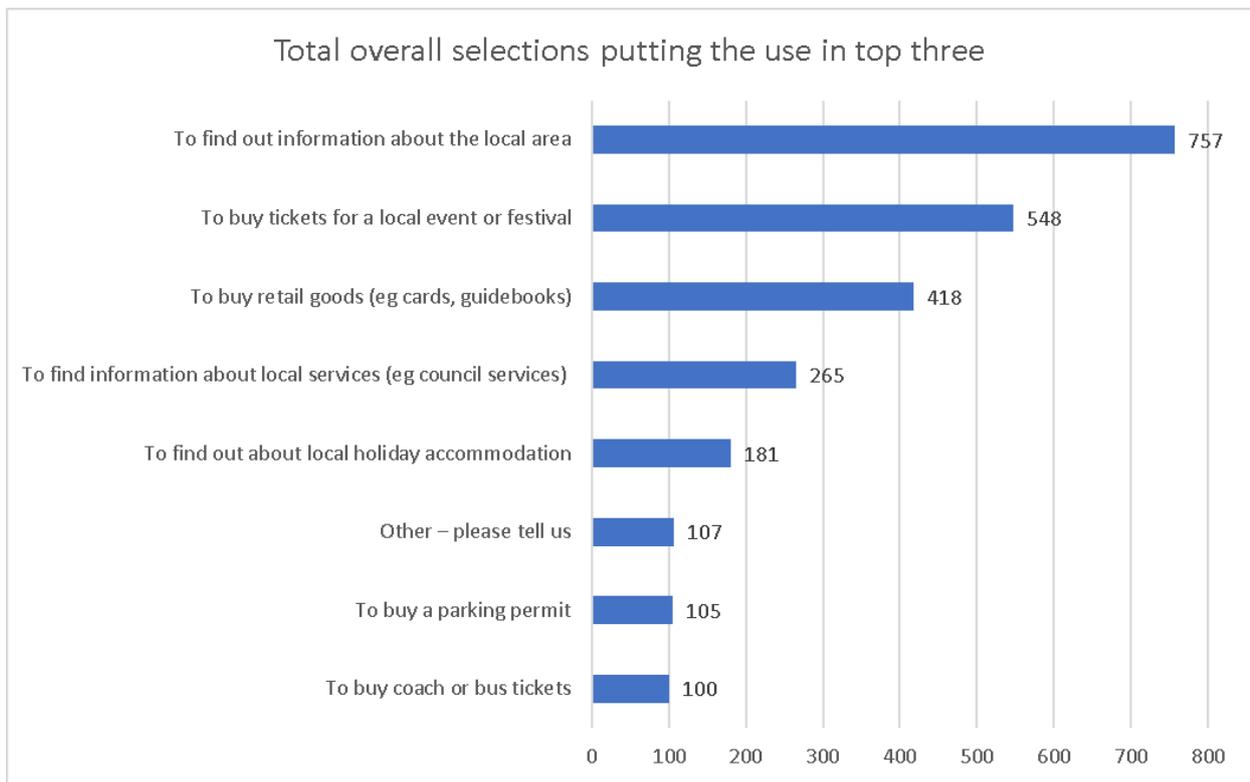
Disabled use of the TICs was very similar to non- disabled use.

Looking specifically at what people had listed under other uses of the TIC shows many were actually uses already suggested in the main part of the question. A summary of those responses is shown in the table below. The main extra category suggested was for organisations and individuals to advertise their events and businesses at the TIC for residents and visitors alike. Other things listed were more specific things within the categories.

<b>Other Purpose</b>	<b>Mentions</b>
To advertise an event/business or to provide leaflets/information/posters	61
To find out about local events/attractions/history	53
To get a bus/rail timetable	24
To get various misc information about the local area	19
For the TIC to sell tickets for an event	18
For maps/directions and walking/cycling routes.	17
To buy/acquire local magazines and papers	16
Other - general miscellaneous use.	16
Getting information for guests/visitors	15
Retail purposes (9 - Charity Christmas Cards)	14
To ask for support, questions or recommendations.	11
To buy/acquire recycling/refuse bags	7
To ask for information on other areas	7
Place of work	5
Accommodation	2

**Q Please rank the importance of the services from the TIC. Select up to 3 services that are most important to you.**

<b>Overall responses</b>	<b>Number 1<sup>st</sup> choice</b>	<b>Number 2<sup>nd</sup> choice</b>	<b>Number 3<sup>rd</sup> choice</b>
To find out information about the local area	533	142	82
To find information about local services (eg council services)	45	132	88
To buy tickets for a local event or festival	158	255	135
To buy retail goods (eg cards, guidebooks)	37	156	225
To buy coach or bus tickets	17	41	42
To buy a parking permit	28	38	39
To find out about local holiday accommodation	22	56	103
Other – please tell us	41	20	46



The overall responses showed the most important service that respondents used the TIC for was to find out about the local area, with a total of 757 selections for 1<sup>st</sup>-3<sup>rd</sup> place. The next two most popular services were retail ones. Buying tickets for local events/festivals received 548 overall and purchasing retail goods 418. None of the other uses came close to these more popular choices.

The response from visitors was again focused on information about the local area. The main difference was that, as you might expect, finding out about local holiday accommodation was more important and more on par with some of the retail activities.

Looking at responses from people who are disabled they were similar to the overall responses.

### Q Why are these most important to you?

811 people took the opportunity to explain why these are important to them. The table below shows the coded results from the responses.

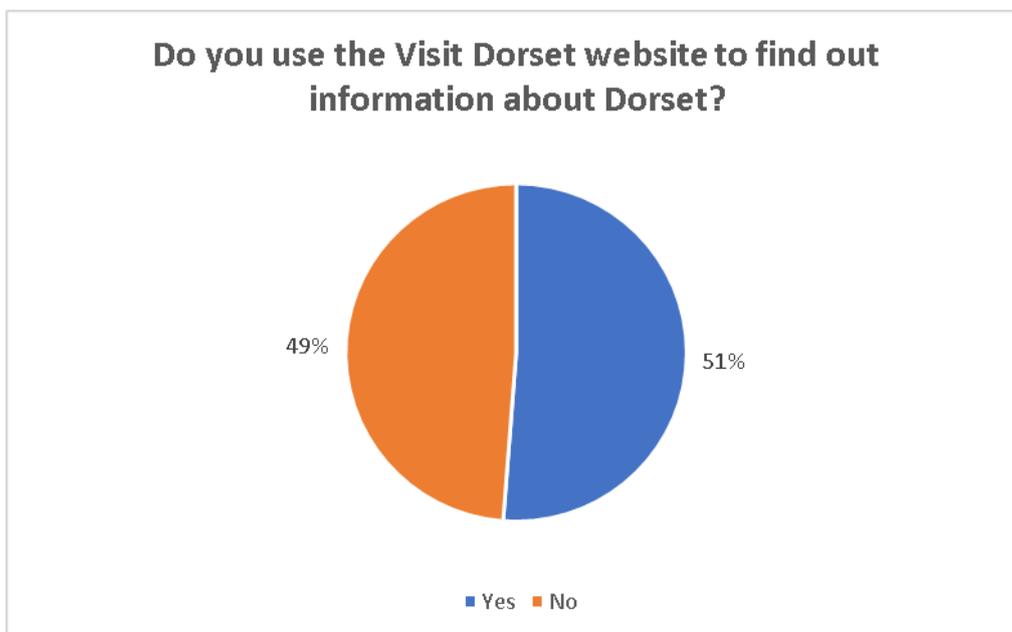
Comment	Mentions
To get information and keep up to date on the local area, services (e.g. timetables, maps, permits) and events from a reliable source and to support local economy, business, events.	206
To talk to someone face-to-face, with local, up-to-date knowledge that can clarify or offer tailored information/answer questions or offer new information/suggestions	162
Good retail offer, including unique local gifts, souvenirs and Christmas cards	122
Convenient, accessible, information hub where all the information is in one place	117
Preferred method/ease of buying events or coach tickets	109
Important port of call to visitors and for tourism in the area (for motorhome users and where to park - 23)	90
Internet/Online does not offer the same quality, up-to-date or breadth of local information as a person/TIC does & you need to know what you are searching for. Not always available on the move (internet/phone signal).	87
To help advise customers, guests and visitors to the area	84
Promotion/support of our businesses or events	50
Service not available/as good elsewhere or unsure where to go for it	38
Do not use computers, internet or social media	35
These are services I expect/need from a TIC (most common choices were local area information, tickets, retail, parking)	34
I do not use or need the service, will or do use sources elsewhere (esp. online)	28
Important community asset. Also adds value to life/health	27
If you are new to or don't know the area.	25
General positive comment about TICs	23
Other reason	9

The main reason given was to get information and keep up to date on the local area, services (e.g. timetables, maps, permits) and events from a reliable source and to support local economy, business, events. Clearly people find the TICs a good reliable source of local information. The second most popular reason was to talk to someone face-to-face, with local, up-to-date knowledge that can clarify or offer tailored information/answer questions or offer new information/suggestions. It is clearly the face to face element that people found most beneficial.

The retail offer was also quite a popular reason for people finding the TICs important. They also appreciated the “one stop shop” approach where you could get information, buy things all in a face to face environment. The specialist knowledge and local knowledge was particularly valued.

### Q Do you use the Visit Dorset website to find out information about Dorset?

Overall responses	Yes	No
Number	503	479
% of all who responded	51.20%	48.8%



Overall the Visit Dorset website was used by around half the respondents.

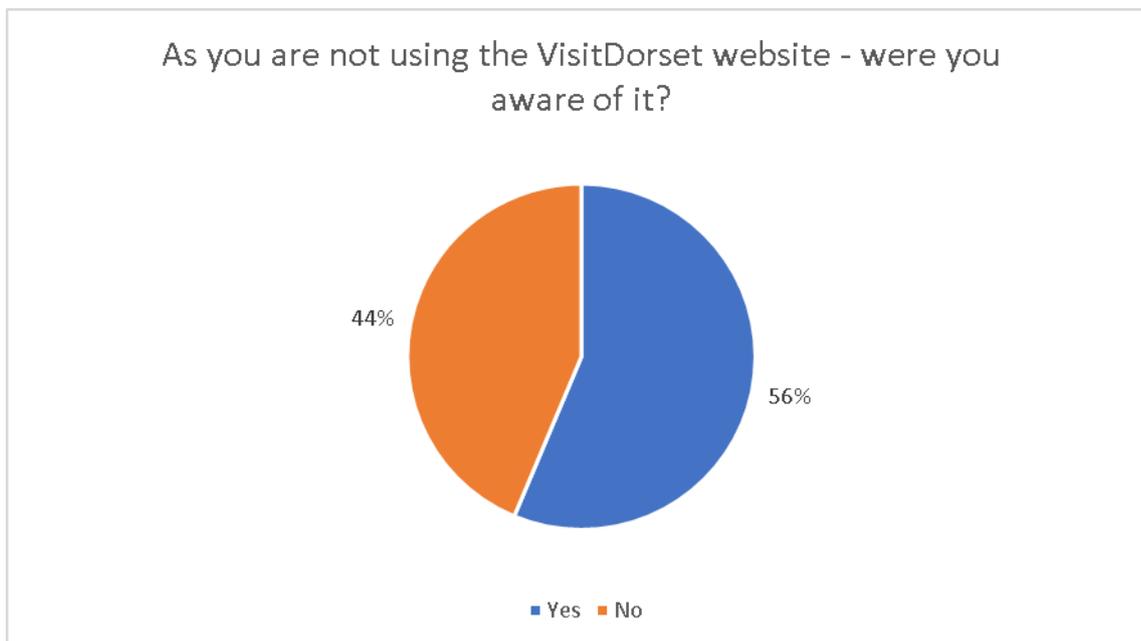
Responses from visitors were very similar with 50.5% using the website and 49.5% not using it. Disabled respondents used the website less than the average with 44.4% using it and 55.6% not using it.

Use of the website was not particularly affected by age. 47.8% of the over 65s responding said they used the Visit Dorset website. With under 45s use of the website increased slightly to 58.3%.

Those who didn't use the VisitDorset website were then asked an additional question.

## Q Were you aware of the Visit Dorset website?

Responses from those not using the VD website	Yes	No
Number	263	204
%	56.3%	43.7%

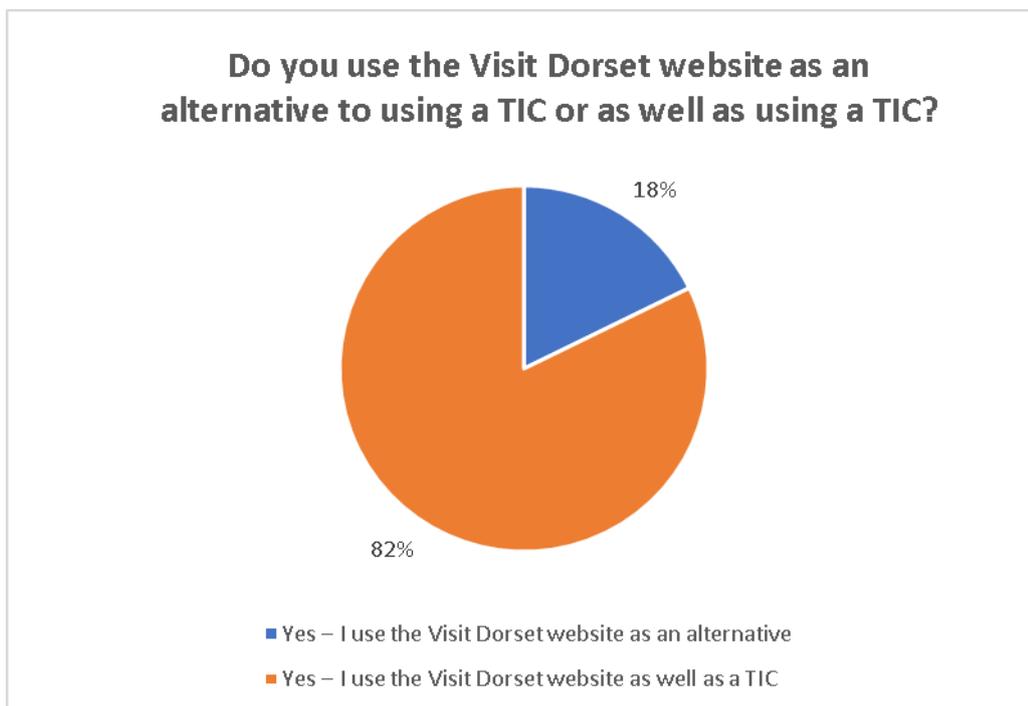


So over half of those responding who didn't use the website were aware of it, with 56.3% responding this way. However, 204 were not aware of the VisitDorset website.

The following question was only asked to those who did use the VisitDorset website.

## Q Do you use the Visit Dorset website as an alternative to using a TIC or as well as using a TIC?

Responses from those using the VD website	Yes – I use the Visit Dorset website as an alternative	Yes – I use the Visit Dorset website as well as a TIC
Number	86	399
%	17.7%	82.3%



Over 80% of those who said they used the VisitDorset website said they used it as well as the TIC.

## Q Tell us more about your use of the VisitDorset website

321 people responded to this question. The responses are summarised below.

Comment	Mentions
Use website for ideas or to plan days out/events/opening times and contacts/accommodation - especially for the wider county.	86
Website is limited in scope (too general about the county and not local info they need, can't answer Qs, follow ups) (31) out-of-date/incomplete/inaccurate (11)	42
Use website for basic/general, then the TIC for more/local/specific info or actions (e.g. buying tickets)/as a preference	39
Prefer TIC, face-to-face interaction and 'hard copies' of information	30
Use website when the TIC is not open/can't get there/no TIC	24
Website is difficult to use/navigate	22

Website has good/valuable/additional info/links, is convenient and user friendly	21
Comment about the general Council website (confusion with Visit Dorset)	17
Website is useful at short notice, for immediate info and 24/7	13
Use website to promote events and other adverts	12
Use website for research/courses/work, read blog/newsletters	11
Other comments	11
Use website due to COVID/lockdown	10
Have not used the website recently/rarely use	9
I did not know about the website/need to use it	3

From responses it showed that people “Use website for ideas or to plan days out/events/opening times and contacts/accommodation - especially for the wider county.” most of all. So it seems they find the website useful for information for the wider county but prefer to use the TIC for more detailed local knowledge. There was an appreciation of the fact that the website is open all hours unlike the TIC. With 17 mentions it is clear that there is some confusion between the VisitDorset website and the wider Dorset Council website.

The survey explained that “The council is under continuing financial pressures with the need to reduce budgets and streamline services in many areas. These are difficult decisions. Below are listed some of Dorset Council's services.”

Q If you were trying to manage with less money how would you rank these in order of importance for protecting or maintaining the budget.

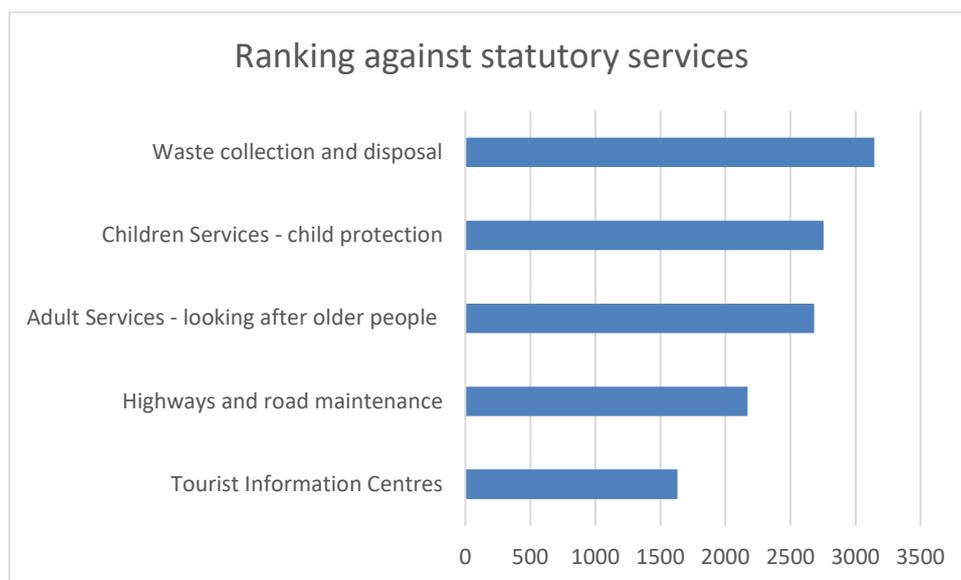
<b>Overall responses</b>	<b>1<sup>st</sup> choice</b>	<b>2<sup>nd</sup> choice</b>	<b>3<sup>rd</sup> choice</b>	<b>4<sup>th</sup> choice</b>	<b>5<sup>th</sup> choice</b>
Tourist Information Centres	70	50	139	127	411
Waste collection and disposal	352	129	219	85	41
Adult Services - looking after older people	135	281	181	140	59
Children Services - child protection	230	206	157	120	69
Highways and road maintenance	67	182	146	262	146

The above table shows the responses to this question asking people to rank the TIC service in relation to other Dorset Council services which are generally statutory. This was asked as if people were considering maintaining budgets. As you might expect whilst people value the TIC service most rated the important statutory services more important when considering the budget.

The Waste Collection and disposal service was highly valued by respondents and highway and road maintenance less so.

If one awards 5 points for a first choice down to 1 point for a 5<sup>th</sup> choice you can create a score for each service. The table below shows how this leaves TICs in fifth place compared to the other services listed. This is shown in the table and chart below.

Service	Score
Waste collection and disposal	3144
Children Services - child protection	2754
Adult Services - looking after older people	2681
Highways and road maintenance	2171
Tourist Information Centres	1632



The survey explained that “Below are listed some of Dorset Council's non-statutory services.

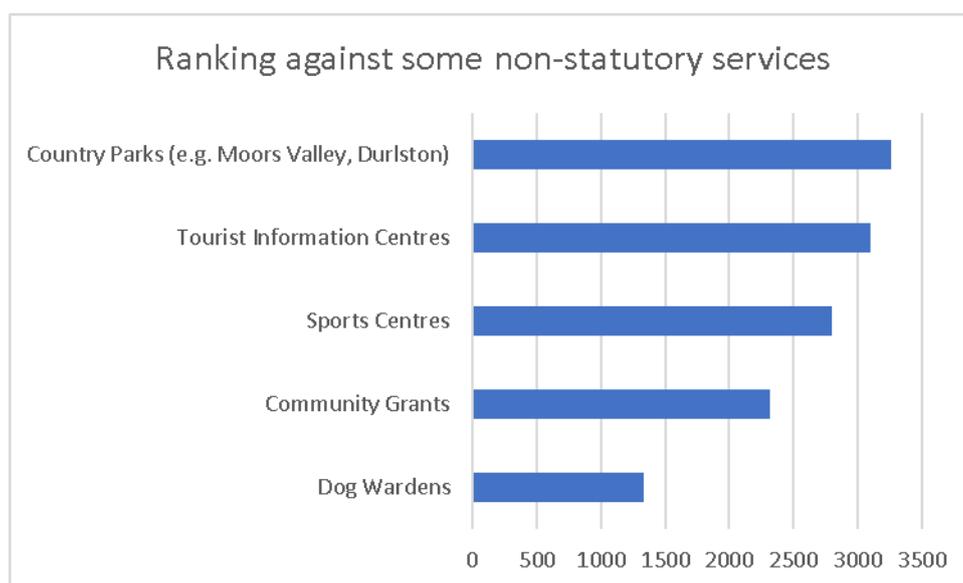
Q If you were trying to manage with less money how would you rank these in order of importance for protecting or maintaining the budget.

Overall responses	1 <sup>st</sup> choice	2 <sup>nd</sup> choice	3 <sup>rd</sup> choice	4 <sup>th</sup> choice	5 <sup>th</sup> choice
Tourist Information Centres	276	190	226	111	61
Sports Centres	201	212	182	156	84
Country Parks (e.g. Moors Valley, Durlston)	271	300	170	82	29
Dog Wardens	20	43	88	163	470
Community Grants	114	126	196	264	123

In this scenario Tourist information Centres were ranked considerably higher but were very similar to Country Parks which were highly valued.

If one awards 5 points for a first choice down to 1 point for a 5<sup>th</sup> choice you can create a score for each service. The table below shows how this leaves TICs in second place to Country Parks but above Sports Centres.

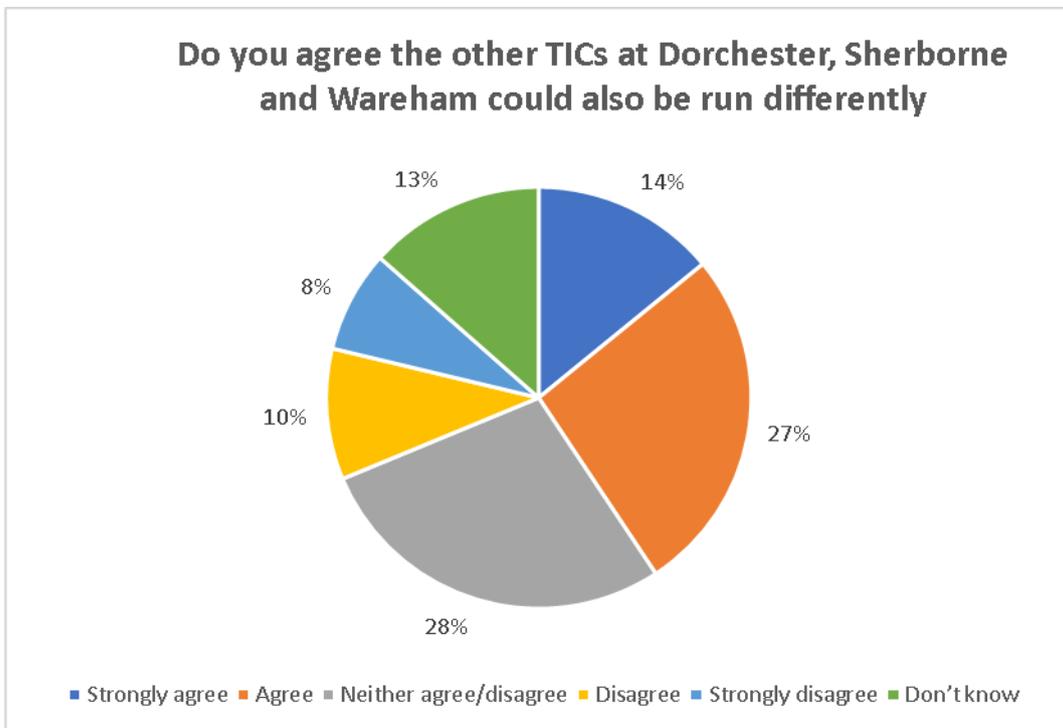
Service area	score
Country Parks (e.g. Moors Valley, Durlston)	3,258
Tourist Information Centres	3,101
Sports Centres	2,795
Community Grants	2,313
Dog Wardens	1,332



Currently only 3 Tourist Information Centres are run by Dorset Council at Dorchester, Sherborne and Wareham. There are 5 other TICs across the county which are not managed by Dorset Council and these are run in different ways: Bridport (Town Council run) Wimborne (volunteer run) Swanage (Town Council run) Blandford (volunteer run) Shaftesbury (volunteer run)

**Q Do you agree the other TICs at Dorchester, Sherborne and Wareham could also be run differently and still provide the service you value?**

Overall responses	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree	Don't know
Number	137	260	273	98	76	131
% of all who responded	14.1%	26.7%	28.0%	10.1%	7.8%	13.4%



Overall 40.8% of respondents strongly agreed/agreed that the three TICs at Dorchester, Sherborne and Wareham could be run differently. 17.9% disagreed/strongly disagreed that they could be run differently and still provide the service they value. This gives a net agreement figure of plus 22.9% where zero would have meant an equal number disagreeing as agreeing. However, many people were unsure with 13.4% saying don't know and a significant 28.0% neither agreeing nor disagreeing with the statement.

The table below shows how other groups responded to the same question.

	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree	Don't know
<b>Overall</b>	14.1%	26.7%	28.0%	10.1%	7.8%	13.4%
<b>Visitors</b>	12.5%	21.6%	30.7%	10.2%	6.8%	18.2%
<b>Disabled</b>	19.0%	12.7%	30.2%	12.7%	11.1%	14.3%
<b>Local residents</b>	14.1%	27.2%	27.3%	10.3%	8.5%	12.6%
<b>Businesses/ organisations</b>	9.1%	34.3%	27.3%	8.1%	3.0%	18.2%

Whilst there was some variation between the different groups there was no real outliers. Looking at the responses from the groups in the table above there is net agreement in all cases. Businesses and organisations were also generally accepting that there could be another way of providing the service. Their net agreement is plus 32.3%.

## Q Why do you think that?

718 people responded to this question. We considered their responses based on whether they

- Strongly agreed/Agreed
- Strongly disagreed/Disagreed or
- Neither Agreed/Disagreed or Did not know

This was to look for patterns in the responses. The table below shows a summary of the key messages from each group.

Comments – Strongly Agree/ Agree	Mentions
As the model/doing it differently works elsewhere	70
A tourist information service is very important for towns/tourism /community - not just who funds/runs it (15)	47
Support being run by the Town Council (plus volunteers/community)	45
Use trained/supported volunteers to keep them open	31
Comment agreeing it could be done differently if viable/funded/discussed/improved	24
Should be co-located/collaborate/network with other organisations	23
Mix of paid/volunteer staff (not just volunteers, 9)	22
Any service must be in a good location, have the right opening hours	16
Do not necessarily need TICs - irrelevant/online/outdated/other methods/not open	12
Improve/combine retail/commercial income offer	9
Other comments/don't know	8
Online services are important (esp. off-season) online chat/call/self-service	7
Should not be run/funded by council/residents, but other (e.g. business, self-funded)	7
Continue to run as it is	6
Consolidate to one local information/customer service centre	6
Should be run/funded by the County Council - and be imaginative (2)	5
Weymouth should have a TIC	2
More consultation - consult staff, other councils	2
Funding should be the same/shared across all TICs	2

Comments – Strongly disagree/ disagree	Mentions
Keep professionalism and knowledgeable staff - volunteer-led can be unreliable/less quality/less well funded.	61
Continue to run as they are now/do not cut services - tourism is important	36
Should be funded/run by the County Council - Town Council less likely to be able to	16
Volunteers should be in addition to staff - not dependent on them, not enough available	15
The service will continue to be reduced/be lost	11
Other comments	6
Use the internet instead so TICs not needed - spend savings on online offer.	4
Not enough information/don't know/never visited other TICs	3
Council should save money/fund elsewhere	2
Dorchester should have a fully funded TIC	2

Comments – Neither agree/disagree or Don't know	Mentions
I don't know enough/there is not enough information	66
No experience of/never visited the other TICs	56

Keep professionalism and knowledgeable staff - volunteer-led can be unreliable/less quality/availability	41
Service level/maintaining good service is important - not necessarily who runs/funds it/online	34
Continue to run as they are now, keep a TIC/service	26
I don't know/do not use TICs	14
Should be run by the Town Council (plus vols if available/reliable)	9
Any service should be in a good location	8
Other comments	7
Consolidate to one local information/customer service centre	7
Should be funded/run by both Dorset Council and Town Council	7
Use paid and volunteer staff	5
Volunteers could provide the service	5
Council should raise income elsewhere/improve the town to attract tourists	4
Depends who is willing to take the service on/fund it	4
Weymouth should have a TIC	3
Decision should be budgetarily sound	3
Should be co-located with other organisations	3
The service will continue to be reduced/lost	2
The model appears to work elsewhere	2
Should be run by Dorset Council	2
Commercialise it/improve retail offer	2

The consultation introduction had explained why the current way of delivering the service was not viable going forward. Hence, this option was not available in the following question.

### Q With a significantly reduced budget should we?

(i) Work with town councils and the voluntary and community sector to provide a local and tourist information service

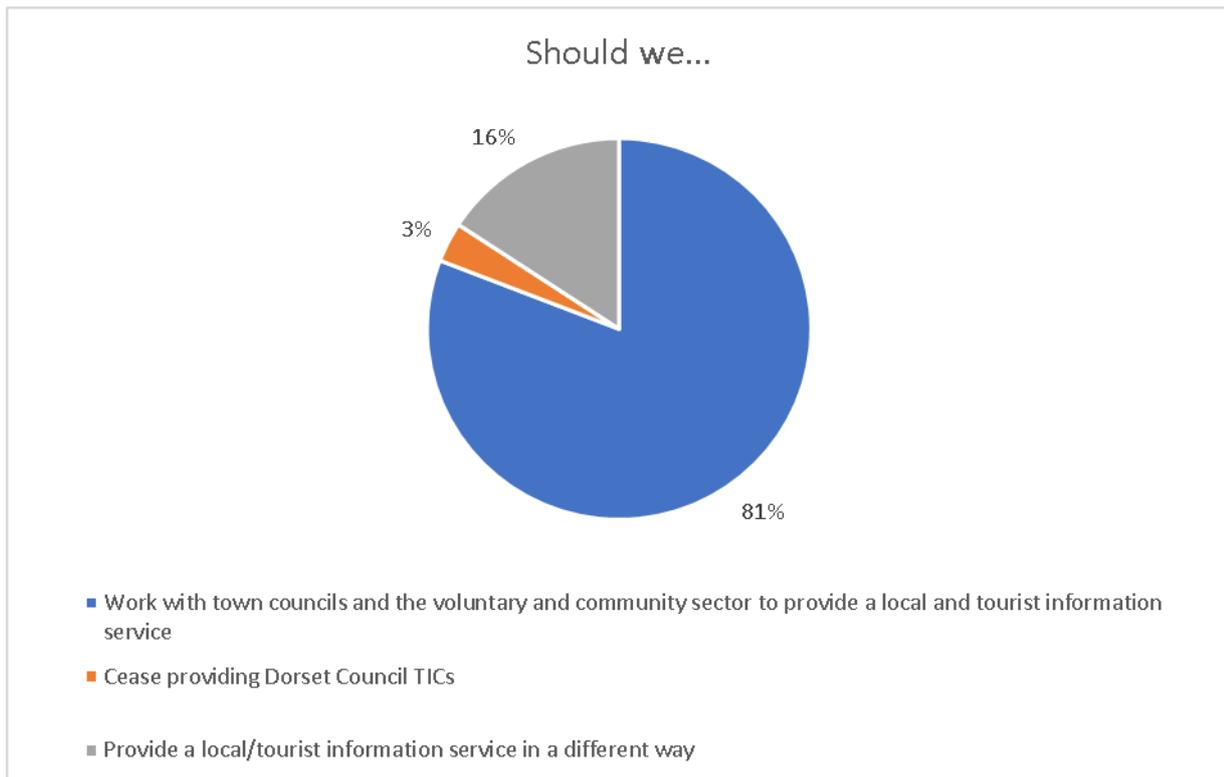
(ii) Cease providing Dorset Council TICs

(iii) Provide a local/tourist information service in a different way (please explain)

Overall responses	Work with town councils and the voluntary and community sector to provide a local and tourist information service	Cease providing Dorset Council TICs	Provide a local/tourist information service in a different way
Number	743	31	145
% of all who responded	80.8%	3.4%	15.8%

Rather than lose the TICs completely most respondents felt Dorset Council should work with the town councils and the voluntary and community sector to provide a local and

tourist information service. 80.8 % of respondents felt this way. A further 15.8% felt the service should be provided in a different way.



	Work with town councils and the voluntary and community sector to provide a local and tourist information service	Cease providing Dorset Council TICs	Provide a local/tourist information service in a different way
<b>Overall</b>	80.8%	3.4%	15.8%
<b>Visitors</b>	80.7%	0.0%	19.3%
<b>Disabled</b>	74.6%	5.1%	20.3%
<b>Local residents</b>	82.4%	3.2%	14.4%
<b>Businesses/ organisations</b>	83.5%	1.0%	15.5%

Looking at the responses from other groups there is no significant variation from the overall response. These are shown in the table above.

Q How do you suggest this service is provided?

Those specifically saying the service should be provided in a different way were then asked to explain how they thought that should happen. The main way suggested was working with other organisations e.g. libraries, museums etc. The second most regular suggestion to adapt the TIC offer as a smaller cheaper service making use of volunteers. The third most popular suggestion was working with commercial/business partners to provide a TIC within their current offer. Some of the ideas were already catered for in the suggested approach of working with town councils and the voluntary and community sector. There were a range of other suggestions including raising more revenue, becoming more digital, using more technology, more self-service, provide a wider information service etc. The full list is available in the table below.

Comment	Mentions
Work with/in another organisation: Library (inc dual use/staff/volunteers and longer opening hours) 17, other cultural/council organisations e.g. museum (14)	31
Adapt the TIC offer - reduce/tailor opening hours (9), staff/volunteer make-up (6), students/work exp/back to work (4), smaller service (4) upskill/retain staff (2)	25
Work with commercial/private/local businesses to accommodate a TIC/Kiosk	17
TIC: Increase revenue/commercial activity to raise income.	15
Increase/improve the online offer, webchat and digitising the experience.	13
Interactive and self-service kiosks and help points (with F2F/phone internet option, 8)	13
Town Council operated - support from VCS (2) staff/volunteers (4), schools (1)	11
A General local information/community/tourism service	10
Financing: Give grants, Govt/Council/Town Council/Business funding, tax visitors more, review leases, consider charitable status.	10
Other suggestion or comment	9
None of these/not sure - but important to keep a TIC and keep cost effective/location/good displays	6
Mixed offer: Should not just be volunteers or just a digital offer	5
Cut costs elsewhere at the Council	3
Volunteer-led	3

## Q Any other comments on the possible outcomes

There were 376 further comments. These covered a wide range of issues and these are summarised in the table below. The most prolific issue was the importance encouraging tourism for the benefit of the local economy. This issue was raised 82 times. Other major issues were around keeping the service as is, and ensuring a face to face service continued. Others talked about a TIC supported by a variety of different organisations and how important the TIC is to the local community. The full verbatim comments are available in the appendix.

Comment	Mentions
Encourages tourism and revenue which helps local economy/employment and important for visitor experience, expectations and impressions of Dorset.	82
The TIC should continue/be supported as it is/not be closed	38
Should be a face-to-face offer - better than online/may not have internet (23) to gain local knowledge and services (14)	37

Should be operated/supported by Town Council and using paid/VCS/schools to run it (also supported by Dorset Council, 11)	33
The TIC is an asset and is important to the locals and the community	31
Council should find other ways to cut costs/create income/look at other services.	28
Explore partnership working with other organisations/businesses/share sites	22
TIC's are/should be located in good locations and have opening hours to suit tourists (e.g. market day, weekends)	21
Online: Improve online/website presence, keep it current, webchat facility and support people to use it	19
Create more retail/sales/income opportunities (e.g local crafts, produce, souvenirs, coffee, services for motorhome visitors) or donations	15
TICs could be run by volunteers/community with appropriate training	13
Create a centralised local 'information' service/hub	12
TICs/Heritage should have properly funded jobs, training and advertising of their services.	12
Other comments	11
Should be staffed by a mix of paid workers and volunteers	10
Don't know/no further comment	9
Weymouth & Portland should have a TIC	9
Positive comment about TIC, staff or service	8
Offer a reduced TIC service to save money.	6
There should be more discussion and appraisal of options required with those affected	4
Close the TICs and save money	4
Explore grant funding/sponsorship/other opportunities to fund/run TICs	4

# Demographic Information

## Age

The tables below show the profile of people taking part in the consultation. The consultation is dominated by responses from those in the older age groups, with those aged 65+ making up 48% of respondents compared to only being 29% of the Dorset population.

5.6% of respondents preferred not to disclose their age group.

	Under 18	18-24	25-34	35-44	45-54	55-64	65-and over	Prefer not to say
<b>% of responses in age group</b>	0.2 %	0.1 %	3.0 %	6.6%	9.9%	26.3 %	48.3 %	5.6 %

## Gender

The current profile of the residents of Dorset show 49.8% male and 51.1% female. As the table below shows the responses from females, does vary considerably from the Dorset profile but this is not unusual in this type of survey.

	Male	Female	Prefer to self describe	Prefer not to say
<b>What best describes your gender?</b>	37.1%	56.6%	0.8%	5.5%

There was an uneven balance between males and females with 57% of responses from females and 37% from males.

## Disability

6.5% of respondents considered they had a disability. This equates to 63 people. Responses from disabled people were above average at 6.5% of responses compared to a Dorset figure of 5% based on those claiming either Disability Living Allowance, Personal Independence Payments or Attendance Allowance. The data has been used when analysing the responses to all the questions to see if people who have a disability had a different view to the majority on the key questions in the consultation.

	Yes	No	Prefer not to say
<b>Do you consider yourself to be disabled as set out in the Equality Act, 2010?</b>	6.5%	87.2%	6.3%

When looking at the specific disabilities of the 63 people responding 25 said they had a physical disability 32 had a longstanding illness, 7 had a mental health condition, and 15 a sensory impairment.

## Ethnic Group

	What is your ethnic group?
White British	87.8%
White Irish	0.5%
Gypsy/Irish traveller	0.0%
Any other white background	1.3%
Asian/ Asian British - Bangladeshi	0.1%
Asian/ Asian British - Chinese	0.0%
Asian/ Asian British - Indian	0.1%
Asian/ Asian British - Pakistani	0.0%
Any other Asian background	0.0%
Black/Black British - African	0.0%
Black/Black British - Caribbean	0.0%
Any other black background	0.0%
Mixed ethnic background – White and Asian	0.1%
Mixed ethnic background – White and Black African	0.0%

Mixed ethnic background – White and Black Caribbean	0.0%
Any other mixed background	0.4%
Prefer not to say	7.9%
Any other ethnic group	1.8%

With 88% of the respondents saying their ethnic group was White British this is fairly typical of the wider population.