

Caernarfon Castle

Visitor Experience and Audience Development Research Report

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Introduction

Caernarfon Castle is a medieval fortress in Gwynedd, north-west Wales under the guardianship and cared for by Cadw, the Welsh government's historic environment service. It was built in the thirteenth century by King Edward I, alongside other significant castles of Gwynedd, Harlech, Beaumaris and Conwy.

These castles were recognised in 1986 as world heritage sites by the United Nations Education, Scientific and Cultural Organisation (UNESCO) and described as *“the finest examples of late 13th century and early 14th century military architecture in Europe”*.

Caernarfon Castle is architecturally the most impressive of all the castles in Wales and was intended as a seat of power in Wales for Edward I. The construction of the Castle was part of a programme of building that transformed Caernarfon as town walls were added to protect inhabitants and a new quay was built to increase trade.

Caernarfon Castle attracts circa 200,000 visitors a year including a high percentage of visitors from outside Wales. To support strategic development as a welcoming destination for local visitors, The Audience Agency has carried out research with both visitors and non-visitors to inform a new audience development strategy currently being developed by Cadw.

Additionally, Caernarfon Castle is interested in audiences' understanding and awareness of the castle as a World Heritage Site and in particular the 'Statement of Outstanding Universal Value'.

Research objectives

The overall aims of the research were to explore the current visitor experience, to identify perceptions and any barriers to visiting of audiences who are engaging elsewhere but not with Caernarfon Castle and to identify potential areas for development.

Specifically, the research objectives were to:

- Understand the importance of World Heritage Site attributes to the visiting audience, how they feel about them and how they experience them
- Produce a picture of visitors' understanding of and interest in the wider historical significance of Caernarfon Castle
- Generate a detailed understanding of current visitors; including who they are, their motivations and drivers for visiting and the information sources they use

- Build an understanding of how visitors currently use and explore the Castle, how they engage with the exhibits and interpretation and how they feel about their visit experience
- Identify the barriers to visiting for both local residents and visitors from across Wales, excluding Cardiff ¹
- Identify target audiences for future development, and provide insight to support the development of strategies for engaging with the internal market of current non-visitors. The research does not look at the potential international market.

Methodology

Following an initial meeting to confirm the project scope, the primary research was conducted using three approaches:

- a face-to-face quantitative survey with visitors
- qualitative visitor journey mapping with current visitors
- a quantitative panel survey to gather information from non-visitors.

Participant profiles and the discussion guide for the visitor journey mapping can be found in the Appendix below alongside a visitor journey mapping infographic. A copy of the face-to-face quantitative survey can be found on your Audience Finder dashboard.

Surveys were provided in both English and Welsh and the visitor journey mapping included Welsh language facilitation as required.

Face-to-face survey

Between 24th August and 5th September 2017 (including the bank holiday weekend), face-to-face exit surveys were gathered from visitors to Caernarfon Castle. This was a random visitor sample who were interviewed to understand the Castle's visitor profile, previous visits to the Castle and their intentions to visit again, motivations for visiting, ratings of their experience, perceptions of the Castle and crucially their understanding of the significance of the Castle's features that make up its outstanding universal value and whether there were any features in particular they were looking forward to seeing.

This survey generated a sample of 352 responses. The sample achieved means that we can

¹ The original proposal looked to sample from North Wales, however, the sample was extended across Wales, excluding Cardiff, in order to reach the sample size of visitors who had not visited the Castle for 5 years.

be 95% confident that the overall results are accurate within a margin of error of +/- 6%. This means that the results are highly unlikely to be more than 6% 'out' compared to the results from a census of visitors.

Respondents were given the opportunity to complete the survey through the medium of Welsh or English.

Visitor journey mapping

The Audience Agency conducted visitor journey mapping with a random sample of current visitors to the Castle to gather more detailed information about each aspect of the visitor experience. On the spot recruitment gave researchers the opportunity to speak to overseas visitors who otherwise may not have been available for discussion groups that were planned in advance.

This included mapping their journey through the Castle, using photographs as visual prompts to identify key touchpoints in their experience, followed by an in-depth discussion of additional elements including the staff welcome, navigation, interpretation and the pre-visit experience. Visual prompts acted as a starting point for participants, who were also encouraged to discuss other aspects of the Castle and their experience that was significant to them.

The discussion guide and list of the participant profiles is available in the appendices.

14 individual visitors participated in the visitor journey mapping research. These took place on 29th August and 9th September 2017.

Non-visitor panel survey

An online survey was conducted to test perceptions and barriers to visiting Caernarfon Castle with a large sample of non-visitors, in the context of their preferences and levels of engagement with leisure activities more widely.

A screening survey was used to ensure that participants were representative of local audiences as primary targets for development; people in the North Wales population who are engaged with arts and culture to some extent, including heritage and museums, but not currently visiting Caernarfon Castle.

The survey generated a sample of 300 responses.

Respondents were given the opportunity to complete the survey through the medium of Welsh or English.

Key findings

Importance of World Heritage Site attributes

- Most respondents were unaware that Caernarfon Castle is a World Heritage Site.
- On learning of the Castle's world heritage site status most respondents thought that the listing would ensure the longevity and preservation of the Castle for future generations, as well as maintain its reputation.
- A small minority (how many) stated that the Castle's world heritage site status was not a motivating factor to visit.
- Most respondents had little or no knowledge of Welsh history and castles (74%), 24% characterised themselves as having a general knowledge.

Reasons for visiting

- In line with previous research a key reason for visiting was doing so as part of a holiday, day trip or tour.

Another key motivation was a prior interest in castles, Welsh history or heritage.

Experience rating

- The overall experience ratings were highly positive. 99% of the face-to-face survey respondents rated their overall experience as 'very good' or 'good'. The visitor journey mapping participants gave it an average rating of 8.63/10.
- This compares to an Audience Finder benchmark (across all museum and heritage organisations on Audience Finder) of 97%. The full set of benchmarks for 2016-17 can be found in the Excel Document appended.

Key features that resonated with visitors

- Military features (arrow loops, murder holes, the drawbridge were cited) that were easily recognisable and allowed visitors to engage with the history of the Castle.
- Domestic features, particularly the preservation of the bedchamber in the Eagle Tower (rated highest for both engagement and presentation in the visitor journey mapping).
- Respondents engaged strongly with aspects of the Castle that they thought were the best presented. For example, 85% of survey respondents noticed the Well Tower and 66% found it to be an important part of their experience.

Interpretation

- Respondents actively sought interpretation of the Castle's features and the quantity and quality of information made a marked difference to their enjoyment, understanding and general experience rating. Respondents cited a lack of information/interpretation placed at key points near each main feature as a barrier to enjoyment.
- Interpretation around Eleanor of Aquitaine, King Edward's Head and the Chess presentation were cited as increasing engagement and enjoyment.
- Respondents stated that they were often unsure whether they had covered all of the Castle, where they had been or what was still to be explored.

Improving the visit experience

- Visitor journey mapping participants identified three main developments that would improve their visit experience:
 - modernisation (particularly in provisions for children. Suggestions can be found below.)
 - more information around the site particularly at the point of key features
 - better site navigation/signage.
- However although respondents wanted a more interactive experience they would not like to see too many signs or a level of interpretation that would disrupt the historic experience or interfere with the fabric of the Castle. In keeping with responses on the architectural changes on the bridge and the glass entrance this highlights that change will be welcome as long as they are sensitive to the historic nature of the castle and the reasons for the change or intervention are clear e.g. to improve access.

Perceptions and expectations of non-visitors (Panel survey)

- 96% of respondents had heard of Caernarfon Castle.
- Respondents expect the Castle to be 'well-preserved', to be descriptive of Welsh history, to be a good day out with the children and to be part of a wider day out in North Wales.
- 'Historical' (76%), 'Interesting' (67%) and 'traditional castle' (55%) were the words chosen most frequently by respondents to describe their future expectations of Caernarfon Castle.
- 65% of respondents said that the main thing they expect to be able to see at the Castle are stories about its history.
- Over half (61%) of respondents said that they expected a café, and 53% expected

information and displays about the domestic life of the Castle's former inhabitants, in addition to a gift shop (52%).

Main reasons for not visiting (Panel survey)

- Overall, lack of time emerged as the key reason for not having visited the Castle, with the cost of entry and distance from the Castle as two emerging factors.
- A number of respondents cited problems with parking in Caernarfon as a key reason for not visiting.
- Only a small proportion of respondents (5%) said that they would definitely not consider visiting the Castle, with a lack of interest in Castles given as the main reason for this response.

Potential for developing new audiences

- Respondents indicated medium and frequent levels of engagement with leisure activities, alongside a high level of interest in museums and heritage and a strong likelihood of considering a visit to Caernarfon Castle in particular.
- The top three Audience Spectrum segments represented among respondents all show a particular preference for visiting heritage sites.
- 52% said that they would consider a visit to Caernarfon Castle in the future.
- The main reasons respondents said they would visit the Castle in the future was an interest in Welsh history (41%) or for an outing with family and friends (38%).
- 71% of respondents had been to a significant North-Wales attraction in the last five years, and the screening survey ensured that all had engaged in leisure activities in the last 12 months.
- 58% of respondents said they participated in leisure activities outside the home at least once a month.
- 37% of respondents gave 'to have a relaxing day out' as a motivation to take part in leisure activities; this was the most prominent driver, alongside 'spending time with friends and family' (35%), and 'to enjoy the atmosphere' (28%).
- 27% of respondents said that 'to do something new or out of the ordinary' is a motivator, with 25% citing 'to escape from everyday life' as a driver to engage.

Summary findings

The summary findings about the current visitor experience are taken from the visitor journey mapping interviews and the face-to-face surveys. The results of each of these approaches show very high levels of congruence, particularly in understanding the aspects of the experience visitors found to be significant.

What are audiences' experience and understanding of Caernarfon Castle as a World Heritage Site?

"It's important, and helps us not to forget history"(12)

Most of the visitors who took part in the qualitative research were unaware that Caernarfon Castle is listed as a World Heritage Site. However, hearing this is the case, had a general understanding that this listing would ensure the longevity and preservation of the Castle for future generations, as well as maintain its reputation.

"It makes me think it's world renowned, it's a big deal!" (1)

"Very important, it means it's looked after for future generations."(7)

Two visitors were very clear that the Castle's status as a World Heritage Site would not encourage them to visit.

"It's good to know, although it wouldn't motivate me to come" (6)

"It wouldn't really occur to me as important, and it wouldn't motivate me to visit" (3)

Visitors characterised themselves as having little or no knowledge of Welsh history and castles (74% little or no knowledge, 24% general knowledge), with most arriving with no particular desire in mind to see particular parts of the Castle. Rather, audiences understood the Castle to be a significant medieval structure and a fortress, which they understood to be well preserved.

"Finest example of medieval architecture" (survey respondent)

"Just to remember how well built it was" (survey respondent)

While visitors noticed the town walls around Caernarfon, and that they were connected with the Castle, and noticed that the Castle had been placed in a strategically advantageous position within the landscape, this was something they had little

understanding of. Indeed, this was one of the areas in which they would like to see more development in interpretation.

“It would be good to have maps showing what can be seen from the top of the towers to show the Castle has a strategic position” (2)

Why are they visiting?

“I’m on holiday, but I have a particular interest in castles and have visited a lot of English castles, this is the first Welsh castle” (7)

In line with findings from past research, one of the key reasons for visiting Caernarfon Castle during that summer season was doing so as part of a holiday, day trip or tour. However it was clear that another key motivation was a prior interest in castles, Welsh history or heritage in general.

“I have Welsh heritage” (15)

What sort of experience do they have?

The overall experience was highly positive for all of the visitor journey mapping participants, who gave it an average rating of 8.63/10. The face-to-face survey respondents also rated their overall experience highly, with 99% characterising it as ‘very good’ or ‘good’. This compares to a benchmark figure of 97% (Audience Finder benchmark figures, Museum and Heritage organisations, 2016/17)

The aspects of the Castle that register most strongly for visitors are those that are easily recognisable and allow them to easily engage with life in the Castle for the monarchy, military and commoners who lived there.

The military features were most evocative in this regard, with visitor journey mapping participants citing the arrow loops, murder holes and drawbridges as particularly significant to their experience. This was echoed with the face to face survey respondents who were more likely to have noticed the military features tested than the others.

“Reminded me of my boyhood playing bows and arrows, I stopped to look through about $\frac{3}{4}$ of these. You get a sense of how it would have been to be under siege.” (14)

“This is the kind of thing I expected to see, and I would have been disappointed if I hadn’t. They give you a sense of how deep the walls are.” (Arrow loops) (8)

“There are grooves in the wall where the portcullis came down and you can see the murder holes.” (King’s Gate) (2)

“You can still see the foundation where the old drawbridge was, which is fascinating to me. From here I thought about the soldiers, I have many generations of the military in my family, I don’t care what the kings did, I want to know what the soldiers were doing.” (15)

Domestic features were also important. The Eagle Tower in particular stood out as significant for visitors, for the preservation of the bedchamber and the quality of the presentation of the interpretation inside it. This was also rated highest for both engagement and presentation the visitor journey mapping participants.

“For this part it was easy to imagine that someone had once lived there.” (6)

“Really good condition especially Kings Bedroom.” (Survey respondent)

“Well preserved in Eagle Tower. Chess board exhibit was excellent.” (Survey respondent)

“Well preserved - gives view of how it was to live here.” (Survey respondent)

Visitors engaged strongly with the aspects of the Castle that they perceived as well presented. 85% of survey respondents noticed the Well Tower and 66% found it to be an important part of their experience. Visitor journey mapping participants enjoyed the fact that the well lit up, as well as the size of it, but overall had little understanding of what it was used for. This indicates the need for additional, basic information as although the need and usage of, in this example, a well can seem obvious to many further interpretation (as referenced in the quotes below) could paint a richer picture of daily activities.

“Brilliant, it’s so big and a really nice touch to light it up, but I don’t know how it was used really.” (7)

“When you look down the well it lit up- it was very well thought out, although there wasn’t much to explain to the kids what it was - a bucket and rope would have helped.” (3)

Indeed, where the experience fell below expectations this was often related to a lack of information available about the Castle. Audiences really enjoyed the interpretation that was available inside the Castle, with visitor journey mapping participants particularly enjoying the Eleanor of Aquitaine, King Edward’s Head and the Chess presentations.

“Loved the statues of the Kings and Princes on the chess board, and it was a good time line.” (5)

“Very well laid out. The Eleanor exhibition was very well put together, well lit, good lighting, with a lot of information” (14)

“Excellent, I really liked King Edward’s Head” (15)

However, for some of the visitor journey mapping participants, despite keen interest in the features of the Castle, there was a lack of understanding that was something of a barrier to enjoyment, and they would have liked to have seen more interpretation at the point of which they were experiencing each feature.

“I didn’t actually know this was the great hall, although I clocked the low walls. We had a discussion about what it could be, but it would have been nice to know.” (7)

“I noticed the window tracery and I figured out the room that must be the chapel based on these.” (15)

“It was in good condition, but it would be good to know what it was and more about it” (window tracery) (6)

Respondents enjoyed the opportunity for exploration that the Castle offers, but felt that this also meant that they missed out. Often they were unsure whether they had covered all of the Castle, or where they had been, which is demonstrated in the patchy coverage of Castle features in the visitor journey mapping.

What would encourage them to visit again?

In terms of improving the visit experience, there were three main developments that visitor journey mapping participants identified; modernisation, particularly in provisions for children, more information around the site, and a few would like to see more structured navigation.

The first and last audience suggestions below should be treated with caution, as they were by no means unanimous, and often came with a caveat. Audiences would like to understand the Castle better, and have a more interactive experience, however they also would not like to see too many signs to disrupt the historic experience, and in recommending interpretation often suggested formats that would not interfere with the fabric of the Castle.

“Modernising- something for the kids to play with near a picnic area, a massive plan of the Castle in Lego, or a trebuchet” (5)

“More interactive things” (6)

“Interactive elements for the children” (3)

“More information on the town, fort and why it was built here” (14)

“More information on the main bedroom” (12)

“Signage, little plaques to say what things are, diagrams to show how things worked and information about the people and their lives. I’m not sure I would want to see a lot of signage. Audio guides or a book would be a less imposing way of getting the information” (9)

“More information, people in costume, entertainment, the cinema film was good as it brings the castle to life” (7)

“More curators to ask questions of- I had higher expectations about the levels of interaction. Audio guides would be good” (1)

“A structured journey through the Castle shown on signage” (4)

“A bit more navigation” (10)

“Maps” (15)

Current non-visitors

Findings about non-visitors are taken from responses to the panel survey.

What are the perceptions and expectations of non-visitors?

96% of respondents had heard of Caernarfon Castle. Respondents expect the Castle to be ‘well-preserved’, to be descriptive of Welsh history, to be a good day out with the children and to be part of a wider day out in North Wales.

- ‘Historical’ (76%), ‘Interesting’ (67%) and ‘traditional castle’ (55%) were the words chosen most frequently by respondents to describe their expectations of the Caernarfon Castle.
- 65% of respondents said that the main thing they expect to be able to see at the Castle are stories about the history of the Castle.
- Over half (61%) of respondents said that they expected a café, and 53% expected information and displays about the domestic life of the Castle’s former inhabitants, in addition to a gift shop (52%).
- Representative literal responses to being asked what they would expect from a visit to the Castle:

“A castle in a good state of repair”

“To see a wonderfully preserved castle and artefacts in a fantastically preserved setting.”

“A day out with activities aimed at young children, an opportunity to learn about life in the castle with outside.”

“Old castle showing its part in Welsh history, and something all the family.”

“Explanation of the construction of the Castle and of its role in the context of the historical period.”

“Time by the sea. Fantastic views of Anglesey and the area around. Good fun for children. Interest in the history, both recent and older. In a lovely town.”

“I would expect a very interesting day in a beautiful part of Wales. The castle is so loved and famous I would expect a really lovely experience and good facilities, food, refreshments, gift shops etc.”

What are the main reasons for not visiting?

Overall, lack of time emerged as the key reason for not having visited the Castle, with the cost of entry and distance from the Castle as two emerging factors.

- A number of respondents cited problems with parking in Caernarfon as a key reason for not visiting.
- Only a small proportion of respondents (5%) said that they would definitely not consider visiting the Castle, with a lack of interest in castles given as the main reason for this response.
- Representative literal responses to being asked what had prevented respondents from visiting:

“We almost visited the Castle at that and made the journey to North Wales, but due to the price of entry (especially small children), it did not make financial sense.”

“Distance and cost.”

“Distance and time only, I live in Flintshire but would certainly like to visit the castle again soon.”

“Having a caravan in Pwllheli we pass thru Caernarfon regularly but always on way there or way home. To make us visit it would have to be cheap and fun for kids.”

“Distance and transport links from mid-wales.”

“I have been told it is quite difficult to park in Caernarfon, my husband has Parkinson's and cannot walk too far without getting tired. We do have a Blue Badge and do intend to try soon and see if we can park in the immediate area.”

What's the potential for developing new audiences?

The results suggest that there is potential to develop the Welsh audience for the Caernarfon Castle. The respondents indicated generally medium and frequent levels of engagement with leisure activities, alongside a high level of interest in museums and heritage, and a strong likelihood of considering a visit to Caernarfon Castle in particular.

- The top three Audience Spectrum segments represented among respondents all show a particular preference for visiting heritage sites. Audience Spectrum segments the whole UK population by their attitudes towards culture, and by what they like to see and do. There are 10 different Audience Spectrum profiles that you can use to understand who lives in your local area, what your current audiences are like, and what you could do to build new ones. Details of each segment can be found at Appendix V.
- 52% said that they would consider a visit to the Caernarfon Castle.
- The main reasons respondents said they would visit the Castle in the future was due to an interest in Welsh history (41%) or for an outing with family and friends (38%).
- 71% of respondents had been to a significant North Wales attraction in the last five years, and the screening survey ensured that all had engaged in leisure activities in the last 12 months.
- 58% of respondents said they participated in leisure activities outside the home at least once a month.
- 37% of respondents gave ‘to have a relaxing day out’ as a motivation to take part in leisure activities; this was the most prominent driver, alongside ‘spending time with friends and family’ (35%), and ‘to enjoy the atmosphere’ (28%).

27% of respondents said that ‘to do something new or out of the ordinary’ is a motivator, with 25% citing ‘to escape from everyday life’ as a driver to engage.

Results in full

Current visitor journey mapping

The following summary captures visitor ratings and comments about their visit experience. The visitor journey map gives an indication of the relative engagement and satisfaction ratings for each element, or touchpoint, of the visit; the full infographic is appended as a separate document.

Where direct quotes have been used, these are attributed to a participant pseudonym; a list of the participant profiles and pseudonyms is available in the appendices, along with the discussion guide used to inform the interview process.

The Importance and understanding of Caernarfon Castle as a World Heritage Site

“It’s a treasure, not to be lost” (11)

12 of the 14 visitors interviewed for visitor journey mapping felt Caernarfon Castle’s recognition as a World Heritage Site was very important. For some this was because it would mean the Castle would be preserved for future generations, while for others it was seen as a signal globally of the Castle’s importance, and that *“Wales cares about its castles”*(4).

“Very important, it means it’s looked after for future generations.”(7)

“It’s important, and helps us not to forget history”(12)

“It makes me think it’s world renowned, it’s a big deal!” (1)

However, participants generally weren’t aware of the Castle’s status as a World Heritage Site and learned of this through the visitor journey mapping process. A couple were very clear that it was not part of their motivation for visiting.

“It’s good to know, although it wouldn’t motivate me to come” (6)

“It wouldn’t really occur to me as important, and it wouldn’t motivate me to visit” (3)

The few who were aware that Caernarfon Castle is a World Heritage Site were aware that it was part of listing alongside three other castles, with one of them planning to visit or having visited others of these castles as part of the same holiday.

“We went to Conwy Castle this morning and we’re planning on going to Harlech tomorrow” (14)

Significance of attributes from the Statement of Outstanding Universal Values

During the visitor journey mapping exercise, we spoke to people who both did and didn't have demonstrable prior interest in British history and/or the military. We spoke to two History teachers, one serving soldier, and one person who, through discovering generations of Welsh ancestors in the military, had an avid interest in Welsh military history. Most of the visitors expressed interest in history or with castles in general. One of participants was an opportunist visitor who had no particular prior interest in castles or history.

Given this mix of levels of interest and prior knowledge, most participants showed a huge level of passion in and interest for learning about the Castle as part of their visit, but had very little prior understanding of the specifics of the significance and history of Caernarfon Castle.

Participants who took part in the visitor journey mapping were encouraged to consider a set of architectural features (using images as stimulus) that reflected those on the Statement of Outstanding Universal Value, as well as anything else they had seen within the Castle that they considered to be significant to their visit.

Value 1: The finest examples of late 13th century and early 14th century military architecture in Europe- demonstrated through completeness, pristine state, evidence of organised domestic space, and extraordinary repertory of their medieval form.

Visitors were impressed with what they considered the pristine nature of the Castle, particularly when they considered its age, and found the following features from Value 1 significant to their visit:

- Kitchens
- Well Tower
- Bedchambers
- Fireplaces
- Eagle statues

There was no understanding for visitors about the use of parts of the Castle for administrative requirements, and none of the visitors commented on the angled towers or the patterned masonry.

Participants were pleased when they came upon a part of the Castle they could recognise as domestic as it helped to bring the castle to life for them.

"For this part (Eagle Tower) it was easy to imagine that someone had once lived there."
(6)

“Overall I would like to see more about the domestic and less about the military” (6)

“The best thing about my visit was the scale and grandeur, how well it has stood the passage of time, in particular the carved sculptures on the Eagle Tower, as you can see these haven’t been touched since they were installed.” (14)

“I really liked the bedroom in the tower, but I would have liked to have known more about what the rooms around it were used for.” (12)

Value 2: A supreme example of medieval military architecture designed and directed by James of St George, King Edward I chief architect and the greatest military architect of the age. Relationship between the design and site.

Almost all participants understood the Castle to have been constructed as a fort and a few know the Castle’s construction was ordered by King Edward 1st before their visit to the Castle. None of the participants found the construction of the Castle as a ring as significant, nor a motivation to visit the Castle, although some were very surprised to see the Castle was constructed in this way and expected it to be covered inside.

Features from the Statement of Outstanding Universal Values that visitors found to be significant were:

- King’s Gate
- Rock cut ditches
- Arrow loops
- Window tracery
- Towers
- Curtain walls
- Drawbridge

For the most part the details of the architecture escaped their notice, and none of the participants selecting the following as significant to their visit:

- Ability to isolate towers for defence
- Defended Watergate
- Doorways with semi-circular arches
- Wide windows with segmental arches and tracery
- Corbelled latrine shafts

“You can still see the foundation where the old drawbridge was, which is fascinating to

me. From here I thought about the soldiers, I have many generations of the military in my family, I don't care what the kings did, I want to know what the soldiers were doing" (15)

"This is the kind of thing I expected to see (arrow loops), and I would have been disappointed if I hadn't. They give you a sense of how deep the walls are. I think the conservation of them is excellent." (8)

"There are grooves in the wall where the portcullis came down and you can see the murder holes." (2)

"I got some really good photos through the windows. There's not much intricacy in the castle so these are nice to see. There should be more information though, you don't learn anything otherwise." (7)

"I learned today that King Edward 1st built the castle." (14)

"I could see the arrow loops were slanted in, and I knew what that meant, it's so that archers can shoot arrows from different directions from the inside, but it's hard to shoot an arrow in from the outside. But there was nothing to show what that meant- there should be a diagram" (2)

"Reminded me of my boyhood playing bows and arrows, I stopped to look through about $\frac{3}{4}$ of these (arrow loops). You get a sense of how it would have been to be under siege." (14)

Value 3: Constructional features linked to documentation

For the most part, participants weren't alive to the constructional features that evidenced constructional phasing. Participants noticed the putlog holes above the Great Hall, but none understood that the King's Gate is incomplete.

One participant in particular (14) was very interested in the construction of the Castle, as he felt it would have enhanced his experience, and would like to have seen more explanation of this.

"I would have liked to have seen more about the construction, how it changed over the years, how it was built and in what phases. I liked the scale model, but it wasn't clear why the castle was built in this location, why it was important to be by the water, for example" (14)

"I took pictures of the different kinds of walls, to see where older and newer parts of

the castle are” (4)

“I was interested to see whether the castle has been rebuilt at any point, but I couldn’t see any evidence of it.” (14)

Value 5: Relationship with the coast

A handful of participants understood the importance of the Castle’s positioning by the sea as strategic to defence. However none noticed, or found significant, the water gate.

“I was impressed by the size. It’s the first castle I have ever been to. I was great to see it in its location on the estuary surrounded by the town walls.” (9)

“When I got to the top of the tower, the views showed me how the landscape protects the castle.” (11)

Value 6: Relationship between castles and planned town walls

A handful of participants were interested in the town walls that surround Caernarfon and would have liked to learn more about this aspect of the Castle, however aspects of urban planning and the relationship between the Castle and the local church were not commented on as significant to their Castle experience.

“....[I]...wonder why was the castle kept so whole for so long after the medieval period? Would have liked to have known that, as well as about the links to the town centre” (5)

“I was impressed by the size. It’s the first castle I have ever been to. I was great to see it in its location on the estuary surrounded by the town walls. (9)

“We were running up and down the towers. When we were at the top I could see the town walls.” (12)

“More information on the town and fort and why it was built here would encourage me to visit again.” (14)

Motivations for visiting and overall experience

“I’m on holiday, but I have a particular interest in castles and have visited a lot of English castles, this is the first Welsh castle” (7)

One of the main motivations for visiting the Castle was as part of a holiday, tour or day trip, however this was more often than not accompanied by an interest in heritage, be

that Welsh history, or the history of castles, with half of participants citing this as their reason for visiting.

“I watched a series on Netflix called Great British Castles, I loved it and I wanted to see for myself. I’m interested in the connection between history and society today” (4)

Other participants were visiting the Castle because it is a must see attraction, part of their Welsh experience whilst on holiday, day tripping or on an organised tour.

“I’m on a day trip. The castle is iconic, famous, so I wanted to see it as I haven’t been before.” (14)

The overall experience was highly positive for all of the research participants, who gave it an average rating of 8.63/10.

Where the experience fell below expectations, or wasn’t rated as highly, this was often related to a lack of information to tell them about what they were seeing within the Castle structure. During the mapping exercise, and in the conversations following it, visitors often commented that their experience would have been greatly enhanced if they had understood at each point the uses of spaces and the reasons for choices in the design of the castle, as well as its history and position within the landscape.

“There was very little information as you go around the castle, I would have liked to have seen little plaques in different places?” (7)

Visit highpoints and low points

For the most part, participants’ visit highpoints relate to the grandeur and preservation of the architecture.

“I was impressed- it’s well preserved and you can explore with no rules. I like that it’s old but not in ruins” (10)

“The fact you can get really high, and there aren’t many parts that you can’t access” (2)

“The towers and the scenery” (6)

“Just seeing the size of the place” (9)

Two areas were rated highest by the participants for both depth of engagement and quality of presentation (9 for each), The Fusiliers Museum and the Eagle Tower. For the

most part their experience was enhanced by the interpretation and the opportunity to learn about the Castle.

"The information at the Fusiliers Museum was fantastic- I enjoyed the film in there" (12)

"The Fusiliers Museum was fascinating, there was a good map at the beginning to show where was included in the museum" (14)

"The Museum was very in depth" (7)

"Loved the statues of the Kings and Princes on the chess board, and it was a good time line" (5)

"This one was the best presented, and you can get right to the top, which is rare in most castles. The chess pieces were good for kids, he felt like he was in Harry potter. And my wife and I can read the info- something for everyone" (3)

The main theme to emerge from the visitor journey mapping research is that, for the most part, visitors from both overseas and the UK are keen to understand more about the Castle. Participants are interested in the social history of the Castle, both the royal and common lives lived there. They're also very interested in the construction of the Castle, and often notice small details that indicate how and why the Castle was constructed when and where it was. Participants were keen to know more about what they were looking at, as they were looking at it, to have the relevant interpretation in situ.

The chapels were one aspect of the Castle participants were very interested in seeing but reported that they hadn't been able to find. Participants who had seen a chapel related that they were able to figure out what it was based on, for example, the window tracery, but they missed the signage that is in place.



Window tracery (6 for depth of engagement and 6 for quality of presentation) and Constables Hall (7 for depth of engagement and 5 for quality of presentation) accrued

ratings at the lower end of the scale, between for the most part because participants would have liked to have seen more interpretation.

"It would be good to have more info about the architectural features"- window tracery (3)

"It was in good condition, but it would be good to know what it was and more about it"- window tracery (6)

"We didn't know much about it when we saw it. We saw people climbing on it, they might not have done that if they knew what it was"- Constables Hall (6)

"It's not the most interesting or attractive, there could be more to help you understand the history, the information about it"- Constables Hall (10)

"I liked being up there because it gave me a sense of being important, it looked so grand. I would have liked more information about what I was looking at"- Constables Hall (12)

"No signage or boards, need visual interpretation"- Chapel (5)

Navigation and signage

Overall, participants found the site a challenge to navigate, a fact that the majority embraced readily as an opportunity to explore the Castle unfettered. Many were glad that the Castle was free from signage that they felt would have hindered their experience.

A handful of participants were clear that they would have preferred more directed navigation. Those who used the map found it a useful aid to orientation, however there were some who felt there were key labels missing from the map.

"It's simple, you just need to work it out for yourself. It's more of an exploration, we wouldn't want to follow a route." (6)

"We didn't have a clue! But we just like to explore" (8)

"We just wandered, which we liked" (9)

"Difficult, and we got lost a LOT, but that was the high point as you can just happen upon different things" (10)

"Fine, I wouldn't like it to be like the tower on London where they tell you what to do and where to go" (12)

"Not worried, I just went with the flow" (13)

"It's very easy to get lost, which is part of the excitement. However there are certain things, such as the chess set, the video and the model, that should be well sign posted. I would have been sorry to have missed them" (14)

"It's a maze, but you get the gist as you're going around. I was happy and I'd hate to see loads of signs" (15)

Would have liked more directed navigation

"I would have liked more direction, I thought the routes were illogical" (1)

"The toilets were hard to find, navigation was tricky overall, especially between the towers" (3)

"I didn't know where to go." (4)

"It was fine, it's not hard to navigate, although sometimes having a dedicated route with numbers is good" (7)

Map

"We followed the numbers on the map, it seems fine, there's enough information" (12)

"There are things missing from the map, there needs to be more detail. For example, there's no label for the Great Hall" (9)

"Really clear and could identify where things are and fit in with the kids trail. Signage needs improving and not clear to read with the grey background" (5)

"It's incomplete, there needs to be more information on it" (4)

"Good, clear" (3)

"Very good" (2)

"I didn't look at the map, I would have preferred signage" (1)

Staff interactions

The comments about interactions were largely positive, with participants citing particular examples of helpfulness from staff at the entrance desk.

There was some apparent inconsistency in the welcome, however, with some participants discounting the interaction with staff at the desk and reporting that they hadn't spoken to anyone on the way in and so left little impact on the visit experience.

The impact of the welcome on the whole visit experience is clear from the responses, with those who had a friendly interaction with staff indicating that this set the tone for the rest of their visit.

“The guy on the desk looked like a security guard but he was very helpful and welcoming. He told us about the 3-day pass, I thought there was only a 7-day one, and I only have 3 days left of holiday” (1)

“Yes, everyone was very happy and friendly.” (4)

“The man sorted out a problem with the membership card and offered the trail and a free pencil”(5)

“The ticket office guy, he was very efficient” (8)

“The man in the shop, it was nice to hear Welsh spoken” (13)

“The guy at the front desk told us to start at the video presentation, which I was glad to see” (9)

Some of the participants felt that a more prominent staff presence was necessary and expressed a desire for a higher level of engagement around the site. For the most part this ties in with the participants’ responses around information and interpretation (below), a greater staff presence might help them understand the Castle better.

“No, and in a few exhibits I had questions to ask” (15)

“I didn’t see any, sometimes it’s nice to ask questions” (7)

“Briefly. It had little impact on my visit, I like to explore for myself” (14)

“I didn’t see any, there were a few places where I would have liked to have known more, and would have liked to ask staff.” (12)

Information and interpretation

Where participants had seen interpretation they were impressed by the breadth of it, and also the way in which it was presented to them. However a lot of visitors felt that there wasn’t enough information, or that key information was missing.

The Fusiliers Museum was a particular favourite for those who had visited it, for the most part this was down to the excellence and completeness of the interpretation.

“Very well laid out. The Eleanor exhibition was very well put together, well lit, good lighting, with a lot of information” (14)

“Excellent, I really liked King Edward’s Head” (15)

“The film was really interesting, but there was no sound, which is not good for kids” (2)

“I saw the video and thought it could be more informative- it’s an overview, so skips over a lot of the detail” (10)

“What we saw was informative but there wasn’t enough of it” (1)

“Dates were missing for much of the interpretation” (2)

“I’d like to see more, I didn’t see much at all” (4)

“We only saw the information about Charles at the Eagle Tower- it would be nice to see more on the royalty aspect” (6)

“There was very little information as you go around the Castle. I would have liked to have seen small plaques in different places like they do at English Heritage castles. I’m used to visiting those, so it’s what I expect” (7)

“I thought it was interesting, but incomplete” (9)

“The information at the Fusiliers Museum was fantastic- I enjoyed the film in there” (12)

“The Fusiliers Museum was fascinating, there was a good map at the beginning to show where was included in the museum” (14)

“The Museum was very in depth” (7)

Changes to the original architecture

Participants were very impressed with how intact the Castle appeared to them, both those who were visiting from overseas and visitors from the UK. Some participants were observant of some even minute changes that had been made to the castle, for example where stairs had been repaired. Others were pleased that the original appearance of the Castle has been preserved by the lack of signage on the outside of the Castle.

“Impressive, sturdy and well preserved. I’m glad there’s no flags or signs” (10)

“I don’t like when I see banners on historical sites, it degrades the value, so I’m glad there was nothing on the Castle” (9)

The most visible example of the changes made to the Castle is at both the internal and external sides of the King’s Gate. Participants picked up on the changes that had been made here, with most acknowledging that the style was modern and not in keeping with

the Castle, but that they ‘understood’ why, for example, the bridge or the glass entrance needed to be installed, and that it had been sensitively designed.

“I like the bridge and I understand that you need that there, at least there’s no signs on the front” (9)

“The glass box is quite discreet” (1)

“I thought it looked extremely well maintained, and refurbished where it needed to be. The grounds are well kept. The glass frontage looked fine, it works.” (8)

“The glass entry doesn’t take away from the experience, I saw it but I thought it blended in” (11)

“Pretty grand. The glass is very nice as you can see through it as you queue. The staff were pleasant and I feel it had an overall good design” (15)

“Nice glass atrium, you obviously need something there and worked well” (14)

“The entrance is sensitively done with the glass, as you can see through it to the castle, and I understand that they need something there.” (9)

A handful of participants fully embraced the mix of modern and historical.

“Very impressed, it’s very grand. I liked the mix of modern and old (bridge), it looks right the way they have done it” (14)

“Very grand and in good condition. I liked the glass, very modern” (6)

“It’s so nice and clean. The glass box is really nice and adds something modern, I think it blends well with the Castle” (12)

Pre-visit experience

All participants found the Castle very easy to locate due to its prominence in the landscape. Only a few participants looked up the Castle online prior to their visit, but those that had said that they had found the information they were looking for, with one participant full of praise for clarity of the website, and another who found the app to be very useful.

“I looked at the Cadw website” (1)

“I used the Cadw app, it was really useful” (5)

“I looked at the Cadw website- I just looked for the prices and the postcode” (7)

“Yes, the Cadw site, to find out about prices and location” (9)

“Cadw- it was very useful, the map, prices, parking and everything right there on the home page! The web designers deserve a medal. Very straightforward” (15)

Suggestions for development

There were three main areas of development that participants would like to see within the Castle. Some participants commented on the need for modernisation, particularly when it came to provisions for children, and the introduction of interactive elements in the Castle.

In keeping with the main theme of this research, the most common desire for development was around information and interpretation. Participants were keen to hear more about the history of the positioning of the Castle, many of them had seen and were intrigued by the town walls and would have liked to have known more about this.

Others were interested in, and offered opinions on new ways in which they could receive this information. It is significant that, for the most part, participants were interested in interpretation that didn't require alterations throughout the Castle, instead suggesting actors, projections, audio guides or more staff as ways of delivering information.

A small proportion would have liked to have seen improvements to the navigation around the site.

Modernisation

“Modernising- something for the kids to play with near a picnic area, a massive plan of the Castle in Lego, or a trebuchet” (5)

“More interactive things” (6)

“Interactive elements for the children” (3)

Information

“More information on the town, fort and why it was built here” (14)

“More information on the main bedroom” (12)

“Signage, little plaques to say what things are, diagrams to show how things worked and information about the people and their lives. I'm not sure I would want to see a lot of signage. Audio guides or a book would be a less imposing way of getting the information” (9)

“More information, people in costume, entertainment, the cinema film was good as it brings the castle to life” (7)

“It would be good to have maps showing what can be seen from the top of the towers to show the Castle has a strategic position” (2)

“More curators to ask questions of- I had higher expectations about the levels of interaction. Audio guides would be good” (1)

“It might be good to have holograms or to project images onto the walls, or have an actor telling a story” (2)

Navigation

“A structured journey through the Castle shown on signage” (4)

“A bit more navigation” (10)

“Maps” (15)

Face to Face visitor survey

Charts for the face-to-face survey Audience Finder standard questions can be found on your Audience Finder dashboard

Visitor Profile

- 44% of visitors were aged between 34 and 54, and a fifth of visitors were aged over 65
- 54% of visitors were female and 46% were male
- 96% of visitors identified as being from a White ethnic background and 3% were Asian or Asian British. None of the visitors identified as Black or Black British.
- 12% of visitors said that their daily activities were limited, with 2% saying they were limited a lot and 10% limited a little.
- Most visitors were visiting in a small group, with 32% visiting in a group of 2, 23% visiting in a group of 3, and 18% visiting in a group of 4. 5% of visitors came alone. The median group size was 3. Of those who were visiting in a group, 23% were visiting with people under 16, and 77% with people who were over 16.
- Fewer of the groups visiting were families than was shown in the all-Cadw research of 2015. 38% of Caernarfon Castle visitors were with families, while 44% of Summer Season Cadw visitors visited with families.
- 74% of visitors claim little or no prior knowledge of Welsh Castles and history, while 24% have a general knowledge and 1% specialist knowledge.
- Over 10% of respondents were from mainland Europe (excluding UK), with German visitors being the most common. 9.7% were from the USA, 5.1% from Australia and New Zealand and 2% from Canada. There was one visitor from each of the following countries; India, S Africa and Saudi Arabia. The Audience Finder benchmark (drawn from participating museum and heritage organisations 2016/17) for the percentage of overseas visitors is 13%.

Visiting Caernarfon Castle

- Almost $\frac{3}{4}$ of visitors had never been to Caernarfon Castle before (72%), slightly higher than the Summer Season research of 2015 (69%). 23% last visited more than a year ago and 5% visited in the past 12 months.
- The top motivations for visiting Caernarfon Castle were to spend time with friends and family (45%), to learn something (40%), and because heritage is an important part of who they are (31%). Other motivations for visiting were to entertain their children (24%) and to do something new or out of the ordinary (23%). Spending time with family and friends

was the top main motivation for visiting (22%), followed by heritage being an important part of who they are (14%)

- Almost $\frac{3}{4}$ (73%) of visitors said their visit made it much more likely (34%) or more likely (39%) that they would visit again. While 23% said it made no difference and 4% said it made it less likely.
- Of the 4% who said this visit had made it less likely they would return, when asked what might encourage them to attend in the future, all commented on their trip as a tick off on the 'bucket list' that need not be repeated, either because of the distance from home, or because their age would prevent them from enjoying the Castle in the future.

"As I've done it now/getting older/ not as easy to get around here due to steps"

"Have been here now. It's fascinating but I live a great distance away"

Improvements

- 14% of those who visited felt there was nothing that could be done to the Castle to improve their visit

"Nothing! All good"

More information around the Castle, as well as soft lighting on staircases were also common improvements visitors would like to see. Many visitors either didn't notice that there was a café, and would have liked one, or felt that the café that was available lacked adequate range. Visitors also suggested a variety of interactive interventions, from audio guides to actors that would have improved the experience for them.

Representative sample of quotes:

"Explanation boards about rooms - nothing in rooms / nice to have info on what rooms for. Soft lighting - on stairs / or on ground like highlighter strips. For photo opportunities better lighting."

"Cafe - not enough choice. Could be done better, better menu - more drinks, choice is pretty pathetic. Local food should be included on a menu."

"Live performances would be interesting here. Interactive activities would make it more interesting."

Ratings on quality and visit experience

- Almost all visitors to the Castle rated their whole experience highly, with 99% rating it 'very good' (79%) or 'good' (20%).
- The overall quality (97%) and how welcoming the staff were (98%), were also rated very highly. This is a similar pattern to Cadw's previous research that also showed the friendliness of the staff to be highly rated.
- Ease of access had the fewest good or very good ratings, but still attracted a high proportion at 82%. When we look at why visitors selected 'poor' or 'very poor' for this aspect of their experience, for the most part this is related to access for disabled people, with most feeling this is inevitable for a building the age of the Castle.

Representative sample of quotes:

"Although access is ok for you if you are well and able bodied, it is not the easiest if you are not. I also appreciate that it is important to keep it as it was, so there is very little that can be done about this."

"With mobility issues the stairs are impossible."

"Only a few areas accessible for a wheelchair."

- These themes were repeated when visitors were asked to consider what stood out for them on their visit, with towers, walls and the preservation of the Castle as key elements of their experience. The Eagle Tower was a particular favourite for visitors who were impressed with the splendour and the sense it gave them of a living space. Visitors' experience came alive when they saw the details and interpretation within the Castle that helped them to envisage the domestic or military past. The arrow slits, fireplaces, and bedchambers were the most eloquent features of the Castle in this regard.

Representative sample of quotes:

"The King's bedchamber in the Eagle Tower. You could see how he was separated from the masses. It gave you a sense of the class divisions"

"The fireplaces and the eagles on Eagle Tower"

"The defence system, the Eagle Tower and the rooms intact"

"Window frames, fire places, turrets of Eagle Tower - impressive"

"Arrow slits and 3 slits together were clever"

“Arrow Slits Being able to fire in all directions”

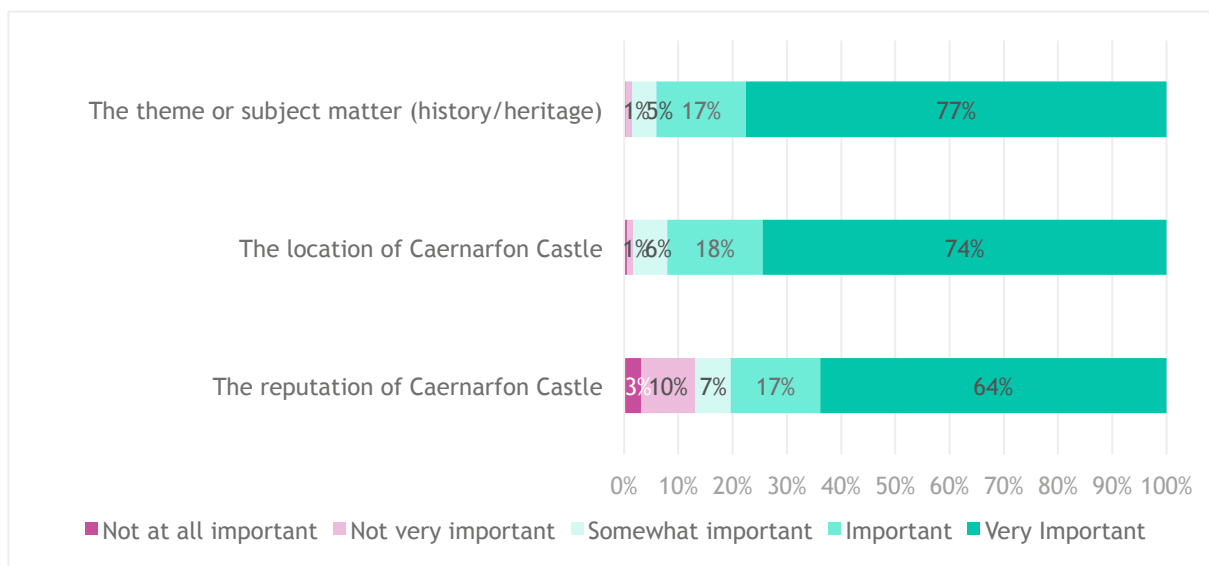
“Military past was fascinating - gate house and arrow slits”

Decision making factors

Respondents were most motivated to visit the Castle because they are interested in history and heritage, with 94% agreeing this was an important part of their decision-making. The location is almost as important for respondents, with 92% saying this was important or very important.

81% of respondents consider the reputation of Caernarfon Castle to be an important or very important part of their decision making.

How important are the following factors in your decision to visit the Castle today?



Base: 351

Margin of error: 4%

Perhaps unsurprisingly, respondents consider their Caernarfon Castle experience to have been historical. There is also an emphasis on what respondents have learned while inside the Castle and a strong indication of their level of interest in it.

[illegible]

Margin of error: 4%

- Under a third of visitors had a particular aspect of the Castle experience in mind as something they would like to see as part of their experience, with towers and walls being the key features for those who did. Visitors were interested to see the view from the towers, a few were interested in particular features of the towers they knew about. A small number of visitors were simply interested in seeing how complete and well maintained they perceived the Castle to be, while a couple had a sense of the significance of the Castle as a rare fine example of medieval architecture.

“Views - the height of the towers enable excellent views for miles”

Domestic features

- The Well Tower (85%), Great Hall (79%) Halls (71%) and hearths (70%) were most noticeable to visitors, with the Well Tower (66%) and the Great Hall (64%) the domestic features that were most important to their experience. Visitors commented that these features were well maintained and helped them envisage life in the Castle. A few would have liked to have had staff within the Castle to ask questions of.

Representative sample of quotes:

"Well preserved in Eagle Tower. Chess board exhibit was excellent"

"Well preserved - gives view of how it was to live here."

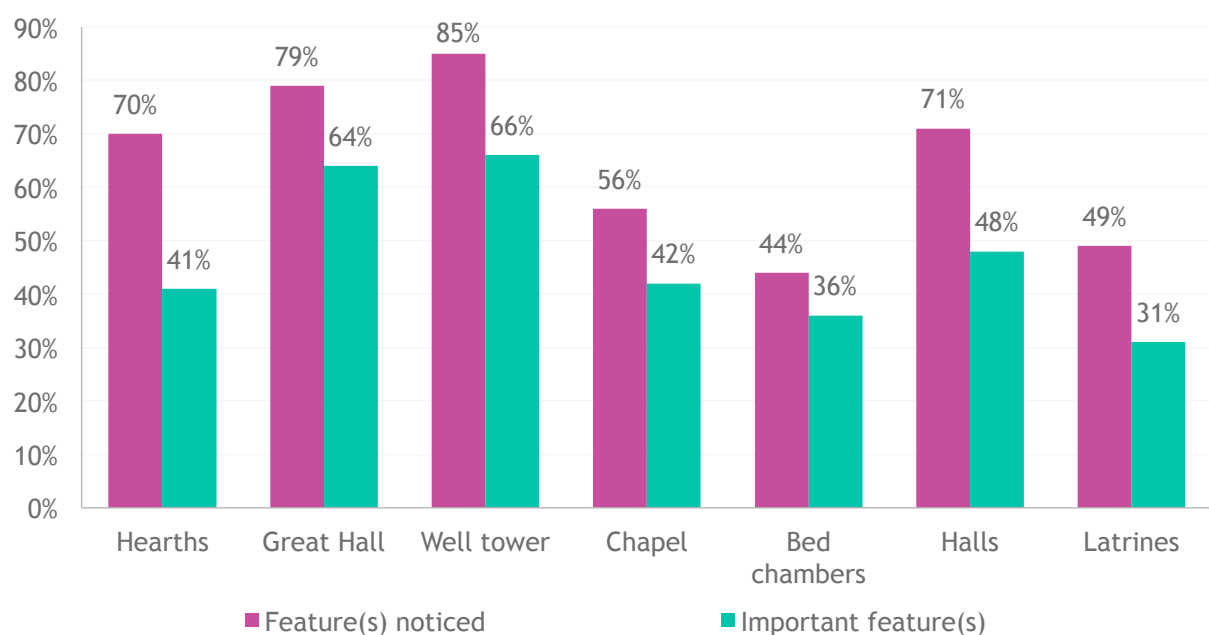
"Well preserved so I can see what it was like before."

"The great hall area is impressive as it is so big"

"Really good condition especially Kings Bedroom"

"I had questions to ask, but nobody was there to answer them."

Which of the following domestic features did you notice on your visit to Caernarfon castle today? And: Which, if any, would you say were important to your experience?



Base features noticed: 349 Base important features: 300

Margin of error: 5%

Margin of error: 6%

What other comments do you have about these features, if any?



Base: 117

Military features

- Overall, the military features were more noticeable to visitors than the domestic features. 95% of visitors noticed the Towers, 87% noticed the gatehouse, and 84% the arrow slits. The towers and the arrow slits were most important to the Castle experience, 74% of visitors found the towers important and 52% found arrow slits to be important.
- Visitors were overawed by the size of the Castle and the way they perceived it to be preserved, they enjoyed the free access up the towers and the views they saw from the tops. A few considered the choices that were made as part of the construction that make the Castle an effective fortress.

Representative sample of quotes:

“The sheer size is mind-boggling”

"The fact that you can actually get up some towers to explore is very impressive."

"The arrow slots being 360 degrees."

"Walls are amazing to walk around and their thickness also."

“Arrow slits are everywhere and reminds you of what a fortress this was and how it must have been defended.”

Which of the following features did you notice on your visit to Caernarfon castle today?
And: Which, if any, would you say were important to your experience?

[illegible]

39

Savoyard features

- Of the Savoyard features tested, the window tracery was the most noticeable with 93% of visitors noticing this, and 92% saying it was an important part of their experience, the highest percentage for importance of all the features tested.
- The wide windows with segmented arches were noticed by 81% of visitors, with 48% finding this feature important, and 59% noticed the doorways with semi-circular arches, which 37% found important.
- Visitors observed that these features were extraneous to the Castle's function as a fortress and appreciated the beauty and intricacy of the design. As ever, the visitors were impressed by what they perceived to be the good preservation of the Castle.

Representative sample of quotes:

"Civilian side of life in contrast to the military side."

"These are good features you don't get everywhere. They are in good condition."

"Pretty and intricate - clever!"

"Survival of window tracery -it is remarkable and very attractive."

Which of the following features did you notice on your visit to Caernarfon castle today?
And: Which, if any, would you say were important to your experience?



Base: 158

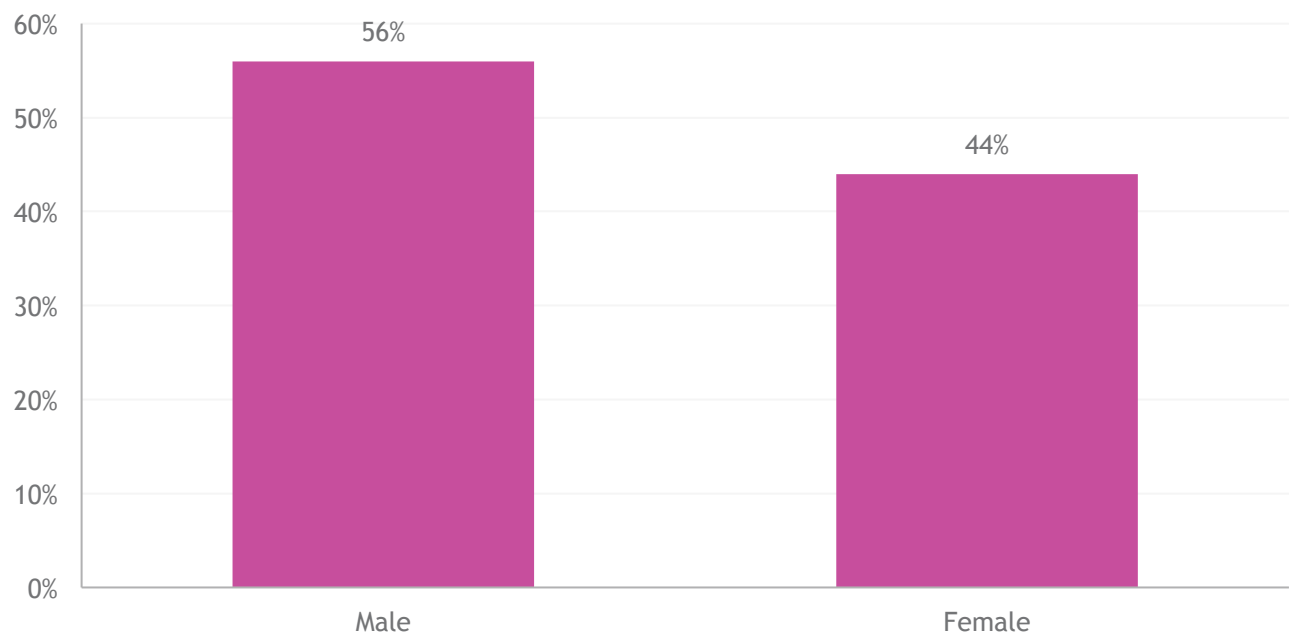
Non-visitor panel survey

Demographics

- 56% identified as male and 44% identified as female.
- The largest single age group of all respondents was 65 or older (32%); 22% identified as 55-64 and 19% as 45-54.
- 87% identified as being from a White ethnic background; 11% identified as White British and 6% as White other.
- 6% identified as being from a mixed or multiple ethnic background, 3% from an Asian or Asian British background, and 3% as other.
- 38% identified a degree & professional/vocational equivalents as their highest level of educational qualification, and 8% identified A-level, vocational level 3 or equivalent.
- 32% of all respondents said their day-to-day activities were limited because of a health problem or disability that has lasted, or is expected to last, at least 12 months; 11% are limited a lot and 21% are limited a little.

Sex

Are you...

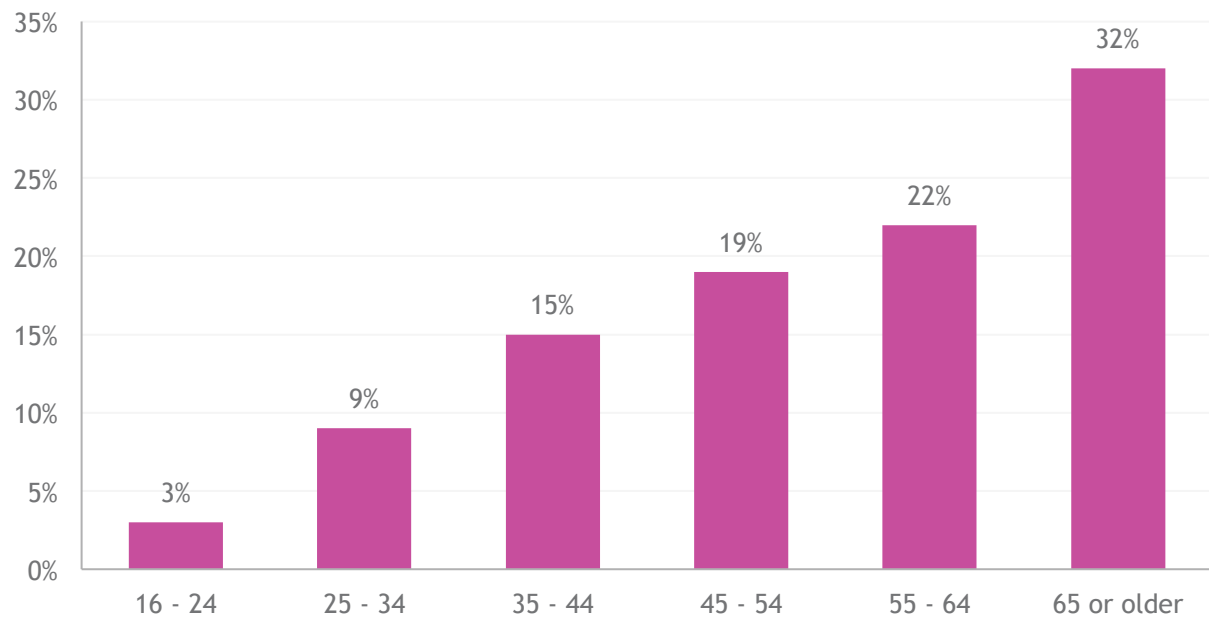


Base: 292

Margin of error: 6%

Age

Which of the following age groups do you belong to?

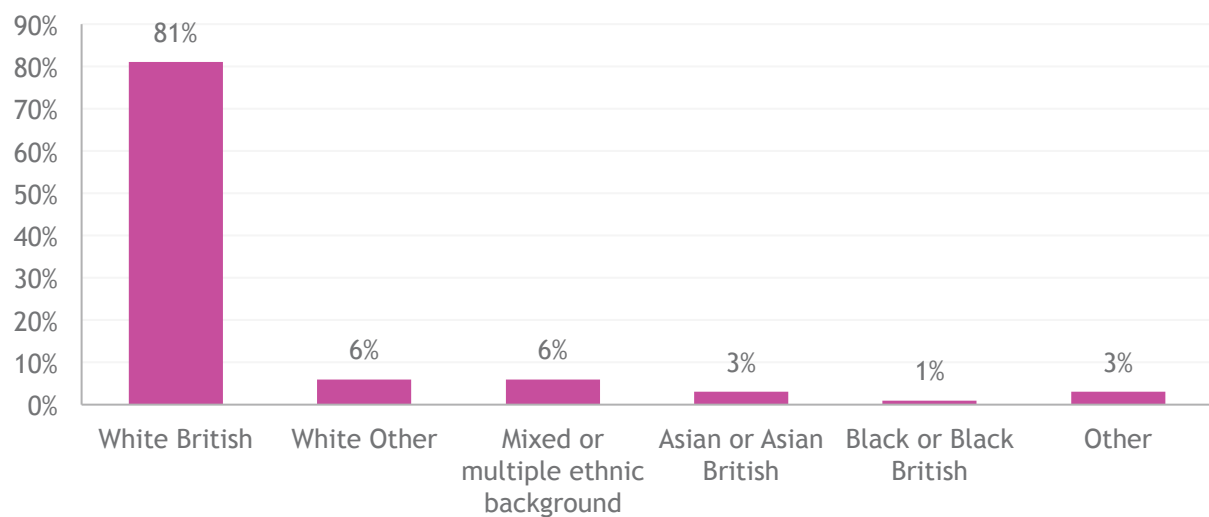


Base: 297

Margin of error: 5%

Ethnicity

What is your ethnic group?

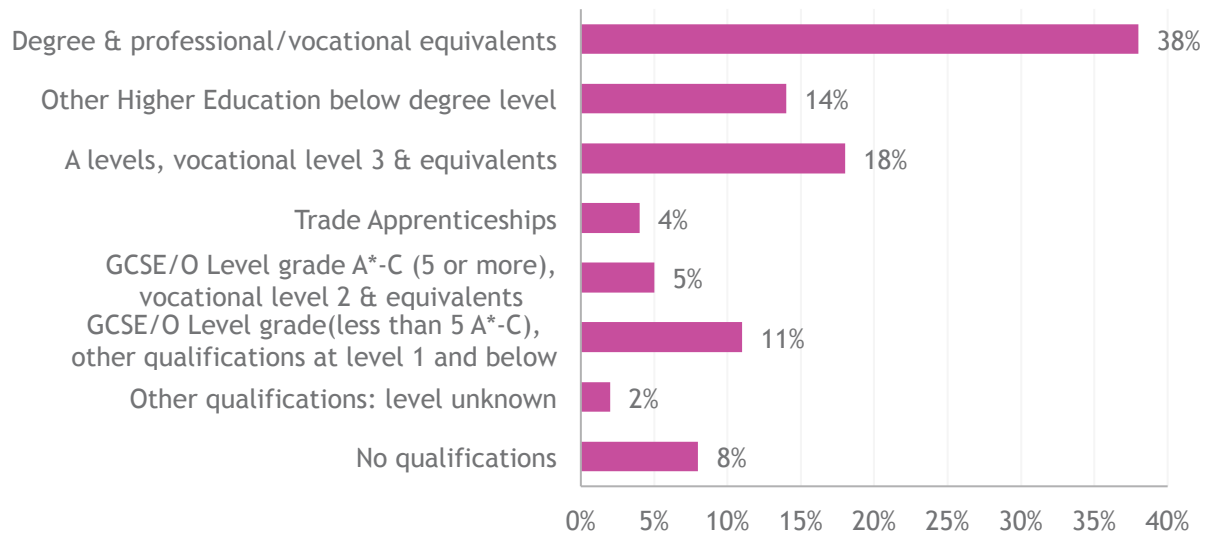


Base: 284

Margin of error: 5%

Education

Which of the following best describes your highest educational qualification?

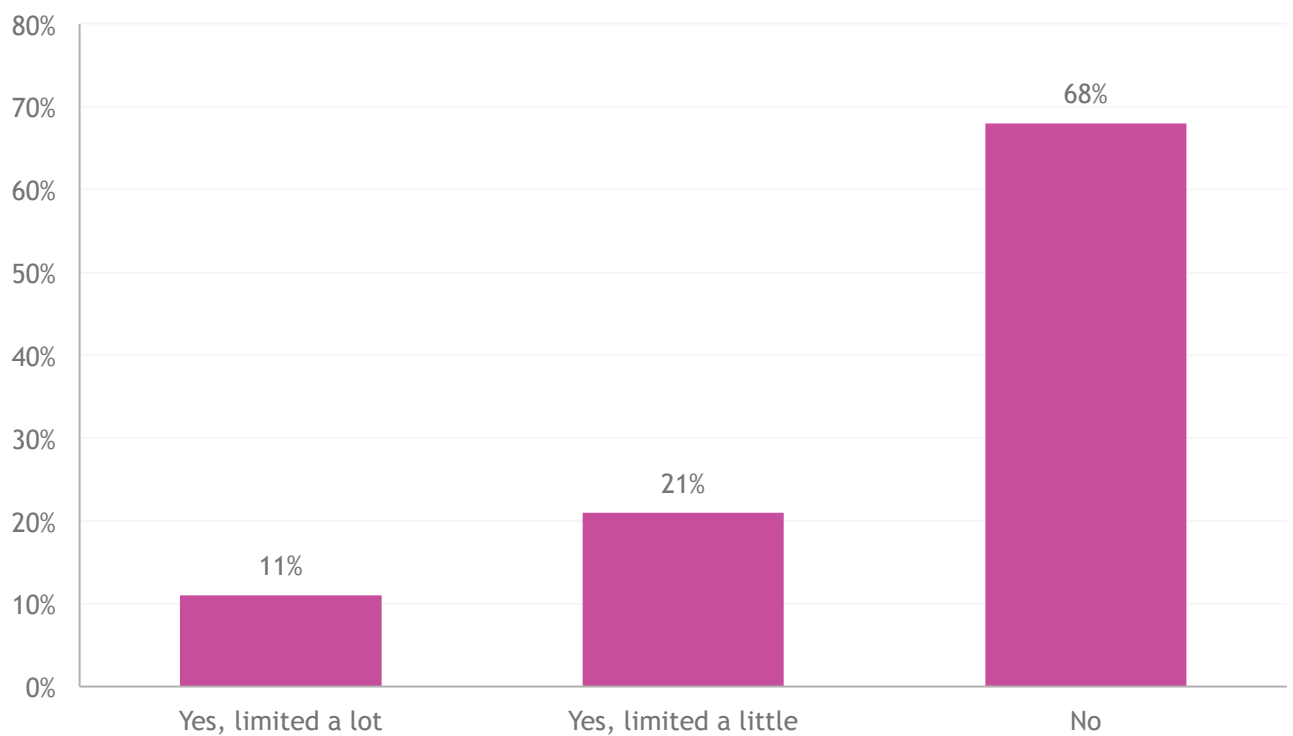


Base: 300

Margin of error: 5%

Disability

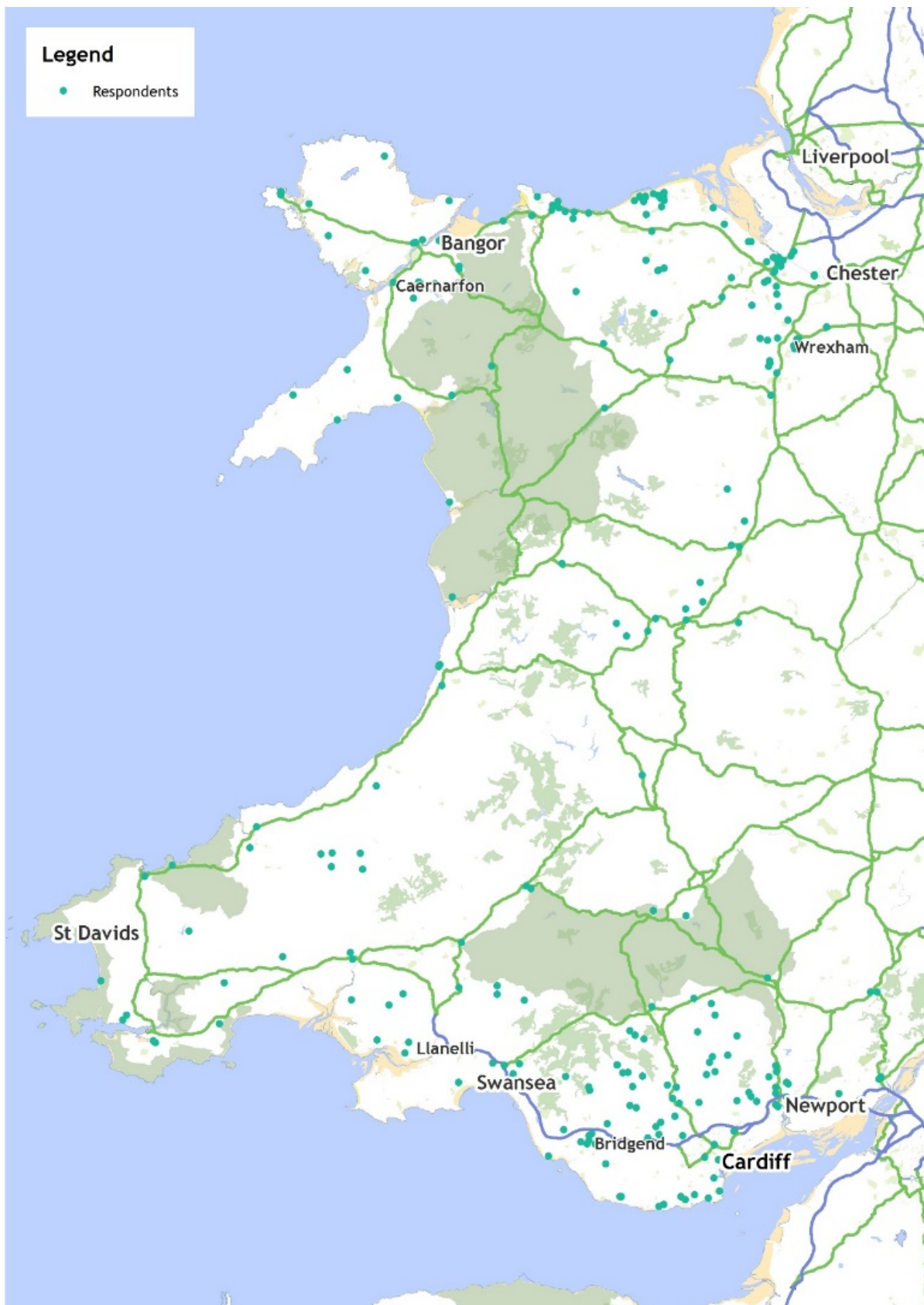
Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?



Base: 284

Margin of error: 5%

Geography



Audience Spectrum profiling

This section looks at the audience spectrum profiling of the non-visitor survey respondents of those residing in three key areas around the Castle; Gwynedd, Conwy and the Isle of Anglesey, who are split into three audiences.

The three most prominent Audience Spectrum* segments in the sample are **Dormitory Dependables**, **Trips and Treats** and **Homes and Heritage**. 57% of all respondents belong to one of these three groups.

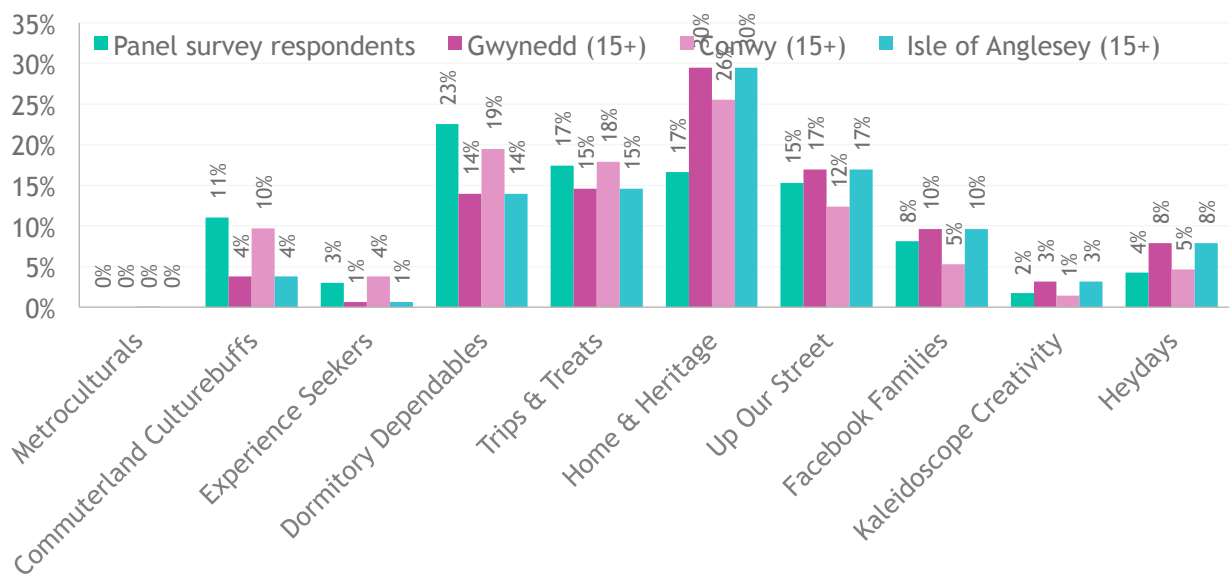
- **Dormitory Dependables (23%):** A significant proportion of arts audiences are made up of this dependably regular if not frequently engaging group. This segment shows a preference for heritage activities alongside popular and more traditional mainstream arts. Many are thriving well-off mature couples or busy older families. Lifestage coupled with more limited access to an extensive cultural offer mean culture is an occasional treat or a family of social outing.
- **Trips and Treats (17%):** This comfortably well-off segment are reasonably culturally active and are interested in mainstream arts and popular culture, with their choices often influenced by children, family and friends. They have an above average attendance at museums and galleries, but most particularly at heritage sites.
Due to their prominence in the population and the greater opportunity for local engagement in London, they do appear at significant levels in London audience profiles; particularly for free, outdoor, events.
- **Homes and Heritage (17%):** A mature group with average engagement in the arts. A large proportion are National Trust members with a particular interest in classical music and amateur dramatics, and a clear preference for mainstream programming. They are most likely to visit a heritage site and are broadly positive about arts and culture.

*An outline of all the segments is available in the appendices.

Population context

- **Dormitory Dependables:** This group underrepresented in the Gwynedd and Isle of Anglesey population, but is highly reflective of the Conwy population (27%).
- **Trips and Treats:** This group are highly representative of all three populations (35%).
- **Homes and Heritage:** This group is highly underrepresented against the three populations.

Audience Spectrum profile



Base: all respondents who provided a valid postcode that matched to an Audience Spectrum segment - 235

Leisure activities and engagement with culture

The respondents indicated generally medium and frequent levels of engagement with leisure activities, with the most popular being cinema going (49%), a visit a museum or heritage site (42%), a visit to the library (37%), and theatre going (30%).

Engagement patterns

- 58% of all respondents engage in leisure activities at least once per month.
- The purple bar for 'none of these' shows respondents who were screened out for the rest of the survey. One fifth of those who received the survey had done none of these things, which is a fairly high proportion, indicating a low engagement in culture overall.

Engagement in activities in the broad North Wales area

- Castles are clearly the more popular attractions in the North Wales area, over the houses and estates of the National Trust.
- 24% of all respondents have been to Conwy Castle in the past 5 years, 17% have been to Harlech Castle, 15% to Beaumaris Castle, 14% to Penrhyn Castle and 11% to Denbigh Castle.
- Plas Newydd House and Gardens is the commonest place to have visited after the castles with 8% of all respondents having visited there in the last 5 years.
- Looking only at the respondents from North Wales, there is very little difference in preference for attendance, with castles remaining the more popular option over National Trust and other houses and stately homes.

Engagement in the Gwynedd area all respondents

- 40% of respondents had not visited or participated in any leisure activities in the Gwynedd area in the last 12 months.
- 21% of respondents had been to a castle in the Gwynedd area in the last 12 months.
- 20% had been to the cinema, 13% had visited Portmeirion, and 12% had been to a library in the last 12 months.
- There is a similar pattern of attendance among the North Wales respondents when compared to all respondents, with visiting the cinema (31%) and visiting a castle (27%) the most common leisure activities to have engaged in in the Gwynedd area. There are

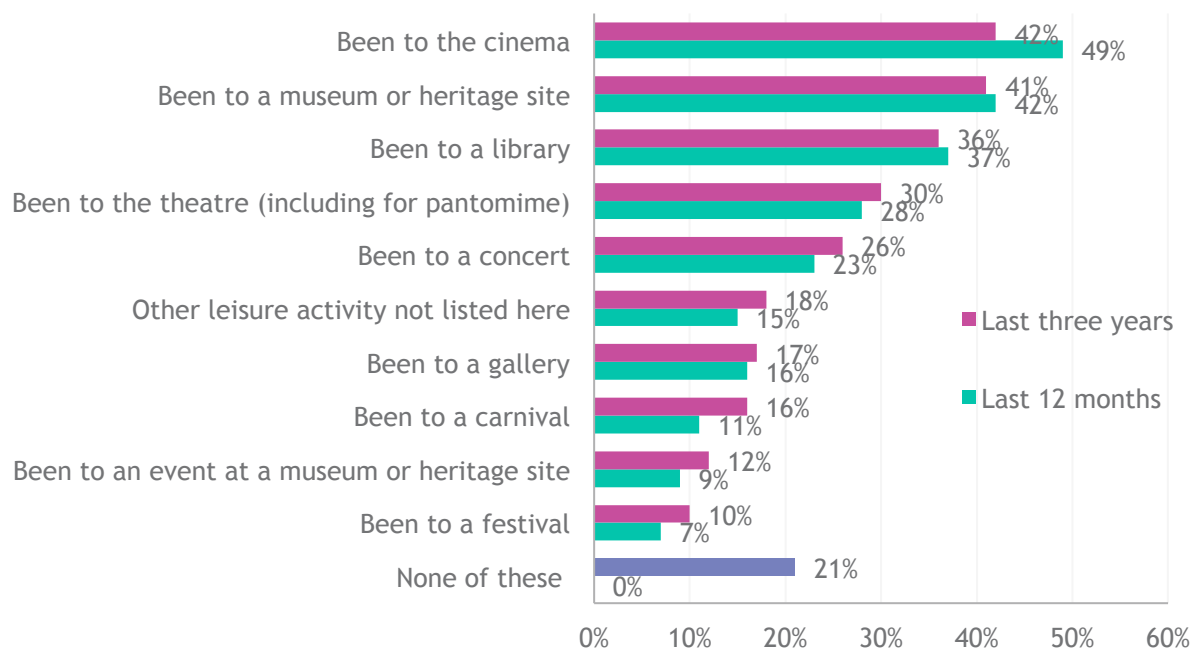
slightly higher levels of engagement in leisure activities in the Gwynedd area among North Wales respondents overall.

Motivations for visiting or participating in leisure activities in the Gwynedd area

- The most popular general motivation for visiting or participating in leisure activities in the Gwynedd area in the last three years were to have a relaxing day out (37%), to spend time with family/friends (35%), and to enjoy the atmosphere (28%).
- Other general motivations included to do something new/ out of the ordinary (27%), to escape from everyday life (25%) and to be entertained (25%).
- 22% of respondents identified spending time with family/friends as their main motivation and 13% to have a relaxing day out.
- The purple bar at the bottom of the chart shows those who were screened out of the survey as they had been to Caernarfon Castle in the past 5 years. This is a fairly high proportion, at 29%, indicating that the Castle is a popular destination.

Engagement with different types of leisure activities

Which of the following types of activities have you done in the last three years / 12 months?



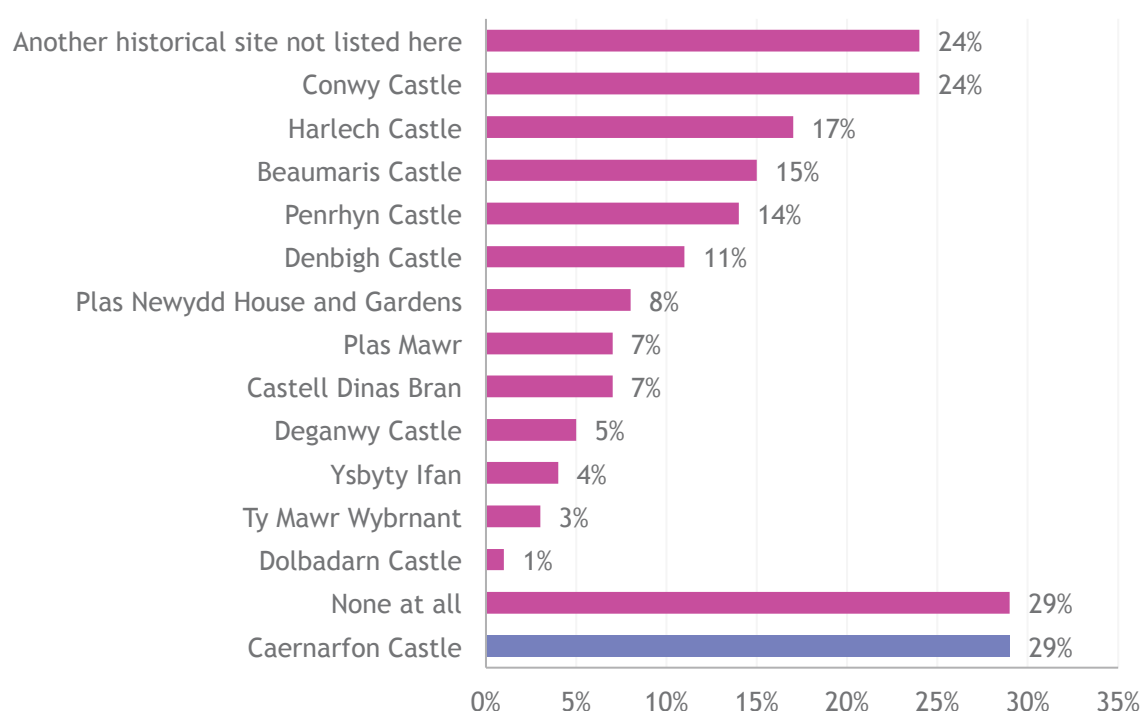
Base last three years: 759

Base last 12 months: 410

Margin of error last three years: 4%

Margin of error last 12 months: 5%

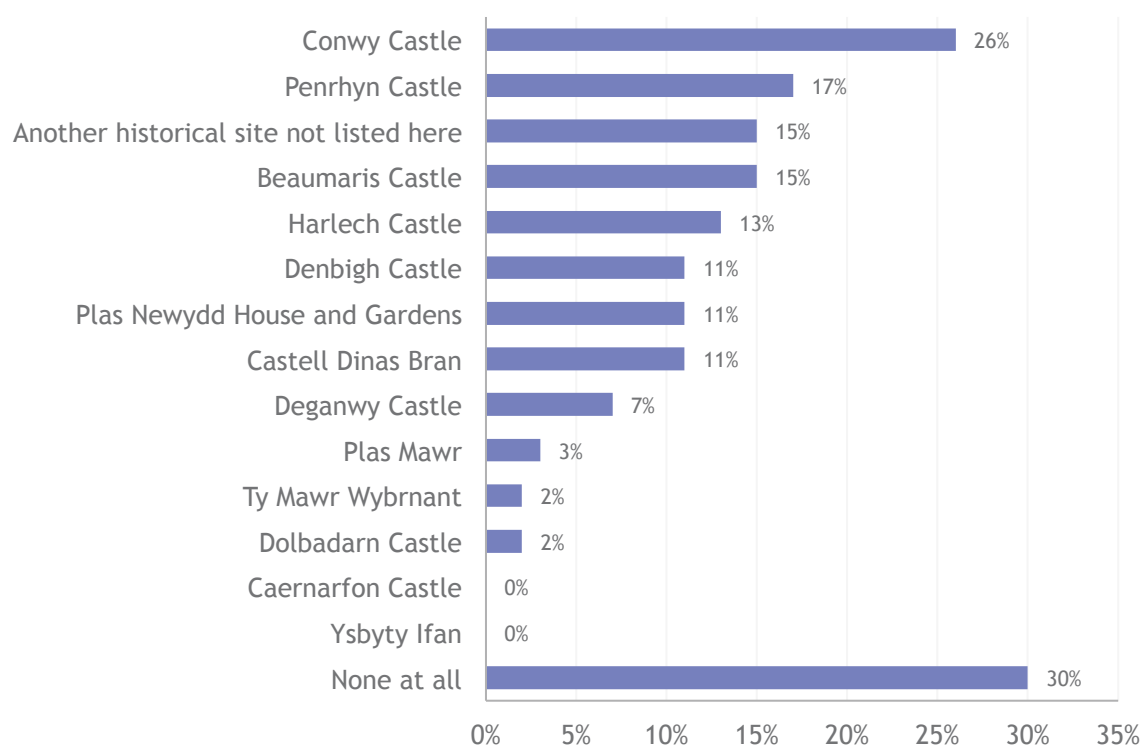
Which of the following museums have you visited in the last five years?



Base: 588

Margin of error: 3%

North Wales respondents only

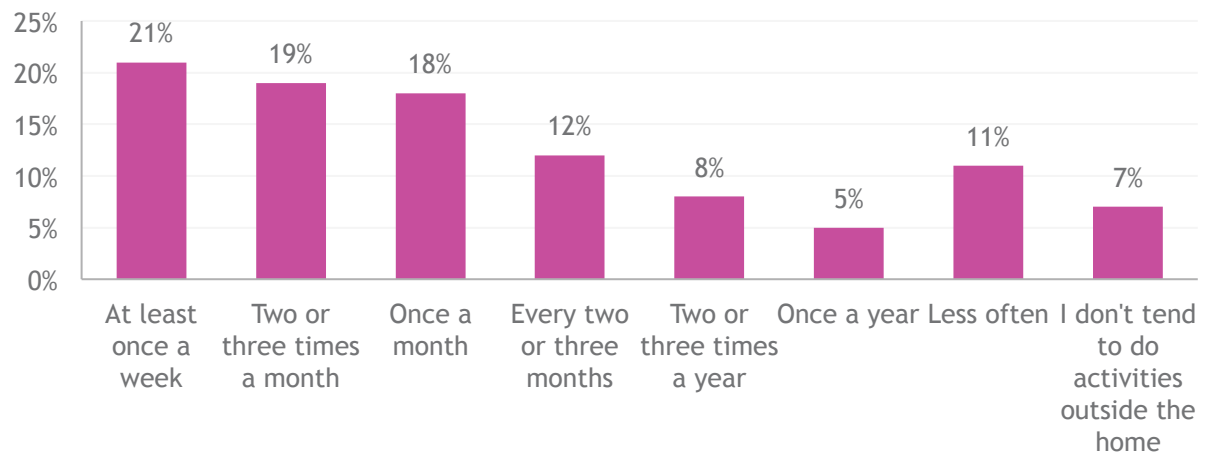


Base: 113

Margin of error: 8%

Frequency of engagement with leisure activities

How often do you tend to do leisure/recreational activities outside the home?

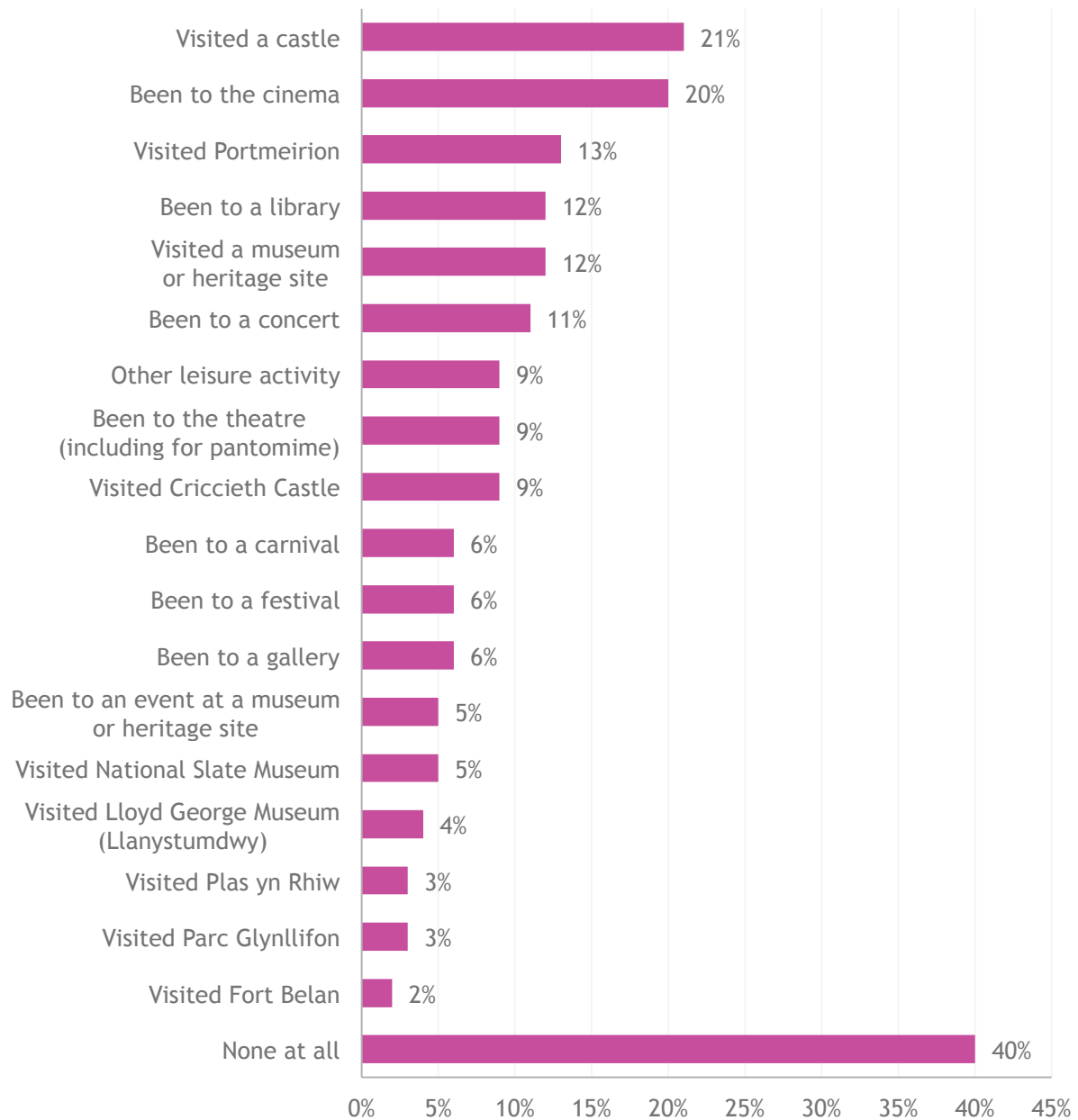


Base: 272

Margin of error: 5%

Engagement with leisure activities in the Gwynedd area

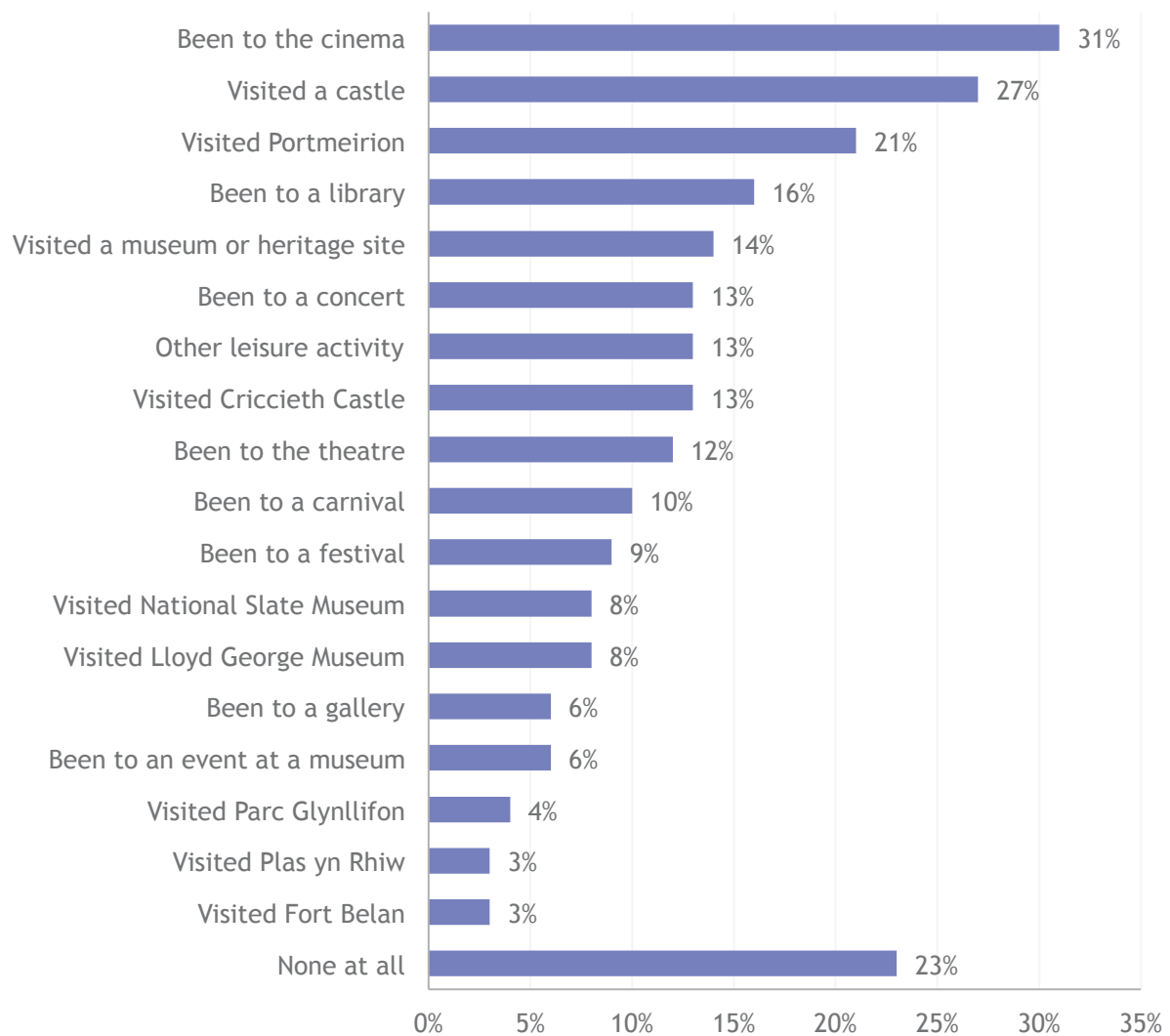
Which of the following have you done in the Gwynedd area in the last three years / 12 month?



Base: 299

Margin of error: 5%

North Wales respondents only



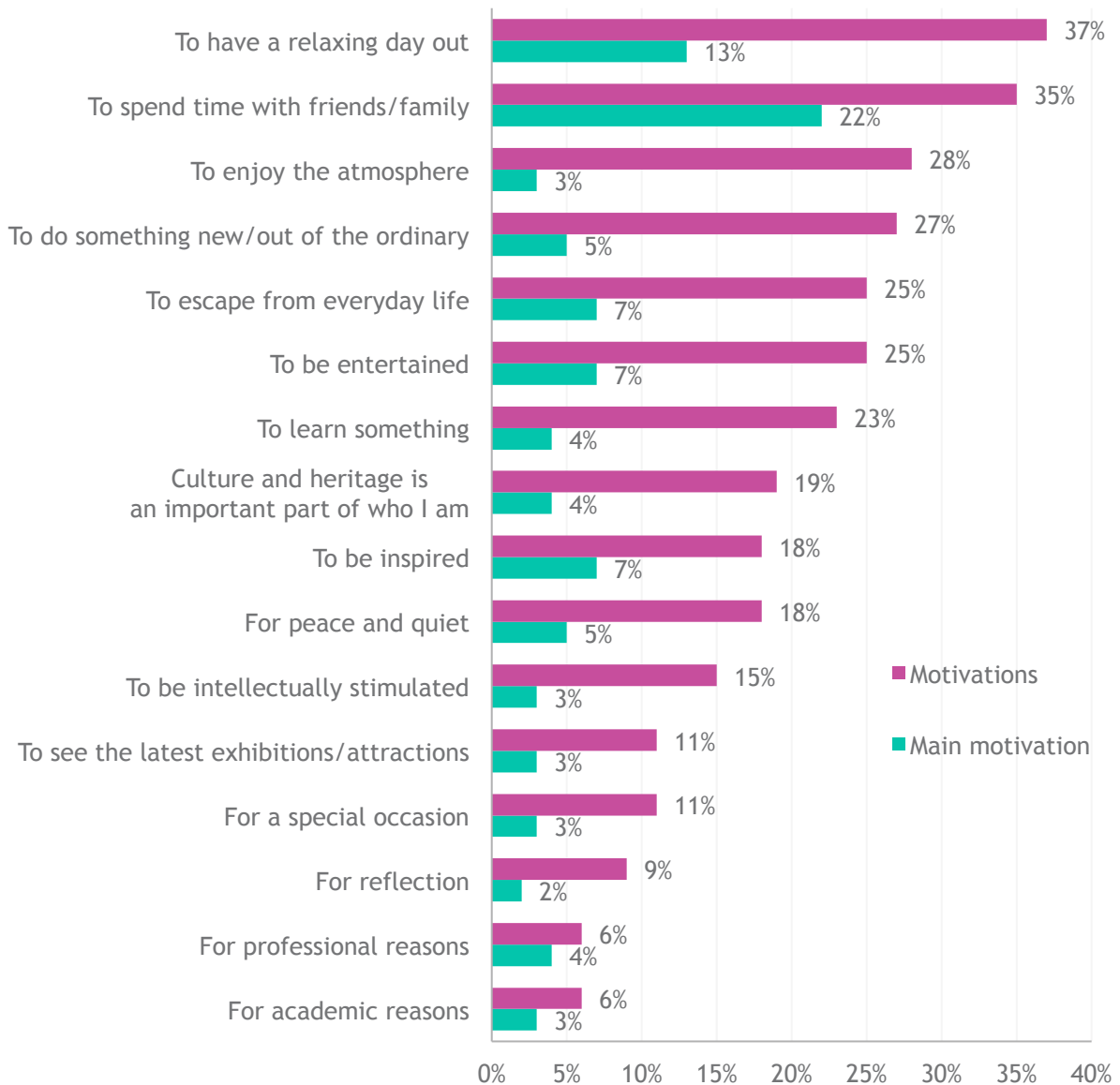
Base: 117

Margin of error: 8%

Motivations for leisure activities in the Gwynedd area

Which of the following describe your motivations for the leisure activities have you done in the Gwynedd area in the last three years?

Base: respondents who have visited or participated in leisure activities in the Gwynedd area in the last three years - 179

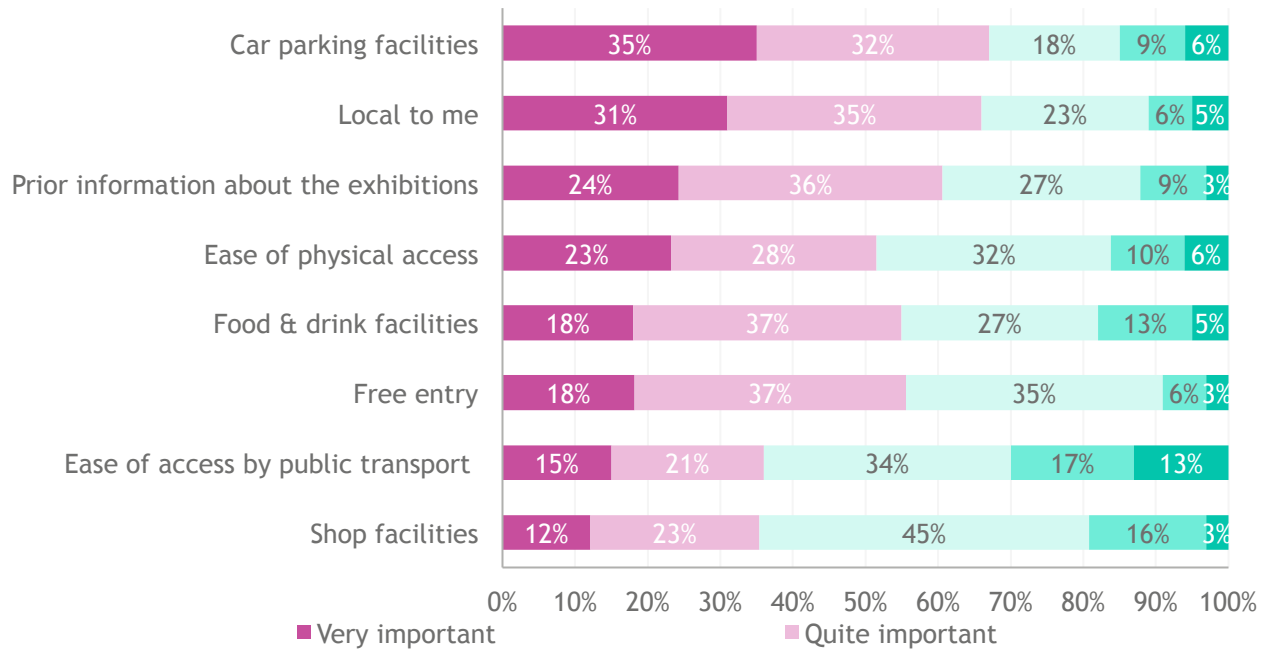


Decision making about things to do in the Gwynedd area

- The most important factors when making decisions about places to visit or activities to participate in, were car parking facilities, the area or neighbourhood and prior information about exhibits.
- 67% of respondents said that car parking facilities were either 'Very important' (35%) or 'Quite important' (32%) when making decisions about places to visit.
- 66% of respondents said that the area or neighbourhood was either 'Very important' (31%) or 'Quite important' (35%) when making decisions about places to visit.
- 74% of respondents said prior information was 'Very important' (24%) or 'Quite important' (36%) when making a decision.
- Ease of physical access (51%), food and drink facilities (55%), free entry (55%) and ease of access by public transport (36%) were also rated as 'Very important' or 'Quite important' factors in the decision making process.

Overall decision making factors

How important are the following in your decision to visit or participate in leisure activities in the Gwynedd area?



Base: respondents who have visited or participated in leisure activities in the Gwynedd area in the last three years - 179

Pre-visit perceptions of Caernarfon Castle

- 96% of all respondents had heard of Caernarfon Castle and 4% had not heard of Caernarfon Castle.
- The main thing all respondents expect from a visit to Caernarfon Castle is to see stories about the history of the Castle (65%).
- A café (61%), information and displays about the domestic life of former inhabitants (53%), a gift shop (52%), and historical weaponry (48%) also feature highly as expectations about what to see or do at Caernarfon Castle.
- Of those who have heard of the Caernarfon Castle, 'Historical' (76%), 'Interesting' (67%), and 'Traditional castle' (55%) were the most identified words by respondents to describe their expectations of Caernarfon Castle.
- Also featuring highly to describe respondents expectations of Caernarfon Castle were 'Architectural' (41%), 'Famous' (40%), and 'Important' (37%).

Future visits to Caernarfon Castle

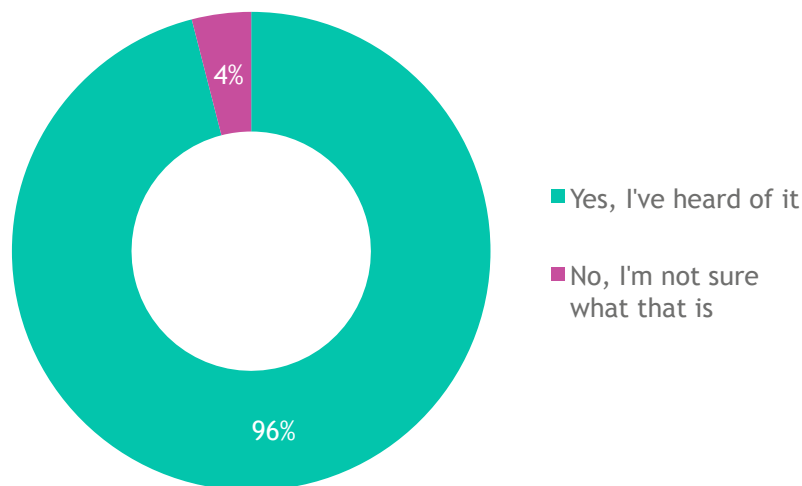
- 52% of respondents said that they would consider going to Caernarfon Castle: 'Definitely' (29%); 'Probably' (23%)
 - 31% stated 'Maybe' indicating a good potential for growth
 - 16% of respondents said that they would 'Probably not' (11%) or 'Definitely not' (5%) consider going to Caernarfon Castle.
 - The main reason respondents said they would visit Caernarfon Castle in the future was due to an interest in Welsh history (41%) and for an outing with friends and family (38%).
 - Other reasons identified for visiting in the future were due to a general interest in castles (36%), because it is an iconic building (27%), an interest in medieval history (23%), and/or because of an interest in architecture (17%).
 - Asked what would encourage them to visit, the main theme to emerge from responses was a desire to see discounts or deals available to holiday-makers and locals; this included comments about the content of the Castle in addition to more practical information such as where it is, how to get there, and what else visitors might do in the area.
- There were also a large number of comments related to one off events and re-enactments being a tempting draw to the Castle.

Reasons for not visiting Caernarfon Castle

- The main reasons for not visiting Caernarfon Castle were lack of interest in castles (19%), the cost of travel (13%), that they had heard it wasn't that good (10%), followed by admission costs (10%).
- Asked why they had not visited the Castle, the responses indicate that the key barrier to visiting is lack of time and family commitments. This was cited by many of the respondents, along with distance from the castle and the potential cost.

Pre-visit perceptions of Caernarfon Castle

Have you heard of the Caernarfon Castle?



Base: 226

Margin of error: 5%

What would you expect from a visit to Caernarfon Castle?

history
something for all the family
well preserved Facilities

"History and culture of the region."

"Lots of information for children to see the history of the castle, a souvenir shop, activities for the family."

"A castle in a good state of repair."

"To see a wonderfully preserved castle and artefacts in a fantastically preserved setting."

"A good view of History similar to that of Caerphilly, Cardiff castle and others local to me. Full of information and interactive."

"An historical & informative but fun experience"

"A place to take great photographs."

"I would expect Castle! We also expect to see information boards and gift shop."

"A day out with activities aimed at young children, an opportunity to learn about life in the castle with outside."

"Learn the history of the Castle, the fabric, old legends, history of Kings, Princes and the past."

"Explanation of the construction of the Castle and of its role in the context of the historical period."

"Time by the sea. Fantastic views of Anglesey and the area around. Good fun for children. Interest in the history, both recent and older. In a lovely town."

"Lots of information for children to see the history of the castle, a souvenir shop, activities for the family."

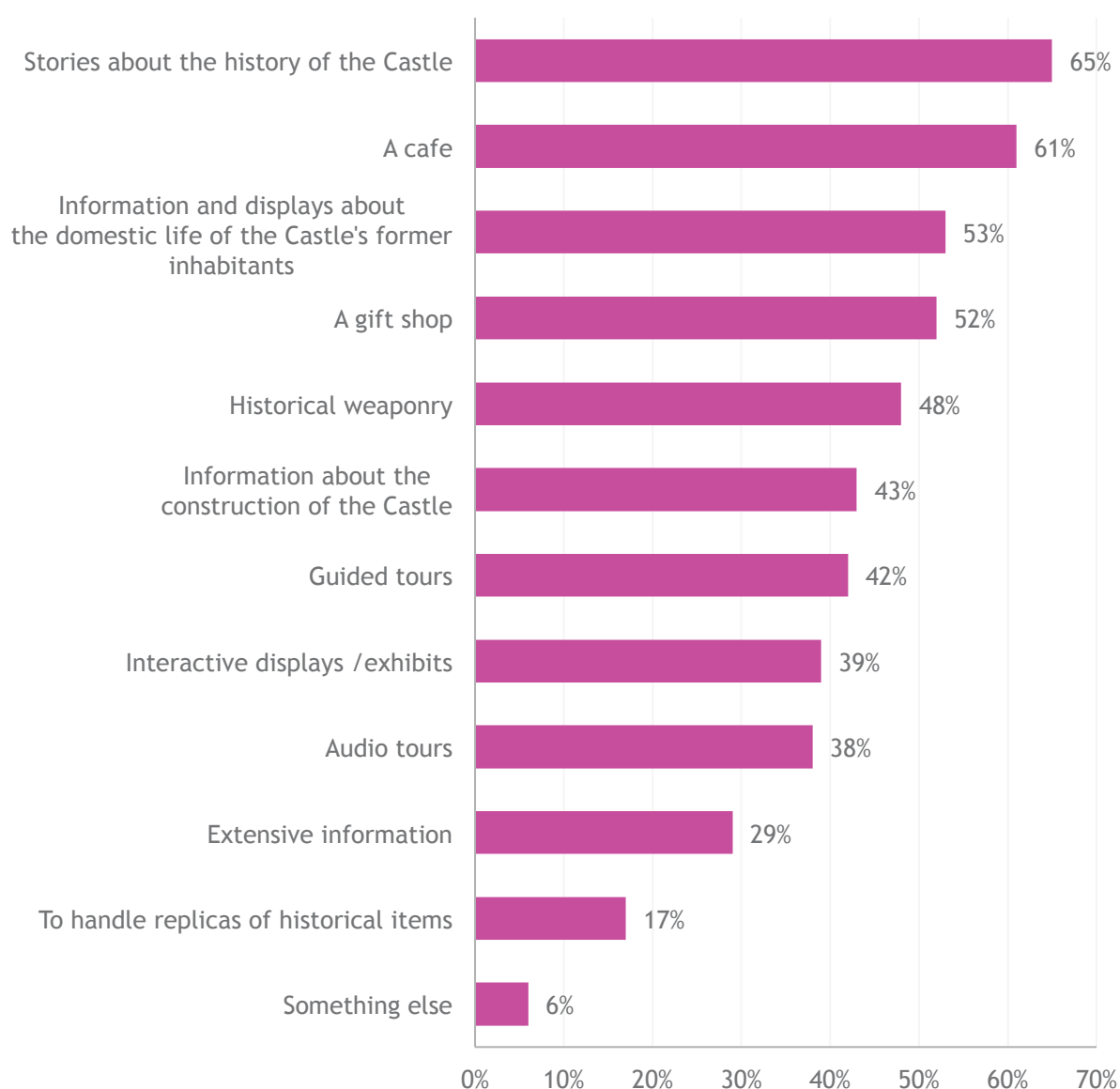
"I would expect a very interesting day in a beautiful part of Wales. The castle is so loved and famous I would expect a really lovely experience and good facilities, food, refreshments, gift shops etc."

"Old castle showing its part in Welsh history, and something all the family."

"History, interactive displays, peace and quiet, to learn something."

"A trip into the past learning about why the castle was built, who by, what for etc.. To see the children have fun and learn at the same time, much more interesting than reading it in a book, they can actually live it."

What would you expect to see and do at Caernarfon Castle?



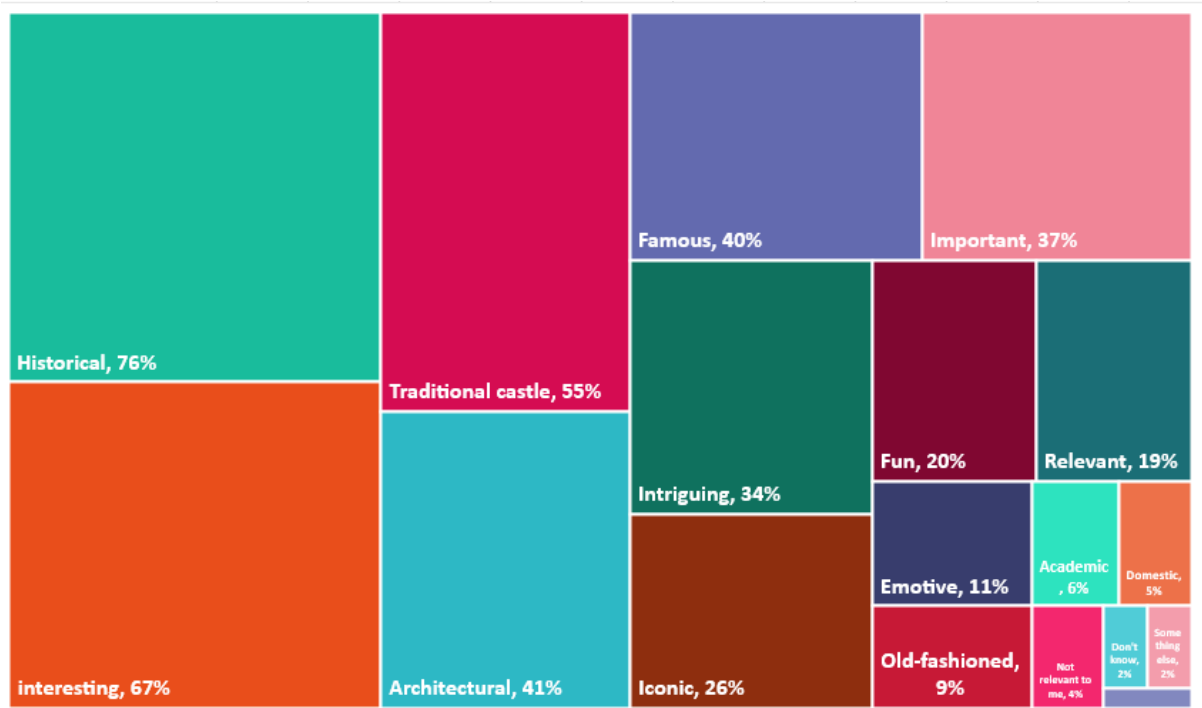
Base: 300

Margin of error: 6%

Base: 300

Margin of error: 6%

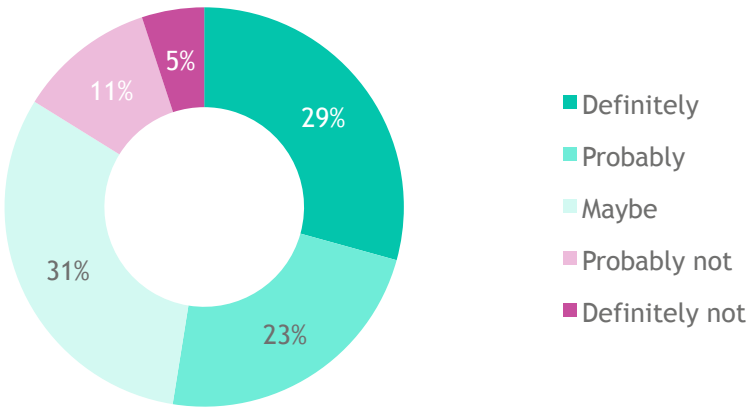
Which of the following words would you use to describe your expectations of Caernarfon Castle?



Base: respondents who have heard of Caernarfon Castle - 217
Margin of error: 7%

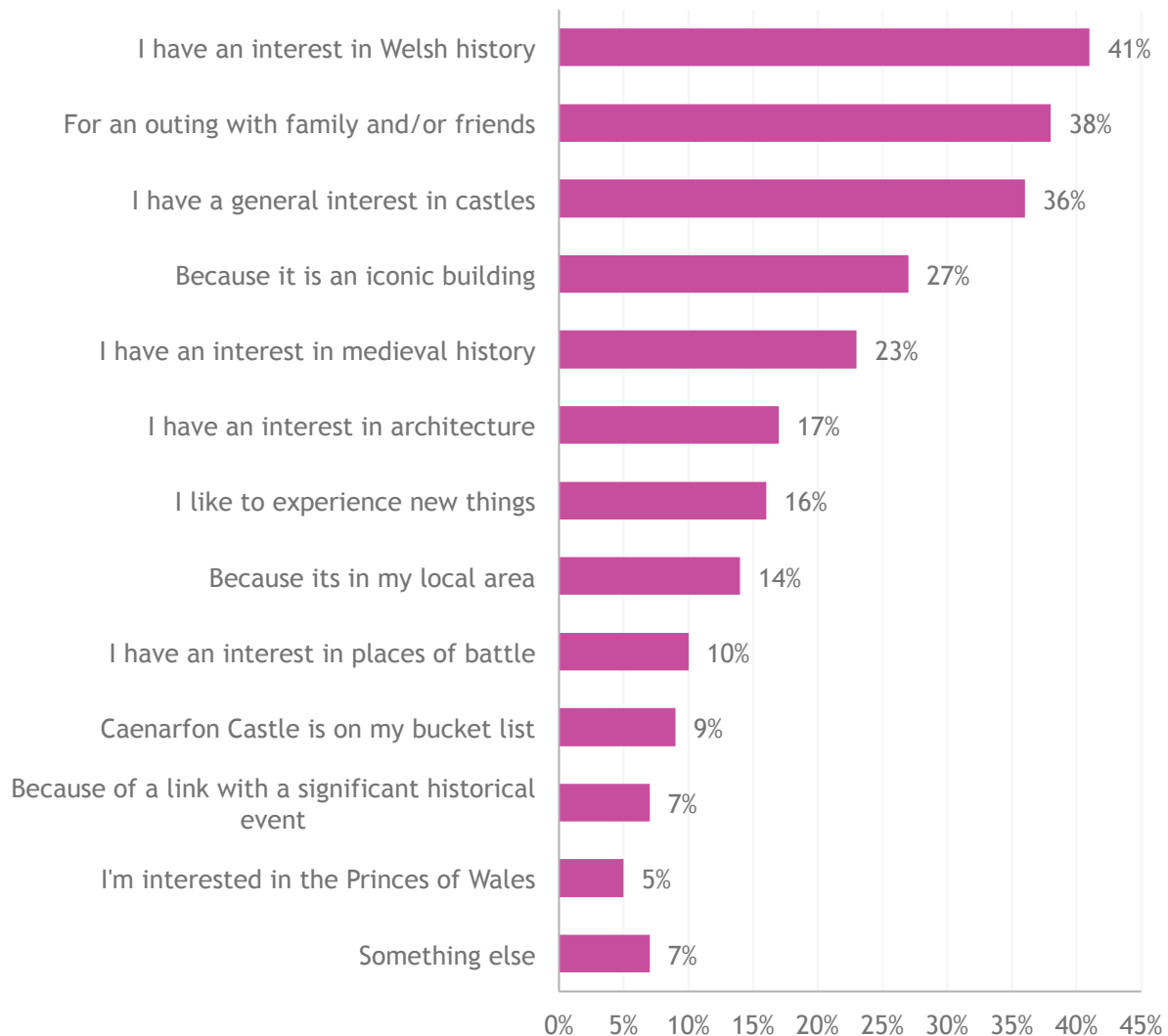
Future visits to Caernarfon Castle

Would you consider going to Caernarfon Castle?



Base: 300
Margin of error: 5%

Why would you visit the Caernarfon Castle?



Base: respondents who would definitely /probably /maybe visit Caernarfon Castle in the future - 252

Margin of error: 6%

What's the one thing that would encourage you to visit Caernarfon Castle?

Free entry/ discounts
in the local area
special event **finding the time**

Base: respondents who would definitely /probably /maybe visit Caernarfon Castle in the future - 252

“A display or event happening there.”

“A WW1 celebration of the Welsh Regiments event on 11 11 2018.”

“An exciting exhibition taking place. A nice sunny day would also help!”

“A reasonable entry price, and ease, cost of parking.”

“Better parking.”

“Better transport connections.”

“That e is part of a package while on holiday in the area e.g. a reduction entrance price associated and other activities may.”

“Large visitor centre, indoor.”

“Events are specific to children, more information about other activities to do in town.”

“Disability access.”

“Discounted tickets, special event.”

“Free entry for locals.”

“Good facilities.”

“Historical re-enactment of a battle in the grounds or similar i.e. a play in traditional costume.”

Reasons for not visiting Caernarfon Castle

What, if anything, has so far prevented you from visiting the Caernarfon Castle?

Finding the time
distance from the castle
covering the cost have already been

Representative quotes in response to the question above:

“We almost visited the Castle at that and made the journey to North Wales, but due to the price of entry (especially small children), it did not make financial sense.”

“Distance and cost.”

“Distance and time only, I live in Flintshire but would certainly like to visit the castle again soon.”

“Having a caravan in Pwllheli we pass thru Caernarfon regularly but always on way there or way home. To make us visit it would have to be cheap and fun for kids.”

“Distance and transport links from mid-wales.”

“I have been told it is quite difficult to park in Caernarfon, my husband has Parkinson's and cannot walk too far without getting tired. We do have a Blue Badge and do intend to try soon and see if we can park in the immediate area.”

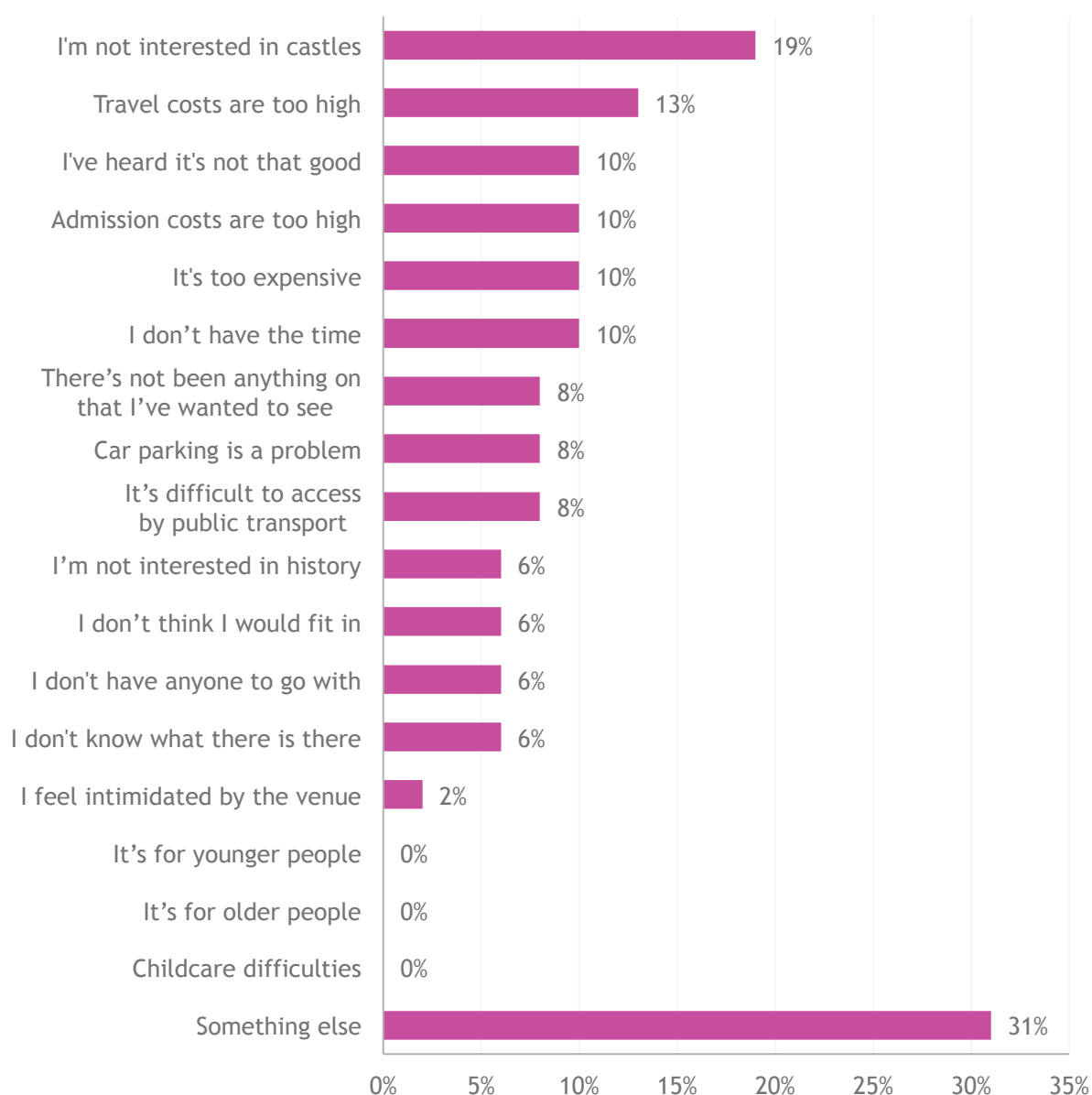
“I have visited Caernarfon Castle but it was some time ago. There is so much of interest in North Wales that I don't often visit places more than once over 5 years.”

“Family commitments.”

“I have young children.”

“Working full time.”

Are there any particular reasons why you wouldn't visit Caernarfon Castle?



Base: respondents who would probably not / definitely not visit Caernarfon Castle in the future - 48

Margin of error: 11%

Understanding of Caernarfon Castle as a World Heritage Site

- 49% of all respondents are aware that Caernarfon Castle is a World Heritage Site. 47% are unaware and 4% are unsure.
- Looking at the respondents from North Wales alone, there is a greater awareness of Caernarfon Castle as a World Heritage Site, with 60% aware of this, 39% unaware and 1% unsure.

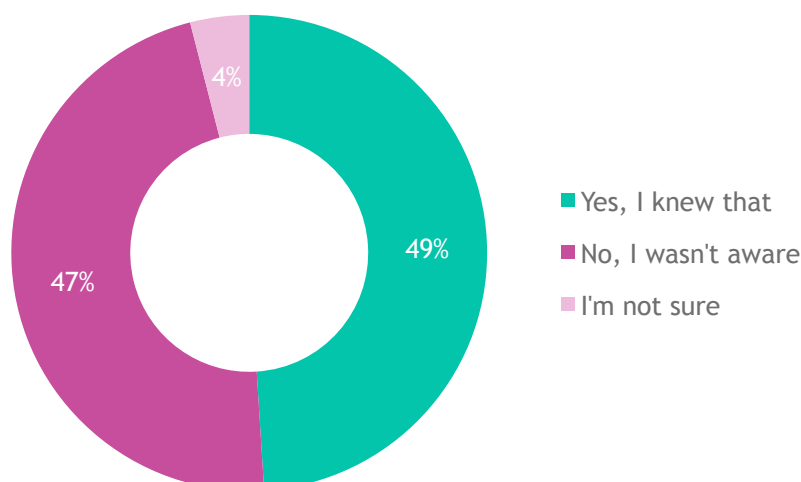
Perceptions and attitudes regarding historical sites

Over half of respondents who would visit Caernarfon Castle would feel ambivalent about the Castle's position as a World Heritage Site being a motivation for visiting. Respondents are keen for historical sites to be preserved as closely as possible to the way they were built but almost an equal proportion feel they should also be sensitively improved to maximise access.

- 56% of respondents who would definitely, probably or maybe visit Caernarfon Castle would be neither more nor less likely to visit when they considered the Castle as World Heritage Site.
- That the Castle is a World Heritage site would make 27% of respondents who would like to visit the Castle more likely to visit, 7% said it would make it much more likely, and 20% more likely.
- 17% of respondents who would visit Caernarfon Castle said the fact that it is a World Heritage site would make it less likely that that would visit, 10% selected less likely and 17% selected much less likely.
- 68% of respondents agree that it is important to preserve historical sites as closely as possible to the way they built. 33% agree strongly and 29% agree.
- 62% of respondents agree historical sites should be sensitively improved to maximise access, 29% of whom agree strongly and 33% agree.

Understanding of Caernarfon Castle as a World Heritage Site

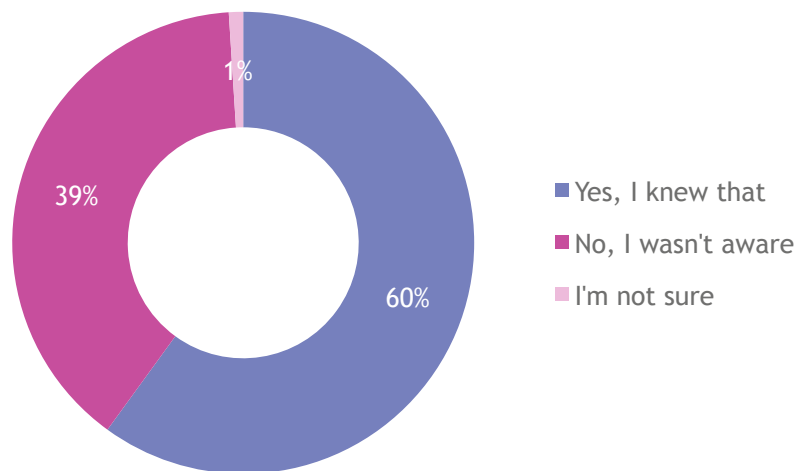
Are you aware that Caernarfon Castle is a World Heritage Site?



Base, those who have heard of Caernarfon Castle: 205

Margin of error: 7%

North Wales only

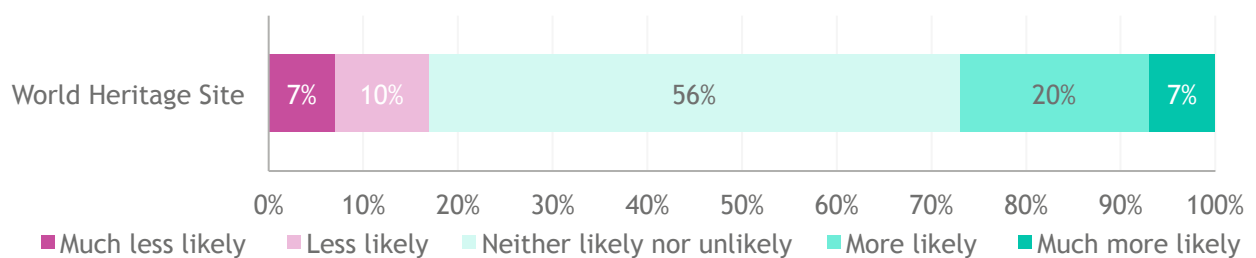


Base, those who have heard of Caernarfon Castle: 82

Margin of error: 11%

Perceptions and attitudes regarding historical sites

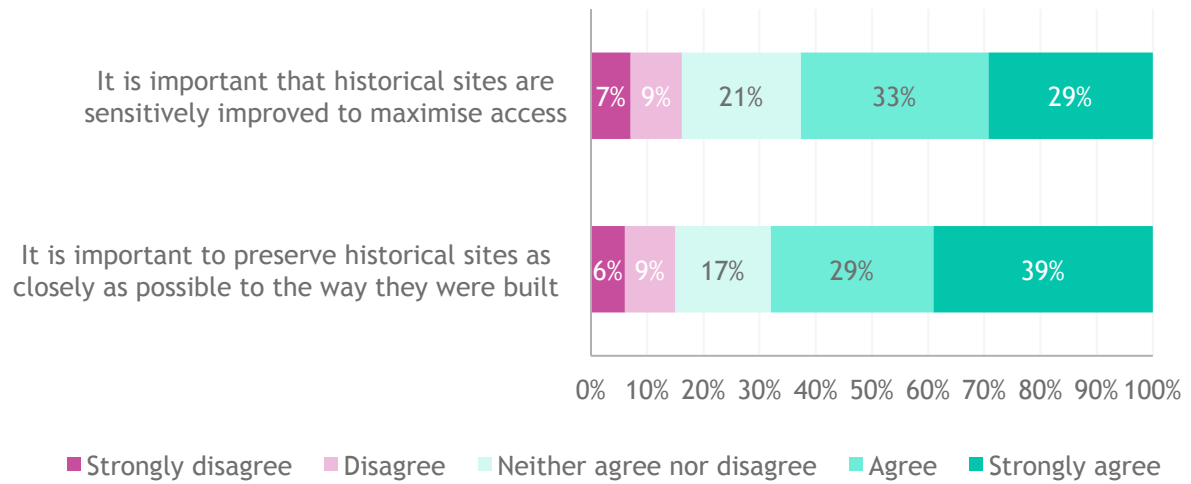
Does the fact Caernarfon Castle is a World Heritage site make it more or less likely that you would visit?



Base, those who would definitely, probably or maybe visit Caernarfon Castle: 249

Margin of error: 6%

How much do you agree with the following statements?



Base, those who would definitely, probably or maybe visit Caernarfon Castle: 249

Margin of error: 6%

Information sources for local activities

The main sources of information about things to do or places to visit were friends and family, local newspapers, posters, and the websites of organisations.

- 33% of respondents said that friends were a source of information, and 16% that this was their main source.
- 31% of respondents said that family are a source of information. 12% said that it was their main source.
- 27% of respondents said that local newspapers was a source of information, and 9% said that it was their main source.
- Also featuring highly as sources of information they had seen, but not as main sources, were posters (21%), leaflets (19%), and council publications and websites (18%).

North Wales survey respondents select very similar top sources of information when compared with the whole sample with the key information sources being family, local newspapers, friends, posters and leaflets.

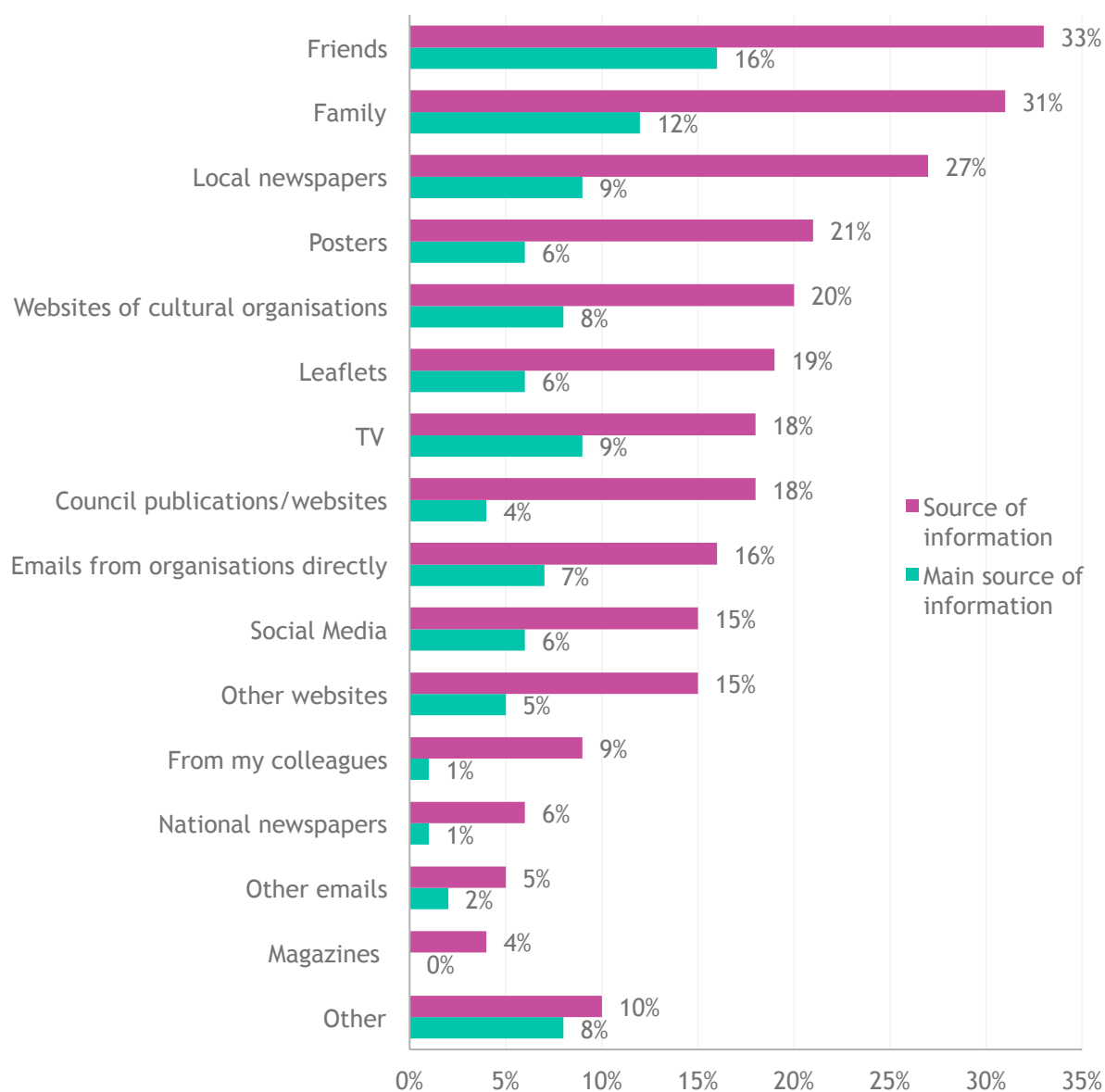
Information sources for Caernarfon Castle

Of respondents who have heard of Caernarfon Castle, the main sources of information they have seen or heard anything about the Castle in the last year or so is via word of mouth (10%), a leaflet (9%) and media coverage of Caernarfon Castle (7%).

- Also featuring as sources of information where they had seen or heard about Caernarfon Castle through a tourist information centre (7%), social media (6%), Caernarfon Castle website (6%), an advert (5%), and through an accommodation provider (2%).
- Of those that said social media was a source of information for Caernarfon Castle, 92% said Facebook, 8% said Google+, and 8% said other.

Information sources

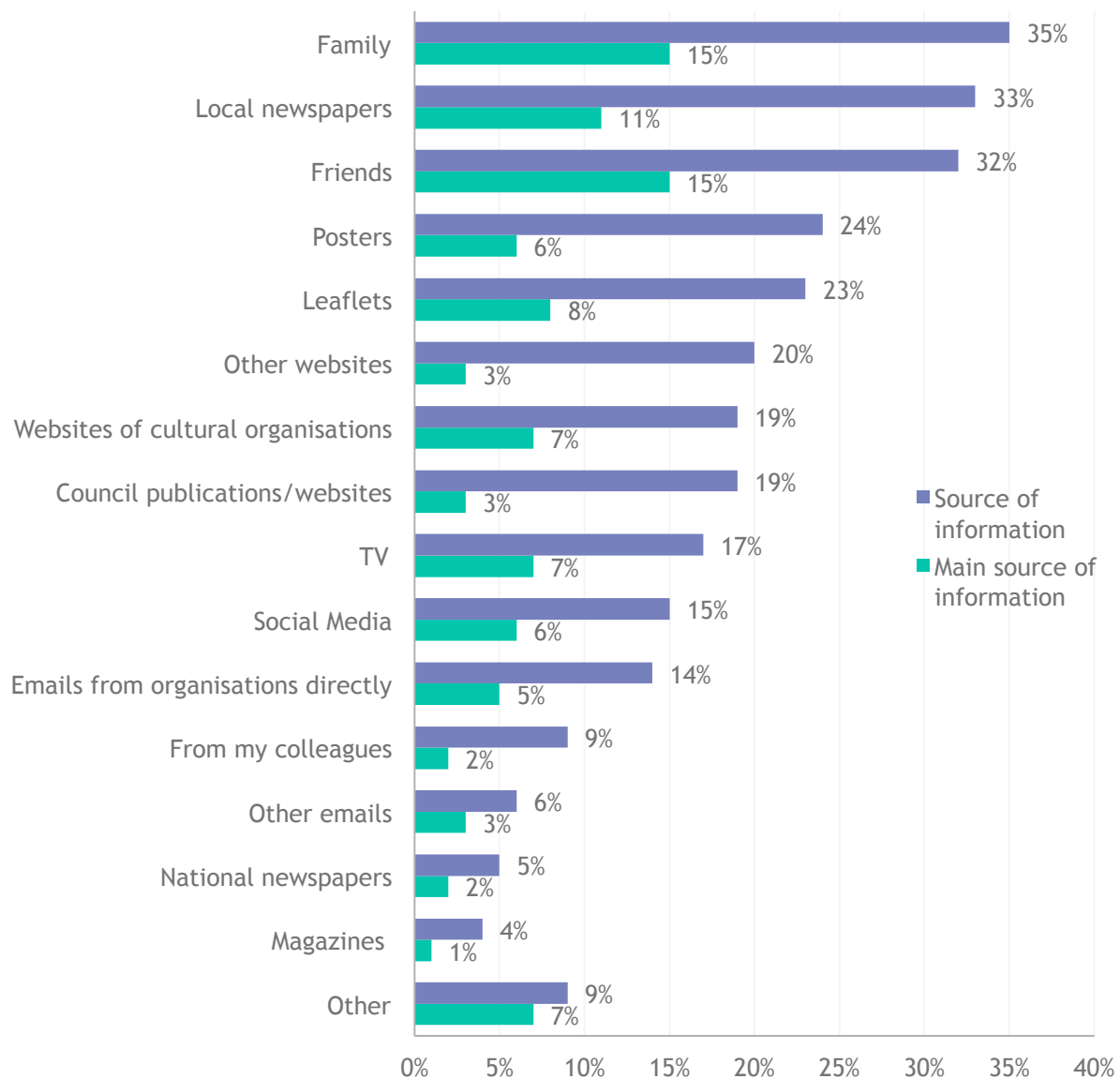
Through which of the following do you ever see/receive information about places to visit or things to do in your local area?



Base: 300

Margin of error: 4%

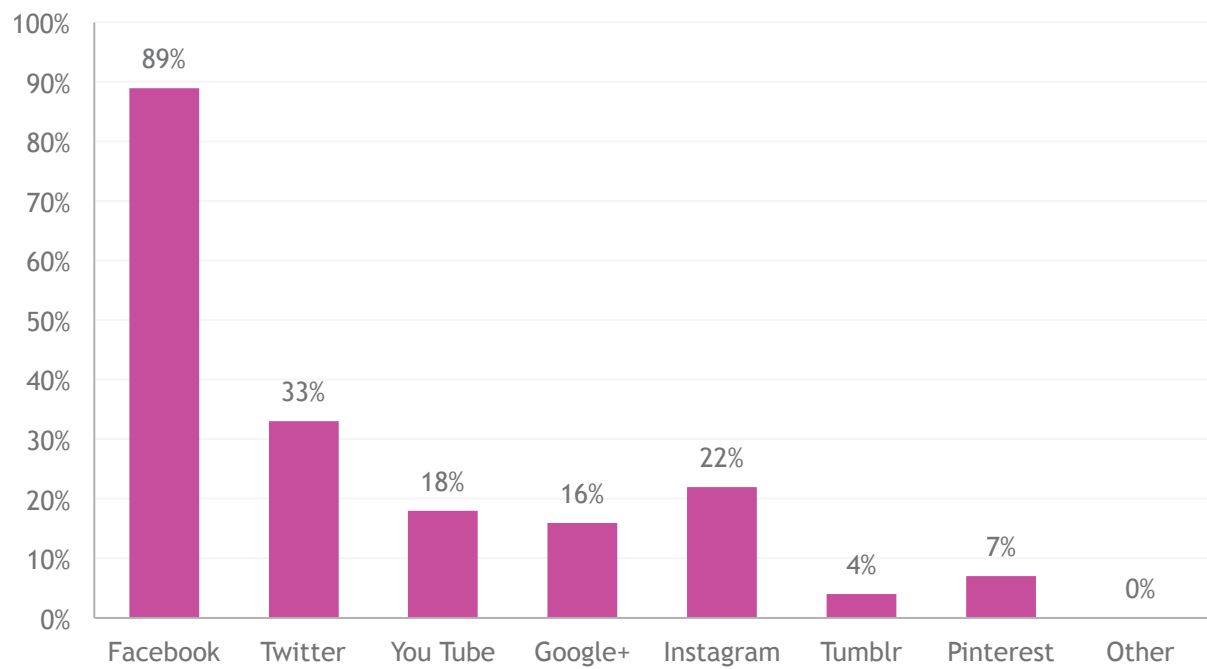
North Wales only



Base: 117

Margin of error: 6%

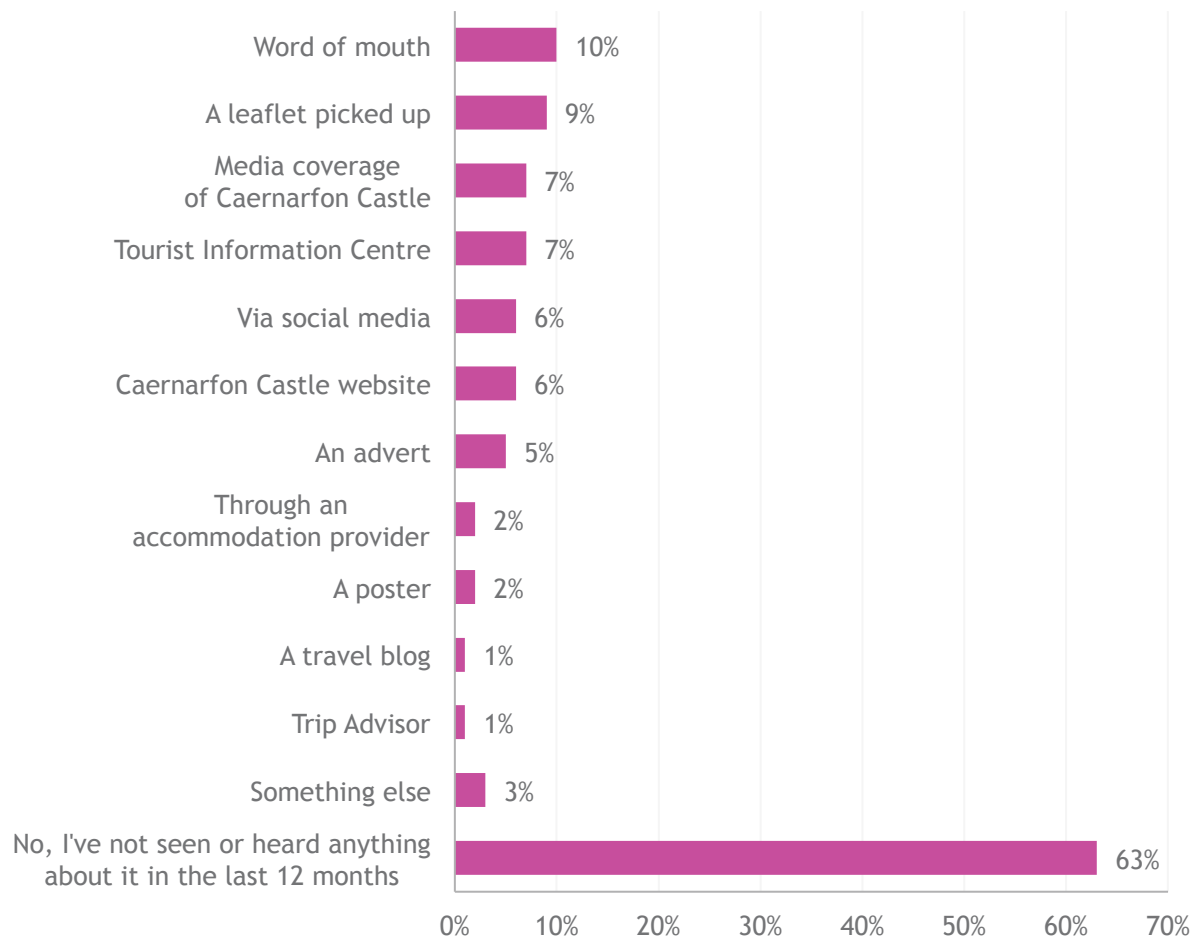
Which of the following social media channels do you use to see/receive information about places to visit or things to do in your local area?



Base: respondents who use social media as a source of information for places to visit or things to do in their local area - 45

Information sources for Caernarfon Castle

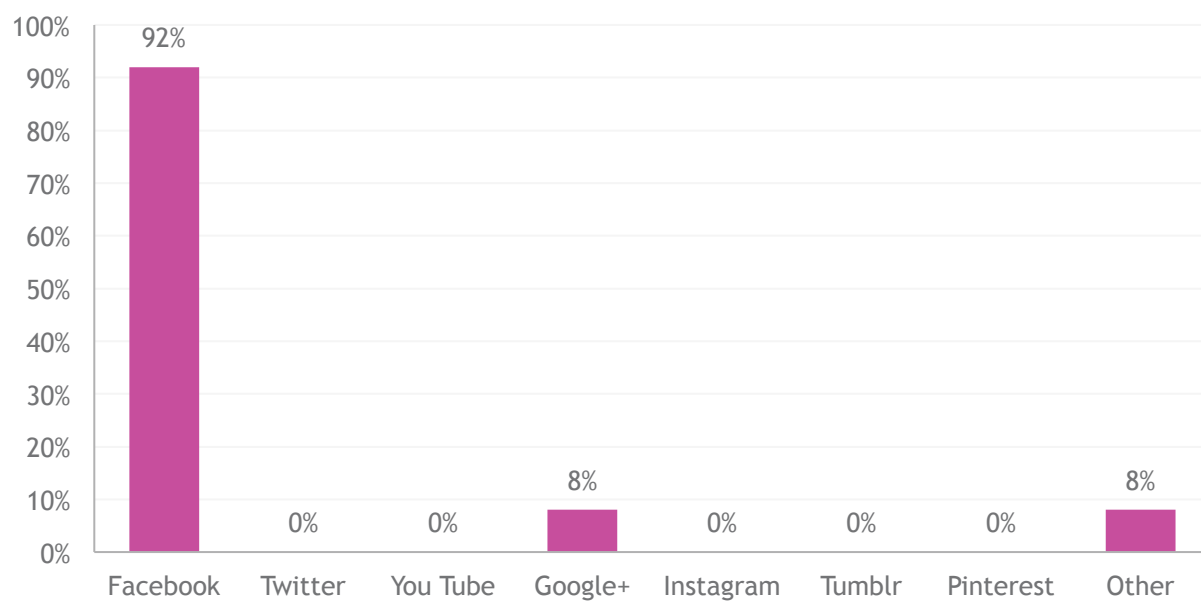
In the last year or so, have you seen or heard anything about Caernarfon Castle through any of the following?



Base: respondents who have heard of Caernarfon Castle- 217

Margin of error: 4%

Through which of the following social media channels did you see or hear anything about Caernarfon Castle?



Base: respondents who have heard about Caernarfon Castle through social media channels - 13

Margin of error: 15%

Appendices

I. King's Gate collated data

Face to face visitor survey

- While the King's Gate was the third most noticed architectural element to be tested (out of 15 elements tested), only 30% visitors classified it as important to their experience, making it the 13th most important element overall.

Visitor journey mapping

These responses were taken as part of the visitor journey mapping where visitors were encouraged to consider how they felt, their levels of engagement and what they thought about the Castle was being presented to them.

King's Gate external

"I'm glad you don't have to go through the shop on the way in. It looks majestic from the outside, what you expect from a castle. The bridge looked out of place as it's a bit modern, although my wife liked it." (1)

"Clearly marked entrance. Kids liked the bridge, imposing on the outside, would be good to have more colour." (5)

"The castle is missing a huge board at the beginning that tells you what you can see inside. If a castle's expensive (like Caernarfon) you need to see whether it's worth the money." (7)

"There was a sense of anticipation. I was in awe, overwhelmed. The architecture is amazing, I was trying to work out how they could possibly have moved the stone." (8)

"I like the bridge and I understand that you need that there, at least there's no signs on the front. We were looking for a drawbridge! I was very interested at this point, and there was a sense of anticipation." (9)

"I thought that it was very impressive and well presented. It has stood the test of time." (10)

"It was raining and cold outside so I was looking forward to getting in, I was watching my step so I didn't look properly. I was curious." (11)

“Excited and intrigued, it was well kept.” (12)

“Very impressed, it’s very grand. I liked the mix of modern and old (bridge), it looks right the way they have done it. I was interested to see whether the castle has been rebuilt at any point, but I couldn’t see any evidence of it.” (14)

King’s Gate internal

“The glass box is quite discreet.” (1)

“You feel anticipation going in, but I don’t remember seeing anything about the history of the place there. There are grooves in the wall where the portcullis came down and you can see the murder holes. It would be nice to have someone telling you which way to go to start the route”. (2)

“Striking and accessible. Would have been good to have somewhere to store the pram. There was lots of information and it was well signposted.” (3)

“Improve your timing signs- it would be good to know quickly which parts are the best and how long it would take to get around them so I can plan my time. For example, I know I wanted to see the coronation place, and I took pictures there for my dad.” (4)

“I was already thinking about the trail so I didn’t really look at it.” (5)

“Very grand and in good condition. I liked the glass, very modern.” (6)

“The castle feels historically accurate, it looks clean and well maintained.” (7)

“I thought it looked extremely well maintained, and refurbished where it needed to be. The grounds are well kept. The glass frontage looked fine, it works.” (8)

“The entrance is sensitively done with the glass, as you can see through it to the castle, and I understand that they need something there. When I walked through it I thought ‘Wow! It’s so big’.” (9)

“It’s quite nice although there is no description to introduce you to the castle. It’s fairly uneventful. I suppose it’s nice that there are not too many signs.” (10)

“This is when I started taking in where we were, wow! The size of it! The glass entry doesn’t take away from the experience, I saw it but I thought it blended in.” (11)

“It’s no nice and clean. The glass box is really nice and adds something modern, I think it blends well with the Castle.” (12)

“Interesting but dated, not enough interpretation.” (13)

“Nice glass atrium, you obviously need something there and worked well. As I walked in the cannons struck me as I think they’re modern, although they could have been there since the investiture. They seemed out of place, but I was intrigued. I was impressed by the scale, wow! It’s so huge and intact.” (14)

“Pretty grand. Anticipation, The glass is very nice as you can see through it as you queue. The staff were pleasant and I feel it had an overall good design.” (15)

Visitor journey mapping respondents scored the external of the King’s Gate a mean average of 7 for depth of engagement, and 8 for quality of presentation. Respondents scored the internal of the King’s Gate a mean average of 8 for depth of engagement and 9 for quality of presentation. All of these are on or above the overall average, 7 for both depth of engagement and quality of presentation.

II. Visitor journey map infographic

Supplied as a separately appended Excel document.

III. Visitor journey mapping participant profiles

The table below gives a brief profile of the 15 participants that took part in the research. The interview number has been used throughout the report, and in the visitor journey infographic, to attribute direct quotations.

Interview Number	Date of visit	Demographics	First time or repeat visitor	Start time of interview and duration in the Castle
1	19/08/2017	Male, 35-44, Colchester, visiting with family	First time	11am 60 minutes
2	19/08/2017	Male, 55-64, Kettering, (retired History teacher), visiting with family	Repeat (last visit over 40 years ago)	12.25pm 60 minutes
3	19/08/2017	Male, 25-34, Derby, visiting with family	Repeat	1.30pm 120 minutes

4	19/08/2017	Female, 25-34, international visitor, Chile, visiting with a tour	First	2pm 30 minutes
5	19/08/2017	Male, 45-54, North Yorkshire, visiting with family	First	2.30pm 30 minutes
6	19/08/2017	Female, 16-24, Lincolnshire, visiting with family	First	3.15pm 90 minutes
7	19/08/2017	Female, 25-34, Loughborough, visiting with family	First	4pm 180 minutes
8	9/09/2017	Female, 45-54, overseas visitor - Australia, visiting with friend	First time	11:20 am 70 minutes
9	9/09/2017	Male, 45-54, overseas visitor - Australia, visiting in a couple	First time	12 noon 120 minutes
10	9/09/2017	Female, 24-35, London, visiting in a couple	First time	12:51pm 60 minutes
11	9/09/2017	Female, 65 or older, overseas visitor - New York, visiting with a tour	First time	1:15pm 90 minutes
12	9/09/2017	Female, 16-24, Manchester, visiting with family	Repeat	2.35pm 90 minutes
13	9/09/2017	Male, 35-44, Colwyn Bay, visiting with family	Repeat	3pm 120 minutes
14	9/09/2017	Male, 35-44, Bridgend, solo visitor	First time	3:45pm 150 minutes
15	9/09/2017	Male, 35-44, Colorado, visiting with family	First time	4:25pm 60 minutes

IV. Visitor journey mapping discussion guide

Caernarfon Castle

Visitor Journey Mapping Discussion Guide

Introduction

Interviewer to complete the record sheet with the date, time, number of the interview, and visitor type (family, adult group, overseas, first time/ repeat visitor/ visit reason/ visit duration)

Interviewer to introduce themselves and The Audience Agency

Aim of the research. Our focus today will be on understanding your experience of visiting Caernarfon Castle in quite a lot of detail.

Together we will build a timeline of your visit showing all the different things you have seen and parts of the castle you have visited. For each thing you have done or seen here we are interested to find out how engaged you felt at that part of the visit and what you thought of the quality of the presentation of the castle at each point. Emphasise importance of honest feedback, no right or wrong answers and all comments welcome.

Creating the timeline (Visitor journey map)

- *Just to kick us off, and before we get into the detail of your visit, could you tell me where you are visiting from?*
- *And could you tell me a bit about why you are visiting Caernarfon Castle today? What did you expect from your visit?*

PROMPTS: history, entertainment

Facilitator to mark the visit start time and end time onto the timeline.

- *What we will be doing now is filling in the gap between these two times with as much detail as we can about the experience.*

Facilitator to share the images showing each touch point

- *Please select the parts of the castle you remember being in or visiting and add these on to the timeline in order*

[If there is anything missing from the touchpoints these should be added into the timeline using post it notes]

For each touchpoint ask:

Can you tell me about this part of your visit? How did you feel at this point, and why?

On a scale 1-10 how personally engaged did you feel at this point in your visit, and why?

On a scale of 1-10 where would you rate this aspect of your visit in terms of quality and why?

[Use post-it notes and annotations to the timeline to layer up information on the experience focussed on the quality rating, engagement rating, emotions and any key quotes of bits of feedback that help us understand that response]

General questions about the visit experience

Staff interactions

Did you speak to any staff when you first arrived? Whether yes or no - what impact did that have on the start to your visit?

Did you speak to any staff during your visit? How would you describe the impact of that on your visit experience?

Navigation

Overall how did you find navigating the building?

Do you have any feedback on the castle map, or the signage used in the building?

Information

How would you describe the information you saw about the castle and the displays during your visit?

How relevant was the information? Was there anything missing that you expected, or would like to have seen?

How accessible was the information?

Displays

Was anything missing from the exhibits that you expected to see?

What do you think about the way the exhibits and displays are arranged?

The shop

Did you visit the shop? And if so, did you buy anything? If not, why not?

What did you think of the range of items in the shop?

Pre-visit experience

Did you look at any of the castle's online resources before visiting? If yes, how useful did you find them?

How easy was it to find the castle?

Overall

Finally, thinking back to your visit today what would you say is the:

Best thing about your visit?

What's missing or in need of improvement?

How important is it that Caernarfon Castle is registered as a World Heritage Site?

Would this make it more or less likely that you would visit?

Thinking about your whole experience today, how would you rate your visit on a scale of 1-10 (10 being the highest)?

Can you identify one thing that the castle could do to improve your visit enjoyment or encourage you to visit again?

Is there anything else you would like to add about your visit today?

Thank you

V. Audience Spectrum segmentation

Audience Spectrum has been developed as part of the *Audience Finder* programme funded by Arts Council England as part of its strategic Audience Focus fund.

The development of *Audience Spectrum* draws together some of the largest and most robust sources of information about people and how they engage with arts and culture, including:

- The *Taking Part Survey* - the long established DCMS survey into people's leisure, culture and sport.
- Experian - lifestyle, consumer and demographic information drawn from over 850 million input sources and 400+ variables, and including Mosaic and the online analytics tool, Hitwise.
- Proximity indices - The Audience Agency's national overview of how well local populations are served by cultural provision.
- Audience Finder - the largest growing Big Data set in the cultural sector about audience behaviour, built on ticketing and primary research information.

We have used these information sources to make *Audience Spectrum* a tool that categorises people first and foremost on how they engage with arts and culture in a way that is very locally applicable.

As the *Audience Finder* big data set grows, we will learn more about each of the *Audience Spectrum* segments, adding depth, knowledge and new ways of applying these insights to grow audiences.

Segment descriptions

***Metroculturals* (Higher engagement)**

Prosperous, liberal urbanites, Metroculturals choose a city lifestyle for the broad cultural opportunity it affords. They are therefore interested in a very wide spectrum of activity, but many tend towards their own preferred artform or style. Although active museum attenders, more engage with the arts and many on a weekly basis. Working in demanding but rewarding professions, they are highly educated and have a wide variety of other interests from food and travel to current affairs and architecture.

***Commuterland Culturebuffs* (Higher engagement)**

Affluent and settled with many working in higher managerial and professional occupations. Commuterland Culturebuffs are keen consumers of culture, with broad tastes but a leaning towards heritage and more classical offerings. Mature families or retirees, living largely in leafy provincial suburban or greenbelt comfort, they are willing to travel and pay for premium experiences, their habits perhaps influenced by commuting. Motivations are multiple, ranging from social and self-improvement, to the pursuit of learning opportunities for older children. They tend to be frequent attenders and potential donors.

***Experience Seekers* (Higher engagement)**

An important and significant part of urban arts audiences, these highly active, diverse, social and ambitious singles and couples are younger people engaging with the arts on a regular basis. Students, recent graduates and in the early to mid-stages of their careers, they live close to city centres, have easy access to and attend a wide variety of arts, museums galleries and heritage. Interests cover mainstream, contemporary and culturally diverse offers and attending is at the heart of their social lives. They are mostly in search of new things to do and have disposable income to spend on a variety of leisure activities like sports/arts memberships and frequent visits to cafes, bars and restaurants. Digitally savvy, they will share experiences through social media on their smart phones.

***Dormitory Dependables* (Medium engagement)**

A significant proportion of audiences are made up of this dependably regular if not frequently engaging group. Most live in suburban or small towns and show a preference for heritage activities, alongside popular and more traditional, mainstream arts. Many are

thriving well off mature couples or busy older families; lifestage coupled with more limited access to an extensive cultural offer mean that culture is more an occasional treat or family outing than an integral part of their lifestyle.

Trips and Treats (Medium engagement)

While this group may not view arts and culture as a passion, they are reasonably active despite being particularly busy with a wide range of leisure interests. Comfortably off and living in the heart of suburbia their children range in ages, and include young people still living at home. With a strong preference for mainstream arts and popular culture like musicals and familiar drama, mixed in with days out to museums and heritage sites, this group are led by their children's interests and strongly influenced by friends and family.

Home and Heritage (Medium engagement)

Conservative in their tastes, this more mature group appreciates all things traditional: a large proportion are National Trust members, while classical music and amateur dramatics are comparatively popular. While this is not a highly engaged group - partly because they are largely to be found in rural areas and small towns - they do engage with the cultural activity available to them in their locality. They look for activities to match their needs and interests, such as accessible day-time activities or content exploring historical events.

Up Our Street (Lower engagement)

Living reasonably comfortable and stable lives, Up Our Street engage with popular arts and entertainment and museums, and are also visitors of heritage sites. Many are older and have some health issues, living on average or below average household incomes, so access in all its forms can be an issue. Modest in their habits and in their means, value for money and low-risk are important factors in leisure decision making.

Facebook Families (Lower engagement)

Arts and culture play a very small role in the lives of this younger, cash-strapped group living in suburban and semi-urban areas of high unemployment. They are the least likely to think themselves as arty, while less than a third believe that the arts is important. Nevertheless, they do go out as families: cinema, live music, eating out and pantomime.

Kaleidoscope Creativity (Lower engagement)

Characterised by low levels of cultural engagement despite living in and around city areas where plenty of opportunities are within easy reach. A great mix of people comprise this segment with a wide range of ages, living circumstances, resources and cultural

backgrounds all living cheek-by-jowl. Low incomes and unemployment can present barriers to accessing some cultural provision. Nevertheless, two thirds do engage with more popular and accessible culture annually, some of this in the local community and outside the mainstream. Free, local events like outdoor arts, festivals and carnivals may appeal, and so might popular offerings like musicals and music events.

Heydays (*Lower engagement*)

Heydays are the group least likely to attend arts or cultural events, believing that the arts are no longer as important or relevant to them as perhaps they once were. Many live in sheltered or specially adapted accommodation for older people, and are excluded from many activities due to a raft of health, access and resource barriers. If they do engage this is likely to be participatory such as craft and knitting, painting, reading and writing activities organised by their sheltered housing, church group or community library.

VI. Audience Finder Museums and Heritage organisations benchmark figures 16-17

Supplied as a separate Excel document.

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