



West Dunbartonshire Council

**Visitor Satisfaction Survey
(Draft Interim Report)**

2 June 2006

Scottish Pipe Band Championship
May 2006

Summary

Satisfaction levels

1. There are high levels of satisfaction and loyalty to the Pipe band Championships amongst those attending the event.
2. There is considerable support for West Dunbartonshire as an event venue and destination.
3. 96% stated that they enjoyed the event either very much or to some extent. (This figure was 98% in 2005).

Visitor attraction

4. 49% of those attending were doing so for the first time, while the other 51% had attended previous Pipe Band Championships in Dumbarton.
5. 96% stated that they would attend the event next year.
6. 87% would like to see more events of this type in West Dunbartonshire.
7. 84% agree, or strongly agree, that West Dunbartonshire is a good place to visit.
8. Of those attending the event, 74% reside outwith the West Dunbartonshire area. (This figure was 67% in 2005).
9. Attendance at the event was the main reason for travelling to Dumbarton on the day for 83% of visitors (96% in 2005).
10. For 95% of visitors the main purpose in attending was for the Pipe Band Championships and the day as a whole. (96% in 2005)
11. The event retains a strong family-friendly orientation, with many visitors attending in large groups. Around one-fifth of visitors travelled in groups of 5 or more. Almost half (45%) of visitors attended with children as part of their party.

Event management

12. Overall the event was well run, with 89% of visitors describing the management as excellent or good. (This is slightly down from 95% in 2005).
13. There were reasonable satisfaction levels regarding availability of information at the event. 75% gave a rating of good or excellent.

14. The signage and signposting for the event was good and the park easy to find for 78% of visitors.
15. The main vehicle for marketing and promoting the event continues to be the Royal Scottish Pipe Band Association (RSPBA). Almost one-third of visitors (29%) heard about the event through the RSPBA (though this was 48% in 2005). Others heard through newspaper adverts 18% (16.7% in 2005), friends 16% (13.6% in 2005), banners/advertising hoardings 10% (not used in 2005), radio adverts 10% (8.5% in 2005), Council website 2% (not used in 2005) and other methods 15%.
16. There were some comments/issues regarding the event infrastructure. These included: inadequate toilet provision; lack of seating; poor catering; litter; programme availability.

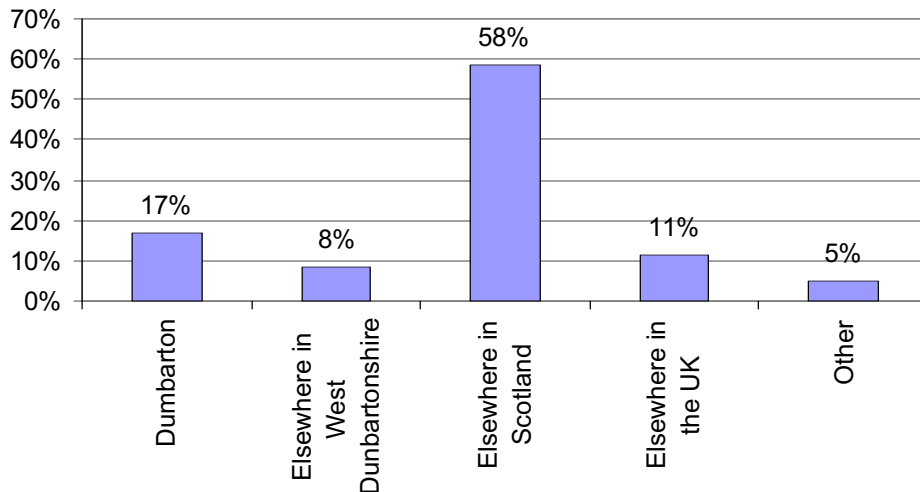
Views of Sponsors / Partners

17. Of the partners / sponsors interviewed a significant majority (95%) considered the event to be both “highly successful” and “value for money”. All of those interviewed wish to remain associated with future events.

Survey Results

The following is a graphical depiction of the responses to each survey question. Additional comments provided by respondents, if any, are included after each graph.

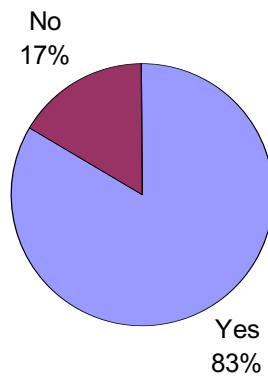
1. Where do you live?



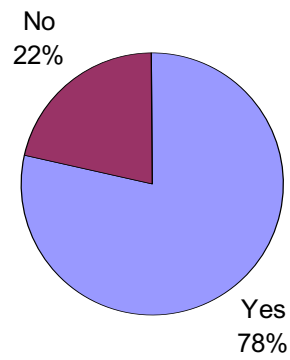
Participant Comments:

'Other' included visitors from Canada, New Zealand and the Rep. Of Ireland

2. Did you travel to Dumbarton today just for this event?



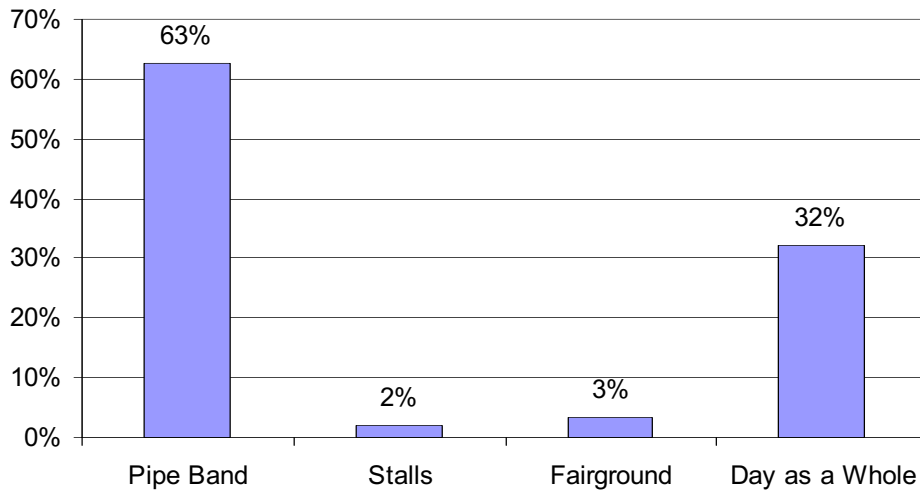
3. Was the park well signposted and easy to find?



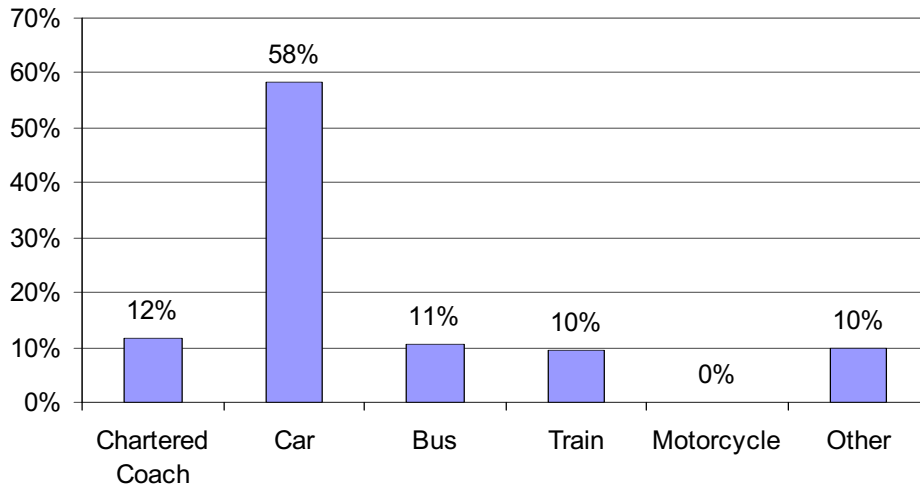
Participant Comments

"Poor approach road signage"

4. What is the main purpose of your visit today?



5. How did you travel to the event?

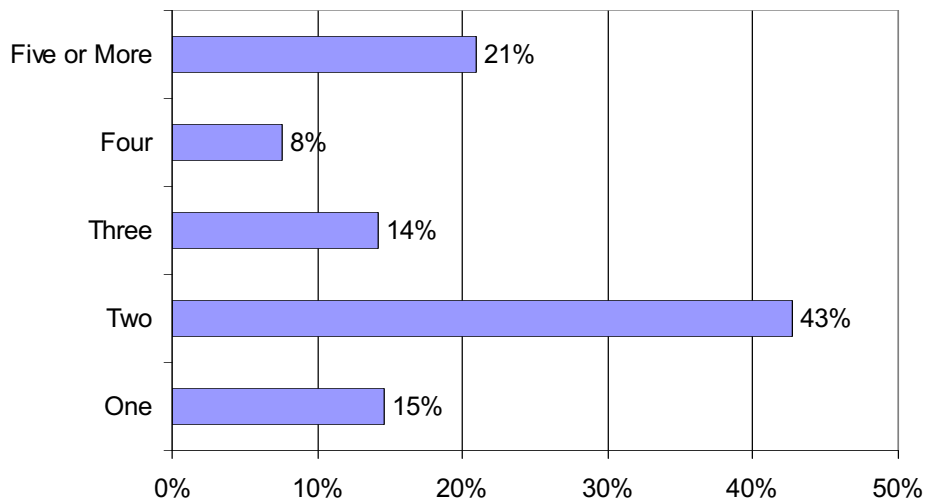


Participant Comments

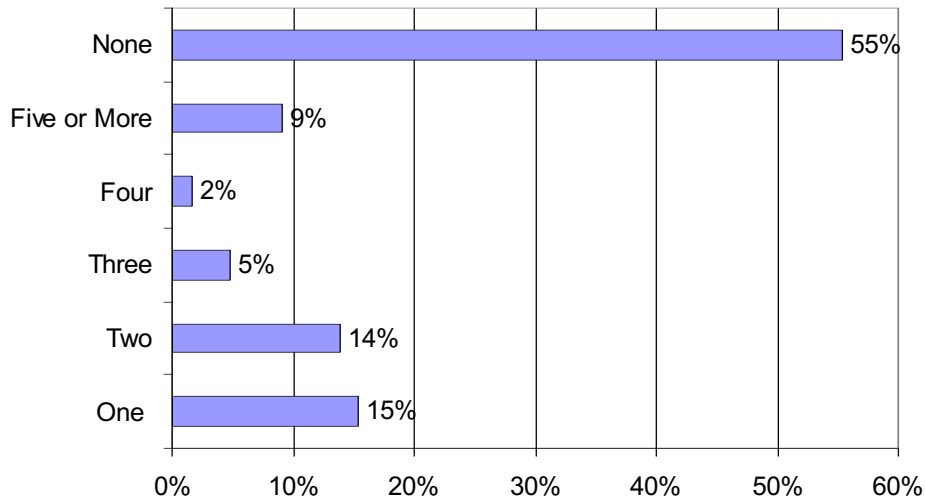
'Other' included

- ◆ Taxi, Flight, On-foot, Van, Motor Home

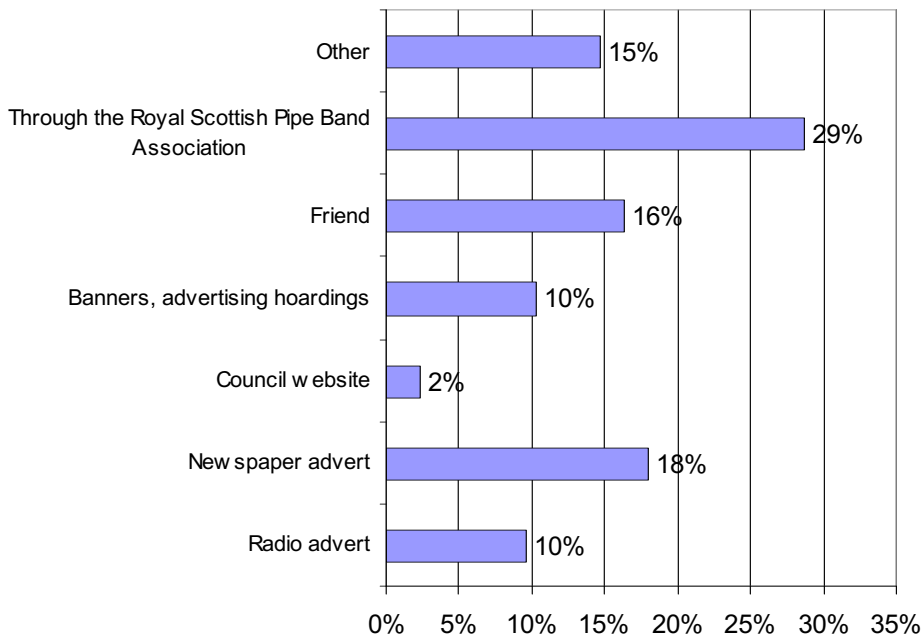
6. How many adults are in your family/group today?



7. How many children are with your family/group today?



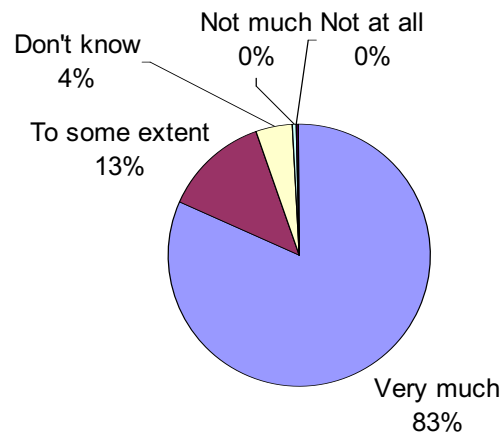
8. Where did you hear about this event?



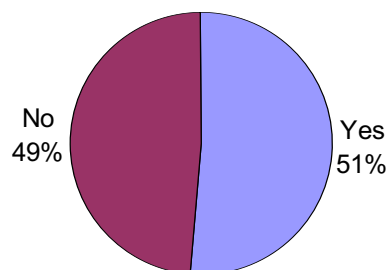
Participant Comments

- ◆ 'Other' included "the internet", "other web page", "local advertising", "event trader", "through work", "on a bus tour of Scotland", "through working for a sponsor organisation" and "it's advertised everywhere"

9. Have you enjoyed today's event?



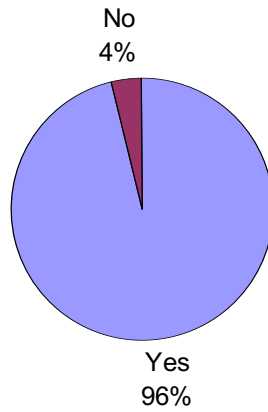
10. Have you attended the Pipe Band Championships in Dumbarton before?



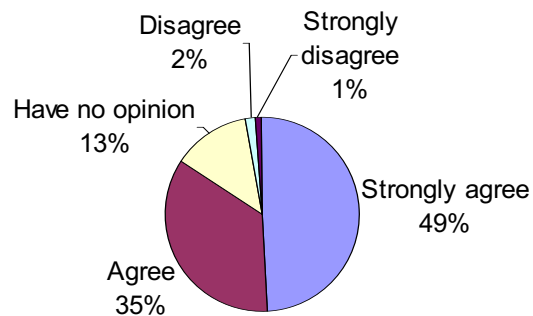
Participant Comments

Of the returners, people have returned, 2,.... 3....10 and even one respondent who has been at the Championships for the past 30 years! Some comments put "Every Year"

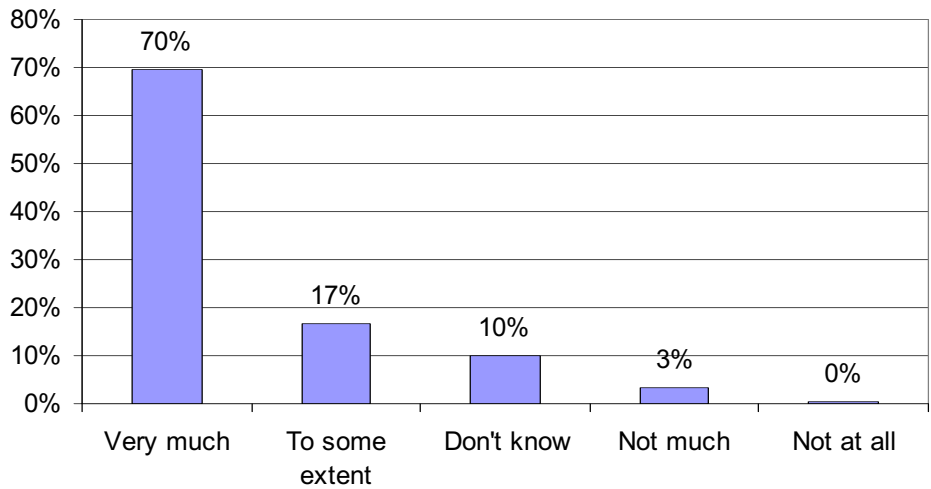
11. Would you come to this event again next year?



12. Please read the following statement and say whether you strongly agree, agree, have no opinion, disagree or strongly disagree - 'West Dunbartonshire is a good place to visit'.



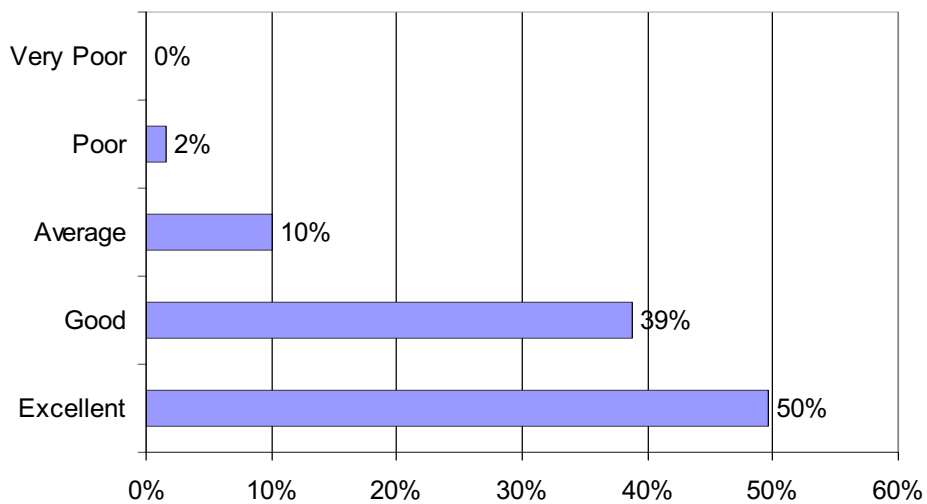
13. Would you like to see more events of this type coming to West Dunbartonshire?



Participant Comments

“Levensgrove Park could be used much more for these type of events”
 “The setting is very beautiful”

14. Overall, how well run was the event - for example the layout, facilities, and helpfulness of event staff?

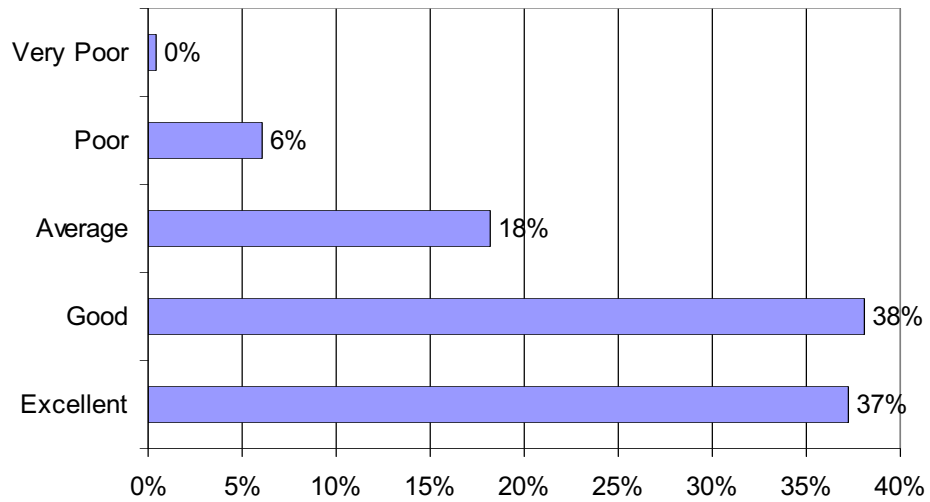


Participant Comments

5% of respondents complained of the lack of and poor standard of toilet facilities.

A small number highlighted “overpriced food”, “no ½ pints available at the bar”, “need for more seating at the event”, “lack of bins and prevalence of litter”, “lack of free drinking water”

15. How would you rate the availability of information at the event - what is going on / where things are / the event programme?



Participant Comments

“Lack of programme sellers and programmes”, “lack of information boards and direction signs”, “Louder tannoy needed”, “need more publicity” and “the tourist information centre didn’t know about the event when I asked directions”