

# THE MERE AT ELLSESMERE PARK VISITOR SURVEY 2018

Dear Visitor,

Research is currently being undertaken at the Mere at Ellesmere Park to better understand how people use the Park and **what other facilities would make it more likely to be used, especially out of the main summer season.**

Please can we ask you to spare a few minutes of your time to complete this survey as best you can. All results will be aggregated and not used to identify individuals. We will ensure we follow best practice under the Data Protection Act and will not share your details with third parties.

**Be in with a chance of winning free family membership, for 12 months to Shropshire's Great Outdoors - with free parking at The Mere along with 10% discount at the Mere Boathouse and other attractions.**

## 1. How often do you visit the Mere at Ellesmere ?

This is the first time  Daily  Weekly  Once or twice per month   
A few times per year  Other  *Please state.....*

## 2. How long will your visit last?

1-2 hours  2-3 hours  3-4 hours  Longer

## 3. How did you travel to the Park?

Car/ Motorbike/ Van  Bus/coach  Train  Taxi  Bicycle  Walked  Horseback   
Motorhome  Other  *Please state.....*

## 4. How did you find out about the Mere at Ellesmere? (please tick all that apply)

I have visited before  Recommendation/word of mouth  Promotional materials (e.g. leaflets)   
Visitor Information Centre  Social media  Local press   
Website/internet searches (shropshiresgreatoutdoors)  Internet review sites (Trip Advisor)  Other  
 *please state.....*

## 5. What facilities will you use during your visit? (please tick all that apply)

Paths around the Mere  The Boathouse Café  Play area toilets   
Adventure play area  Arboretum  Ice cream kiosk  Leaflets/ Visitor information  Car parking  
 Dog bins  Other  *Please state.....*

**6. Please rate the following aspects of your visit to the Mere on a scale of 1 to 5 (where 1 is excellent and 5 is very poor)**

	Excellent	Good	Satisfactory	Poor	Very Poor
Attractiveness of the park	1	2	3	4	5
Number and range of things to do for young children (up to age 11)	1	2	3	4	5
Number and range of things to do for older children (age 11-16)	1	2	3	4	5
Number and range of things to do for adults	1	2	3	4	5
Toilets	1	2	3	4	5
Car park	1	2	3	4	5
Signage and information	1	2	3	4	5
Overall impression of the Park	1	2	3	4	5

**Comments:**

**7. Please rate the following ideas for improvements to the Mere Park on a scale of 1 to 5 (where 1 is excellent idea and 5 is very poor idea)**

	Excellent	Good	Not sure	Poor	Very Poor
New Café/Tearoom close to the adventure play area	1	2	3	4	5
A new soft indoor play area, close to the outdoor adventure play facilities	1	2	3	4	5
Improving the toilets near the adventure play area	1	2	3	4	5
More interpretation of the history of the site	1	2	3	4	5
Better all ability access	1	2	3	4	5
Improvements to the outdoor adventure play area	1	2	3	4	5
More events	1	2	3	4	5
Better signage	1	2	3	4	5
Availability and access to more water sports such as canoeing/boating/paddle boarding/windsurfing	1	2	3	4	5
Better fishing access	1	2	3	4	5
Provision of small craft retail units	1	2	3	4	5
Better car parking access	1	2	3	4	5

**Other/ comments:**

**8. If the improvements above were made, would it encourage you to visit the Mere Park out of the main summer season?**

Yes  No

**9. Approximately how much per day have you spent on/will you spend on: (please answer on behalf of the party you are with)**

	Approximate daily amount spent in £
Food and drink	
Events	
Travel	
Shopping	
Other	
<b>Total</b> (this should equal your total estimated spend per day)	

**10. Which of the following words would you use to describe this Park?** (please tick all that apply)

Peaceful  Boring  Picturesque  Dynamic  Friendly  Interesting   
Traditional  Exciting  Different   
Other  please state .....

**11. Would you return to the Park?**

Yes  No  If no, please state why

**12. Are you:**

Male  Female

**13. What is your age group?**

Under 16  16 – 24  25 – 44  45 – 64  65+

**14. Which of the following best describes the people you are with today?**

Alone  With partner  With family  With friends  With family & friends   
How many people are there in your party \_\_\_\_\_

**15. Are you:**

A resident in the county of Shropshire  A day visitor from outside Shropshire   
An overnight visitor from the UK  A visitor from overseas

**16. Where do you come from?** Please provide either postcode, your closest town or your country of origin (for international visitors)

Postcode.....Town.....Country.....

**Thank you for your help with our research**

**Don't forget to include your contact details below if you would like to be entered into or prize draw!**

Telephone.....Email.....

Please tick here if you would like to be added to our mailing list to receive a monthly update about the park and what's else is going on in Shropshire's Great Outdoors: