

# Norwich Heritage Open Days Event Evaluation Report

October 2009



*Prepared By The Market Research Group (**MRG**), Bournemouth University,  
On Behalf Of Norwich HEART*

## Executive Summary

- 56% of respondents interviewed were from the Norwich area
- 44% had heard of Norwich HEART
- 19% had previously heard about Norwich HEART'S work but did not associate in with them
- 55% had read the Norwich HEART leaflets
- 63% of respondents perceive "Heritage" to be about Pride in our Past
- 42% of respondents say Heritage is an occasional interest
- 65% think that its Very important to safeguard Norwich's heritage
- 60% of respondents think that its important to invest in safeguarding Norwich's heritage because "our children need to understand the past
- 67% of respondents say that the history of Norwich and its historic buildings are important to them
- Norwich Castle is rated the most interesting building and St James' Mill is the least interesting.
- If visitors have not previously visited any of the buildings the main reason given is because they didn't know where the buildings were
- 60% have visited other heritage buildings and events elsewhere in the UK
- Norwich's Medieval Flint Churches was rated the most important part of Norwich's heritage by 58% of respondents and Norwich City Football Club was the least at 20%
- 42% of those interviewed were there because of the HOD
- 44% had heard of HOD before
- 75% had visited before and enjoyed it and that was their main reason for visiting it again this time 88% said their secondary reason was because it was a free day out.
- 93% would recommend the HOD to friends or family
- 56% would visit again
- Not having to book in advance was the biggest encouragement for visiting again in 2010 by 33%
- The vast majority 40%, didn't see any promotional material but brochures were picked up by 19%

- 71% of respondents do not belong to any heritage organisations
- 70% of respondents are interested in History and museums
- 59% were Female and the majority 22% were aged 55 to 64 years old
- Only 4% were of some other ethnic background than White
- 9% had a variety of disabilities
- 63% of respondents preferred not to divulge their income
- 41% were married and 39% were single
- Between 28% & 37% were interested in receiving open day brochures and newsletters.

## Contents

<b>1: Background</b> .....	<b>6</b>
<b>1.1: The Market Research Group</b> .....	<b>6</b>
<b>1.2: Norwich HEART– Heritage Open Days Research</b> .....	<b>7</b>
<b>2: Research Aims &amp; Objectives</b> .....	<b>8</b>
<b>2.1: Research Aims</b> .....	<b>8</b>
<b>2.2 Research Objectives</b> .....	<b>8</b>
<b>3: Outline Methodology</b> .....	<b>9</b>
<b>3.1: Research Design for Face to Face survey or supervised self completion</b> .....	<b>9</b>
3.1.1: Target Population .....	9
3.1.2: Sampling Method.....	9
3.1.3: Sample Size.....	10
3.1.4: Fieldwork Timing.....	10
3.1.5: Data Collection .....	10
3.1.6: Maximising Response.....	11
<b>3.2: Questionnaire/interview Design</b> .....	<b>11</b>
<b>3.3: Data Analysis and Reporting</b> .....	<b>11</b>
<b>3.4: Quality Assurance</b> .....	<b>11</b>
<b>4: Results</b> .....	<b>12</b>
<b>4.1: Where do you live?</b> .....	<b>12</b>
<b>4.2: Have you heard of Norwich Heritage Economic &amp; Regeneration Trust or Norwich HEART?</b> .....	<b>13</b>
<b>4.3: Have you heard about any of Norwich HEART’s work or publications but not associated them with Norwich HEART?</b> .....	<b>13</b>
<b>4.4: Which Norwich HEART work have you heard about?</b> .....	<b>14</b>
<b>4.5: Please say where you have seen HEART’s work previously?</b> .....	<b>14</b>
<b>4.6: What is your perception of term “Heritage”?</b> .....	<b>15</b>
<b>4.7: How interested are you in heritage?</b> .....	<b>15</b>
<b>4.8: How important do you think it is to invest in safeguarding Norwich’s Heritage?</b> .....	<b>16</b>
<b>4.9: Why do you think that it is important to invest in safeguarding Norwich’s Heritage?</b> .....	<b>17</b>
<b>4.10: Which of these are important to you?</b> .....	<b>18</b>
<b>4.11: What do you think of the following buildings in Norwich?</b> .....	<b>19</b>
<b>4.12: If there are any of the above that you haven’t visited, please tell us the main reasons?</b> .....	<b>25</b>
<b>4.13: Have you visited any heritage buildings or events elsewhere in the UK in the last 2 years?</b> .....	<b>26</b>
<b>4.14: If yes, what have you attended?</b> .....	<b>27</b>
<b>4.15: How important do you think the following are as part of Norwich Heritage?</b> .....	<b>28</b>
<b>4.16: Please name any other buildings or locations that you consider an important part of Norwich Heritage?</b> .....	<b>32</b>

<b>4.17: Are you here as part of Heritage Open Days?</b> .....	33
<b>4.18: Had you previously heard about the Norwich Heritage Open Days?</b> .....	34
<b>4.19: Which of these are your main or secondary reasons for visiting the Norwich Heritage Open Days?</b> .....	35
<b>4.20: Would you recommend the Heritage Open Days to friends and or family?</b> .....	36
<b>4.21: How likely would you be to visit a Heritage Open Day in Norwich in the future?....</b>	36
<b>4.22: What could encourage you to attend a Heritage Open Day in the future?</b> .....	37
<b>4.23: Did you see any adverts or promotional material in any of the following for the Open Day?</b> .....	38
<b>4.24: Do you belong to any of the following Heritage organisations?</b> .....	39
<b>4.25: Do you belong to any other heritage related organisations?</b> .....	39
<b>4.26: Which activities are you interested in?</b> .....	40
<b>4.27: Gender?</b> .....	41
<b>4.28: Age?</b> .....	41
<b>4.29: Ethnicity?</b> .....	42
<b>4.30: Disability?</b> .....	42
<b>4.31: Type of disability?</b> .....	43
<b>4.32: Socio Demographic Group?</b> .....	43
<b>4.33: Income?</b> .....	44
<b>4.34: Marital status?</b> .....	44
<b>4.35: Postcode?</b> .....	45
<b>4.26: Request for HOD Brochures and HEART Newsletter?</b> .....	46
<b>5: Conclusions</b> .....	47
<b>6: Appendix</b> .....	49
<b>6.1: Questionnaire</b> .....	49
<b>6.2: Open ended comments</b> .....	53
6.2.1: HEART's work previously seen .....	53
6.2.2: Other definition of Heritage .....	53
6.2.3: Other reasons for safeguarding Norwich's heritage .....	54
6.2.4: Events attended .....	54
6.2.5: Other buildings considered important .....	56
6.2.6: Other heritage related organisations .....	57
6.2.7: Other Ethnicity .....	57
6.2.8: Postcodes .....	58
<b>6.3: Cross tabs</b> .....	59
6.3.1: Where do you live by what do you think of the buildings in Norwich? .....	59
6.3.2: Are you here as part of Heritage Open Days? .....	62
6.3.3: Descriptive Statistics – Average score for buildings in Norwich .....	64
6.3.4: Descriptive Statistics – Average score for how important buildings are in Norwich....	66

---

## 1: Background

---

### 1.1: The Market Research Group

**MRG** aims to be a key and cost effective resource for the provision and interpretation of market intelligence for all its clients. The group offers expertise, experience and advice in the field of market research, tailored to suit the needs of its individual clients. **MRG** has specialised in consultation within this field and has numerous projects to its name.

Through its work with major heritage organisations in the United Kingdom The Market Research Group has now established an unprecedented level of expertise and data in this area. Specific areas of research conducted over many years include:

- Visitor Surveys
- Audience Research – Audience Development and Access Plans
- Attraction surveys
- Feasibility and property audits
- Focus Groups
- On-line surveys
- Service enhancement research
- Market Segmentation
- Mystery Shopping
- Research into the leisure and heritage market

The data collected in this area enables The **MRG** to provide valuable benchmarking and effective key performance indicators plus trend analysis in the heritage market place within the wider context in which it operates

We work in close partnership with our clients, getting results yet also adapting to their needs and wants.

## **1.2: Norwich HEART– Heritage Open Days Research**

Norwich HEART are interested in commissioning some market research work on their 2009 events in Norwich (Sept 10th-13th), and specifically on anticipated changes in perception of the city's heritage and their programme of events over the five years.

In the past they have used a non-specialist market research company, who provided basic results. They are now seeking more in-depth, meaningful data and have decided to use an organisation who specialise in research and consultation to achieve this.

There is a need to look at motivations for attending, which events are working well for the Norwich HEART and why. There is a need to establish where visitors found out about the events and how successful marketing is and what their learning outcomes were and where they are travelling from.

It is intended to build upon previous research that has already been undertaken by Vivid Interface and where possible comparisons will be made. This will hopefully allow Norwich HEART to monitor any changes in behaviour of visitors and residents of Norwich since 2006 and evaluate their understanding and perception of heritage in Norwich now.

---

## **2: Research Aims & Objectives**

---

### **2.1: Research Aims**

The aims of the research are to establish what visitors think of events run at different properties in Norwich over the Heritage Open Days Event.

### **2.2 Research Objectives**

The particular objectives are as follows:-

- To identify motivation for visitors attending events
- To examine visitor awareness of Heritage Open Days and Norwich HEART
- To establish which are the more popular locations and why
- To examine where visitors found the information for the event
- To identify any perceived change in visitors views on the city's heritage
- To examine how successful or visible various marketing mediums were with visitors
- To establish where people are coming from.
- To investigate peoples perception of the term "Heritage" and their level of interest and affiliation with other associations and charities
- To identify which elements of Heritage are most important to visitors
- To examine visitors opinions on the various heritage buildings in Norwich and which they have visited
- To establish heritage related visit frequency
- To identify opportunities or ideas that would encourage higher Heritage Open Day attendance by visitors
- Demographics of visitors



### 3: Outline Methodology

#### 3.1: Research Design for Face to Face survey or supervised self completion

##### 3.1.1: Target Population

In this case, the target population (those of interest to the survey) are all those visiting properties and events taking part in the Norwich Heritage Open Day (HOD) Event from Thursday 10<sup>th</sup> to Sunday 13<sup>th</sup> September 2009.

##### 3.1.2: Sampling Method

As no reliable database of the target population exists a systematic technique of random sampling was employed. This simply means that every *n*th person was invited to take part in the face to face/supervised self-completion/postal survey, so that everyone in the target population has an equal, or at least known chance of being chosen.

A selection of properties during the weekend in September were chosen to hold the face to face interviews. A timetable was agreed with Norwich HEART staff and those at the relevant properties taking part in the event as to which locations were used on which days of the weekend as depicted in the table below.

<b>Thursday</b>	<b>Friday</b>	<b>Saturday</b>	<b>Sunday</b>
Assembly House – ideally so as to meet beginning and/or end of 11am tour group	Norwich Market Heritage Display (Stall 172)	Ihsan Mosque, ideally at end of tour at 3.30	Strangers Club
Fusion film event at the Forum	St Catherine's Mile Cross	St Lawrence's Church	Castle (PM)
Strangers Hall	Regimental Museum	Guildhall	St Mary the Less

There were 4 days available for surveying at 12 properties of which 12 working shifts were actually attended by Infocorp staff. An additional Saturday was done a week after the Heritage Open Days on 19<sup>th</sup> September due to whose illness and poor response rate. The interviewer located themselves in front of the Forum because in the previous week this proved to be one of the busiest locations with plenty of passing prospective respondents.

### **3.1.3: Sample Size**

300 interviews was the recommended target sample size because of costs, the time available and the need for a sample robust enough for analysis. The daily rate of 75 completed surveys included a quality control check. All respondents were requested to give contact details for random quality checks. 10% of respondents were later phoned to check the quality of the field researcher's interview techniques etc. In the end 254 questionnaires were completed.

### **3.1.4: Fieldwork Timing**

Fieldwork was conducted over 10<sup>th</sup> - 13<sup>th</sup> September 2009 at different properties. It was estimated a minimum of 25 surveys would need to be completed per day at each of the 12 suggested properties to achieve a sample of 300. However the visitor numbers were not as high as expected and the questionnaire was quite lengthy which slowed down the daily rate and therefore an additional day was scheduled outside the Forum on Saturday 19<sup>th</sup> September.

### **3.1.5: Data Collection**

Data collection is the method used to administer the questionnaire. For the purposes of this research, a face-to-face will be employed. This involves a trained interviewer (Infocorp staff) conducting personal and structured interviews with visitors to events.

This method was deemed most appropriate because:

- It involved a personal and structured conversation between the interviewer and respondent for the purpose of eliciting a specific set of responses.
- This is usually performed on the street; in this case it was preformed at each property during the event.
- Response rates are generally high as the interviewer can gain the respondent's attention and explain the nature of the survey.
- This method is typically the most expensive and time consuming of the quantitative techniques as it is labour intensive and involves travel.
- Interviewer bias is minimal because experienced interviewers is experienced were used and the questionnaire was well structured.
- Interviewers were able to probe respondents further on vague points that need clarification.
- Non-verbal communication was apparent to the interviewer.
- Interviewers were able to feedback any fieldwork problems they encountered at an early stage.

### **3.1.6: Maximising Response**

The validity of the survey depended upon achieving the predetermined sample 300 interviews. In order to achieve this target a replacement day was organised to make up for lost day due to illness.

### **3.2: Questionnaire/interview Design**

The questionnaire/interview will be designed by **MRG** specifically to fulfill the research objectives of the survey. The questions are those required by Norwich HEART to fulfill the survey objectives, and included; pre-code (tick response), numeric, literal (open-ended) and rating (five-point scale) questions.

### **3.3: Data Analysis and Reporting**

Data was collected; all responses are assigned a code number for ease of computer data processing. Frequency tabulations and cross-tabulations have been produced to fulfill the information requirements of the survey.

### **3.4: Quality Assurance**

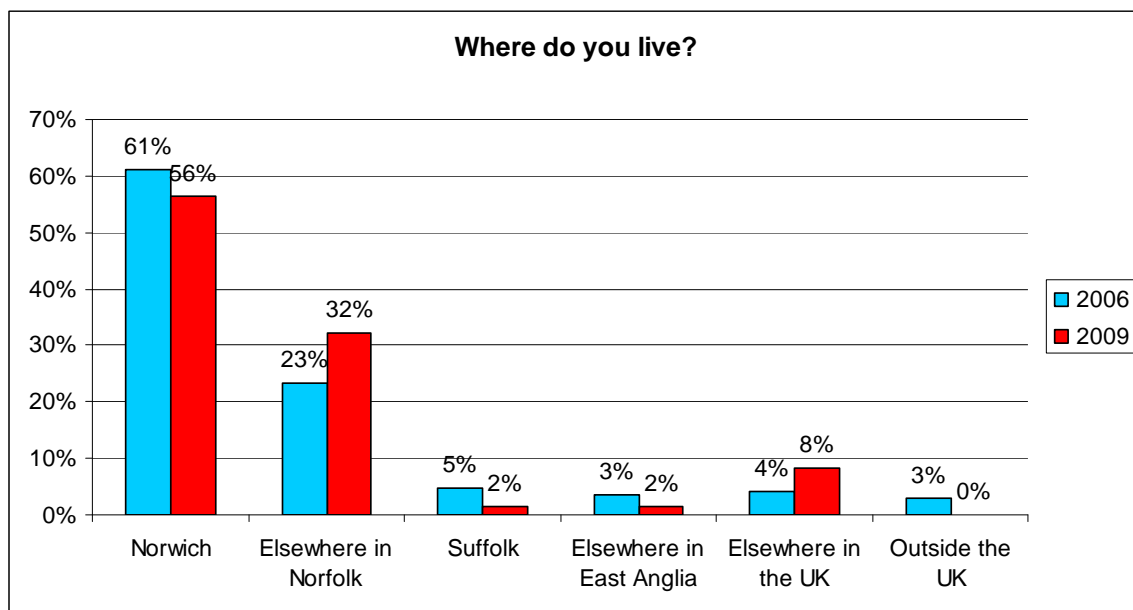
The Market Research Group at Bournemouth University is fully committed to the Code of Conduct established by the Market Research Society ([www.mrs.org.uk/standards/codeconduct.htm](http://www.mrs.org.uk/standards/codeconduct.htm)) and the ICC / ESOMAR Code of Marketing and Social Research Practice (<http://www.iccwbo.org/>). All staff engaged to work on this project are qualified, trained and experienced professional in the field of market and social research.

## 4: Results

This section of the report discusses the findings of the survey, which are presented under headings that directly relate to the research objectives. The findings are presented in question order where possible and an explanation of each graph is provided.

Vivid interface's research of 2006 has been incorporated into the graphs to allow for a year to year comparison. This should help to gauge any change in perception or opinions of residents and visitors over the years. It should be noted that this does not apply to all graphs as option choices for questions have changed from 2006 to 2009 in some cases.

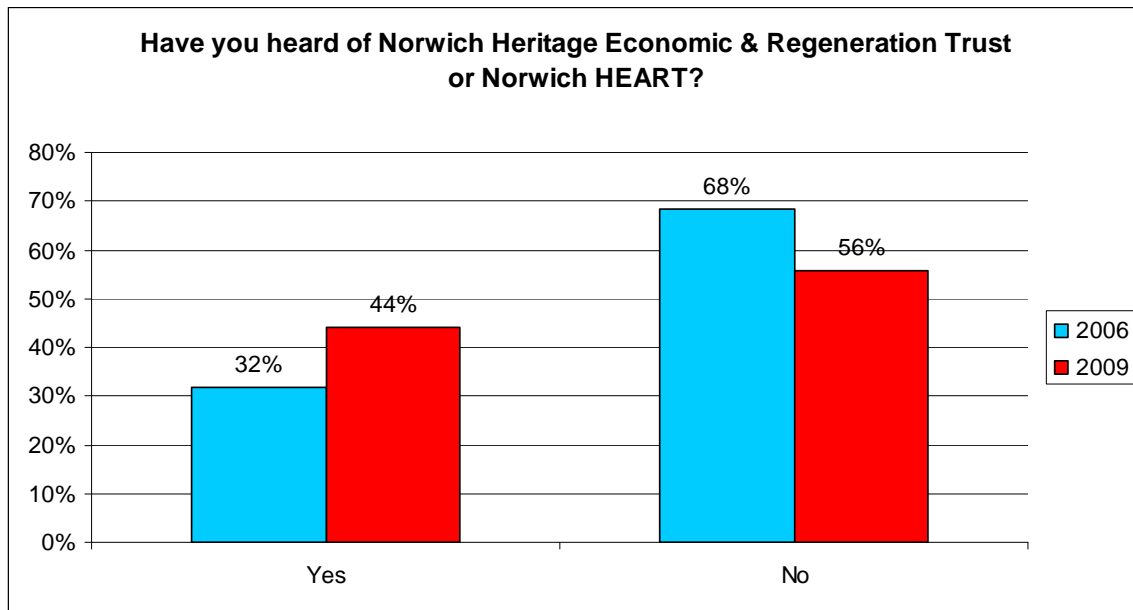
### 4.1: Where do you live?



Base 2006: 316, Base 2009: 252

The sample of people surveyed in 2009 varies little from those in 2006 however there were no overseas visitors surveyed in 2009. There were more respondents in Norwich who live elsewhere in Norfolk in 2009 than in 2006.

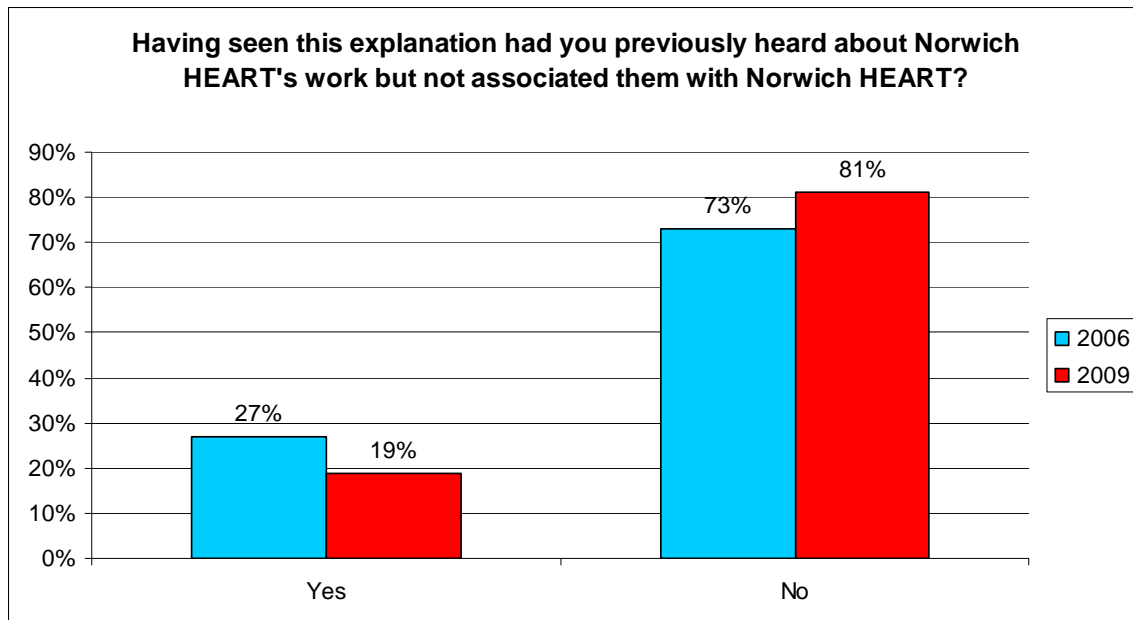
**4.2: Have you heard of Norwich Heritage Economic & Regeneration Trust or Norwich HEART?**



Base 2006: 316, Base 2009: 249

It is notable that awareness of Norwich HEART has increased by 12% since 2006.

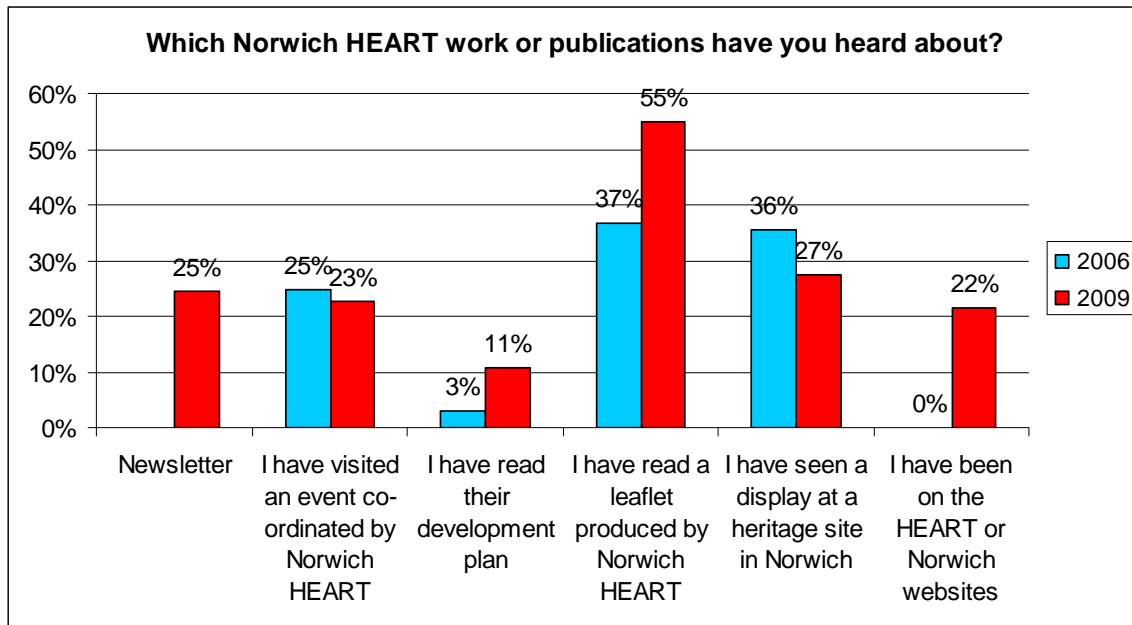
**4.3: Have you heard about any of Norwich HEART's work or publications but not associated them with Norwich HEART?**



Base 2006: 316, Base 2009: 153

There has been a decrease of 8% in those that had heard about Norwich HEART's work but not associated it with them.

#### 4.4: Which Norwich HEART work have you heard about?



Base 2006: 316, Base 2009: 102

This question was not asked in exactly the same way in 2006 as in 2009 and therefore a direct comparison can not be made. The first option of Newsletter and last option of HEART or Norwich websites were not asked in 2006. However leaflets produced by Norwich HEART were read by more visitors in 2009, which indicates that circulation of leaflets has improved in recent years.

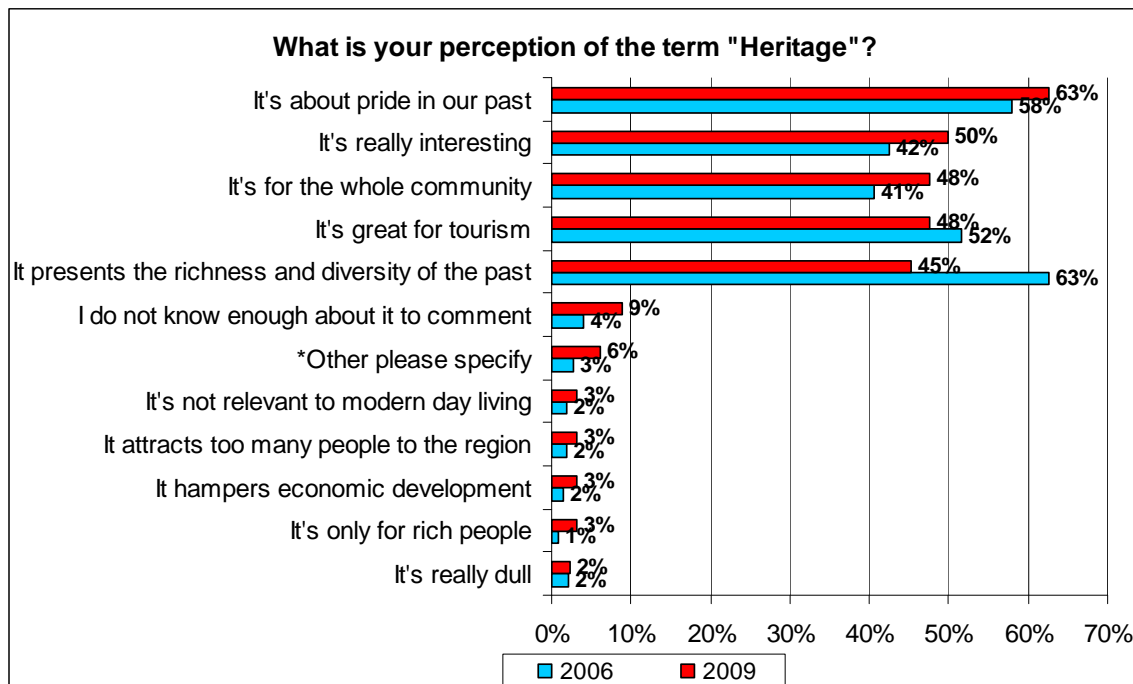
There has been a slight decline in those actually visiting an event or seeing a display at a Heritage site in Norwich since 2006.

#### 4.5: Please say where you have seen HEART's work previously?

The following is a list of places where people have seen HEART's work previously. Where similar comments have been made they have been grouped together and the frequency indicated.

- |                              |                               |
|------------------------------|-------------------------------|
| 12 Buildings (X 2)           | Heritage weekend              |
| Adam and Eve                 | In Library                    |
| Aware of it in general (X 2) | In Norwich                    |
| Been to the event            | Internet                      |
| Brochure (X 2)               | Lakes                         |
| Castle museum (X 3)          | Leaflet (X 4)                 |
| Churches                     | Norfolk record office         |
| E.D.P. Norwich society       | Norwich Market                |
| Excursions                   | Radio                         |
| Forum (X 3)                  | St Catherine House            |
| Great Hospital               | Strangles Hall, Madder Market |
| H.O.D (X 10)                 | TV-Internet-Press             |
| Heart                        | Word of mouth (X 2)           |

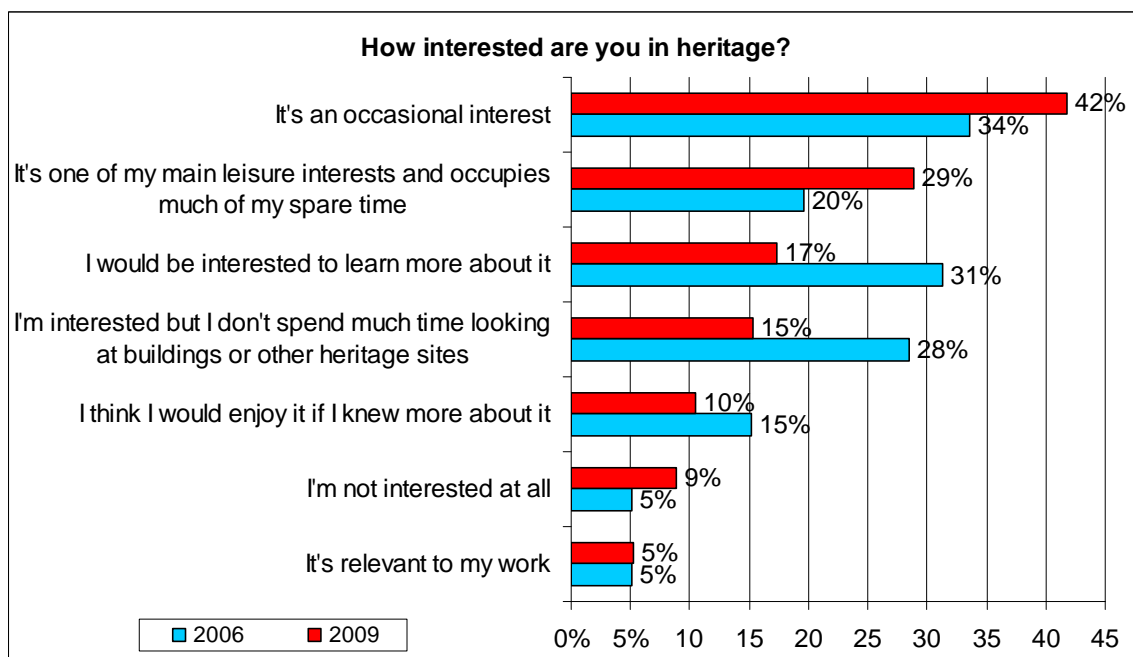
#### 4.6: What is your perception of term "Heritage"?



Base 2006: 316, Base 2009: 248

There has been a very slight increase in the more negative perceptions of Heritage since 2006. In 2009 visitors have increased their perceptions that heritage is really interesting, it's about pride in our past and that it's for the whole community. There has been quite a considerable drop in visitors perception that heritage presents the richness and diversity of the past.

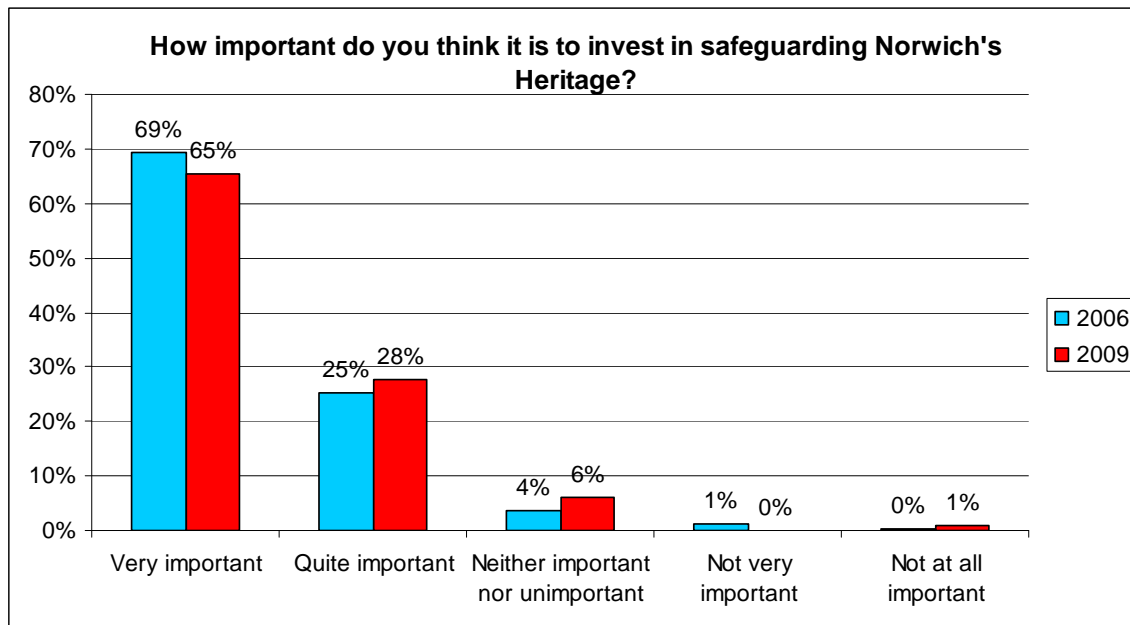
#### 4.7: How interested are you in heritage?



Base 2006: 316, Base 2009: 249

There has been a noticeable increase in those who make heritage a main leisure interest that occupies much of the spare time, and those who make it an occasional interest. However there has also been a significant decrease in those who would be interested in learning more and those who don't spend much time looking at buildings.

**4.8: How important do you think it is to invest in safeguarding Norwich's Heritage?**

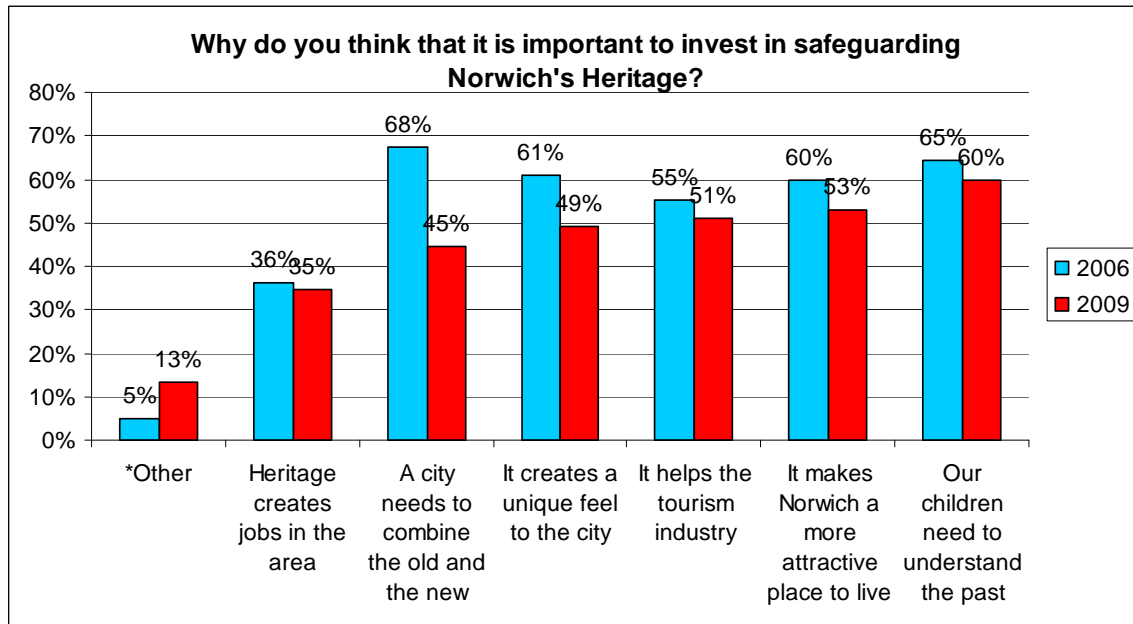


Base 2006: 316, Base 2009: 248

There has been a very slight decrease in the percentage of those that think safeguarding Norwich's Heritage is very important.



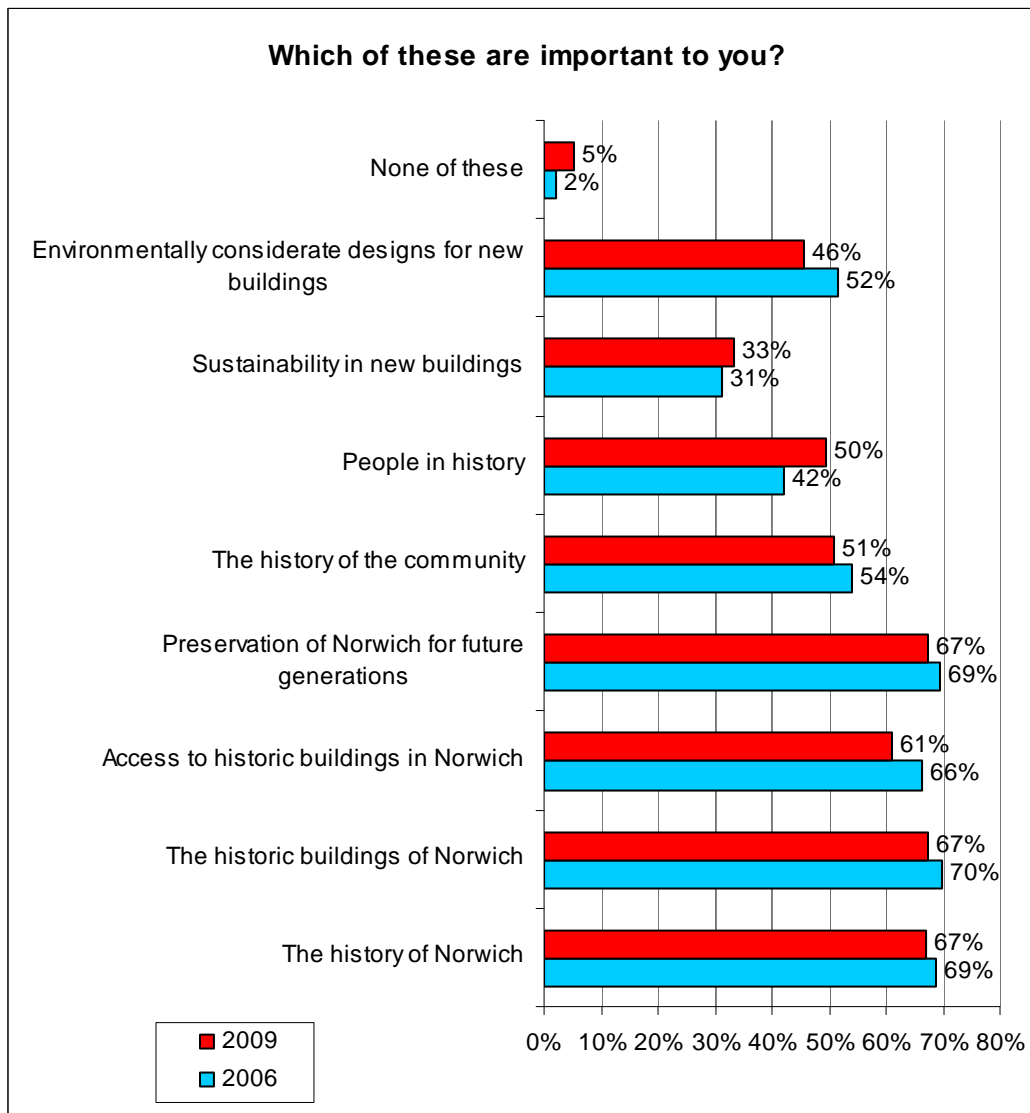
#### 4.9: Why do you think that it is important to invest in safeguarding Norwich's Heritage?



Base 2006: 316, Base 2009: 248

Visitors are not as sure about thinking that a city needs to combine the old and new to safeguard Norwich's heritage as they were in 2006. This is where there has been the greatest change in residents and visitors opinions.

**4.10: Which of these are important to you?**



Base 2006: 316, Base 2009: 246

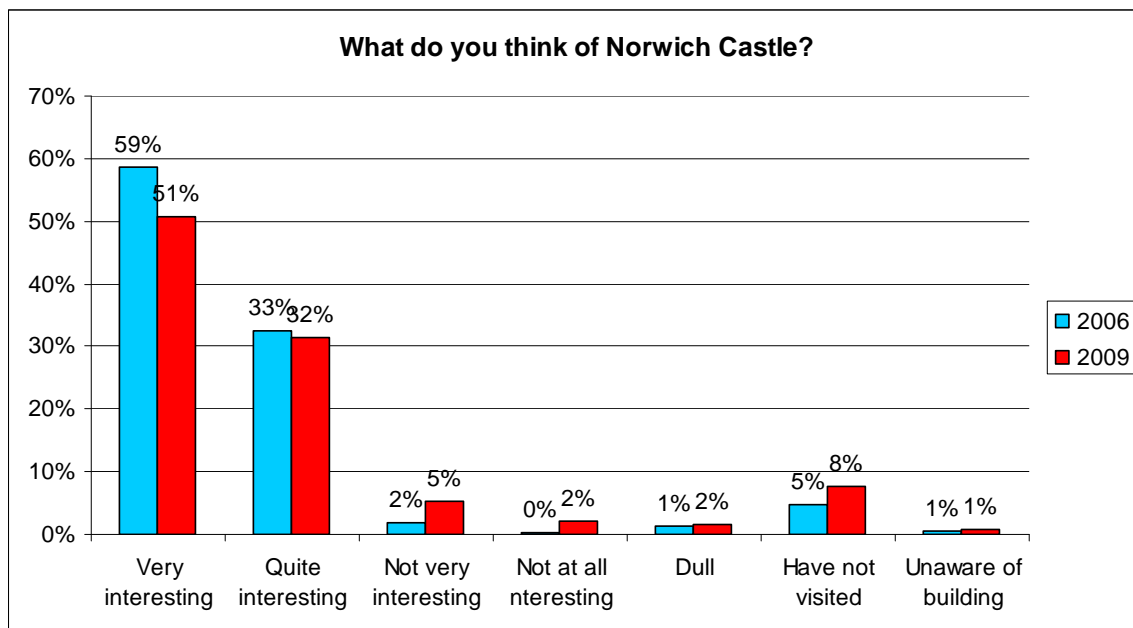
Sustainability in new buildings and people in history have increased in importance since 2006. All the other options have decreased fractionally.

#### 4.11: What do you think of the following buildings in Norwich?

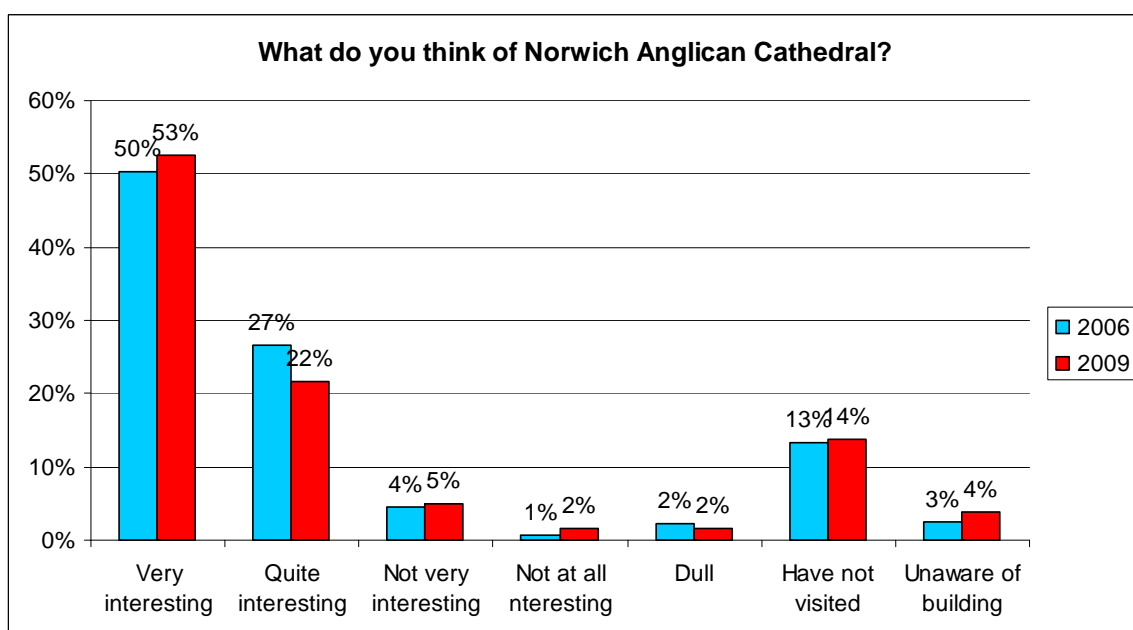
All of the buildings mentioned have had an increase in their level of interest for respondents since 2006, except Norwich Castle. James Mill is the building that has been least visited and is least known about.

Generally speaking respondents that come from elsewhere in Norfolk rate the buildings in Norwich as more interesting than those who come from Norwich. (The table showing this cross tab can be found in *Appendix 6.3*).

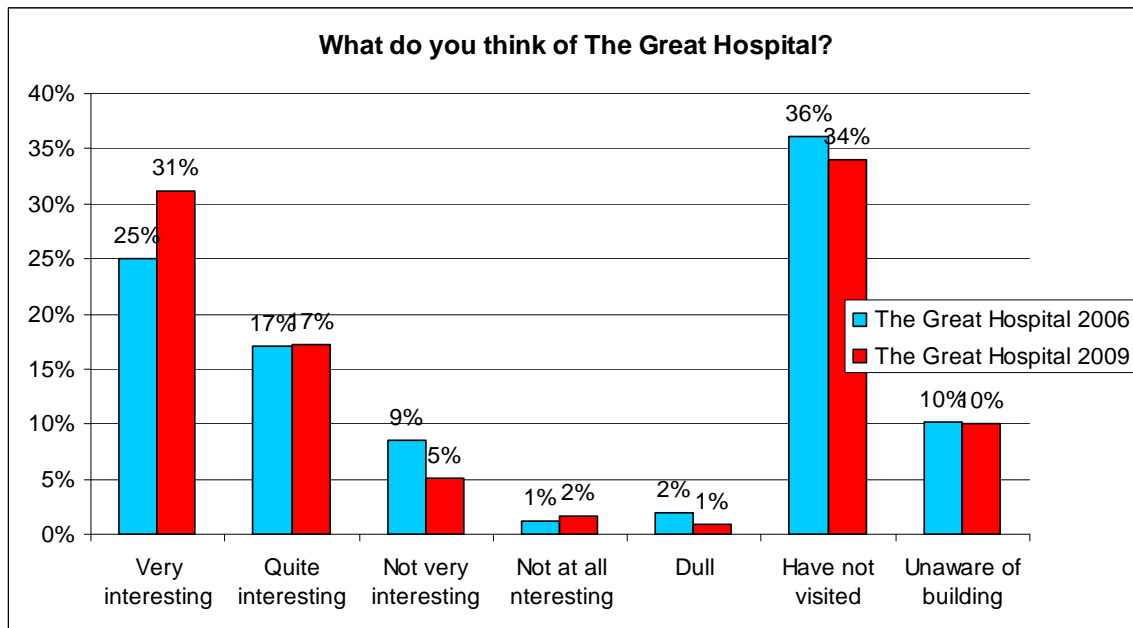
Norwich Castle was the most highly rated building of interest in Norwich, followed by the Forum. Marble Hall and St James Mill are the least interesting.



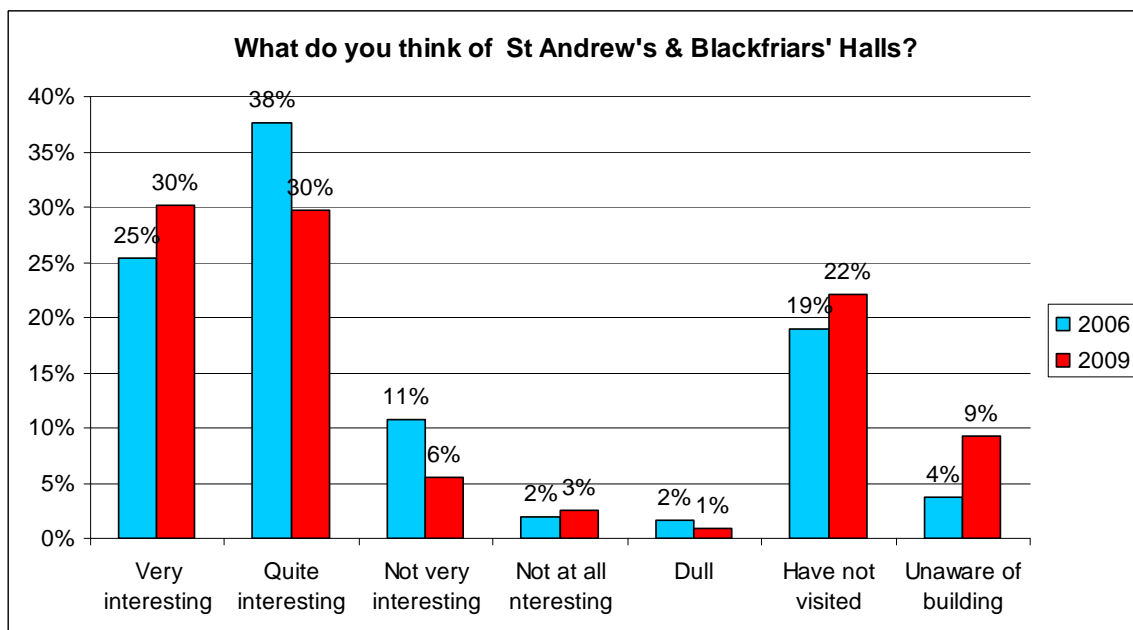
Base 2006: 316, Base 2009: 244



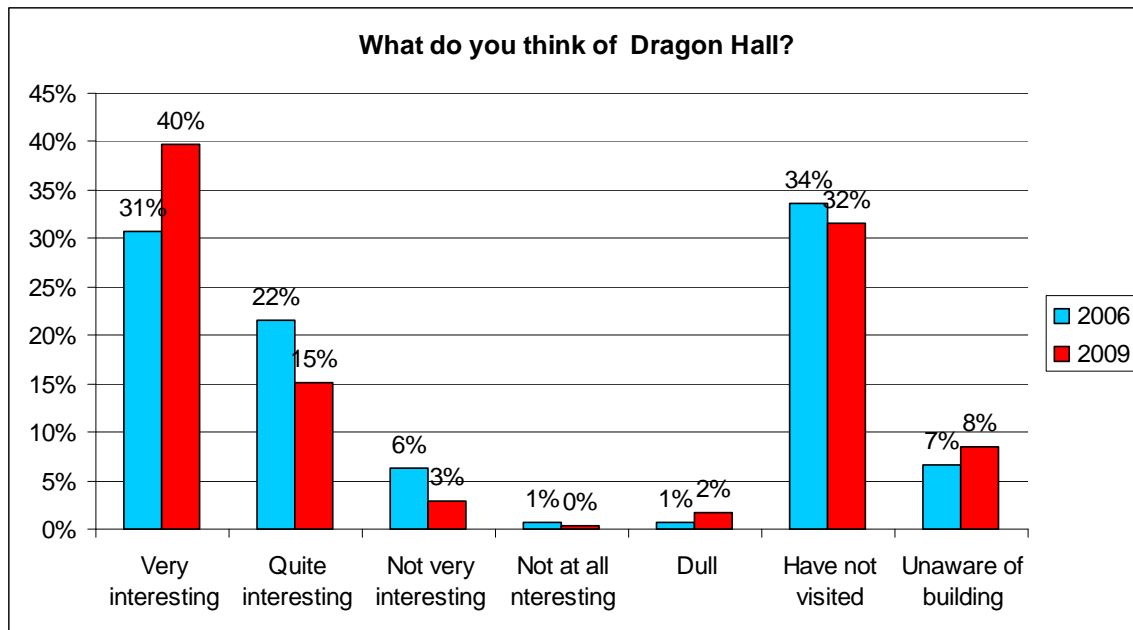
Base 2006: 316, Base 2009: 240



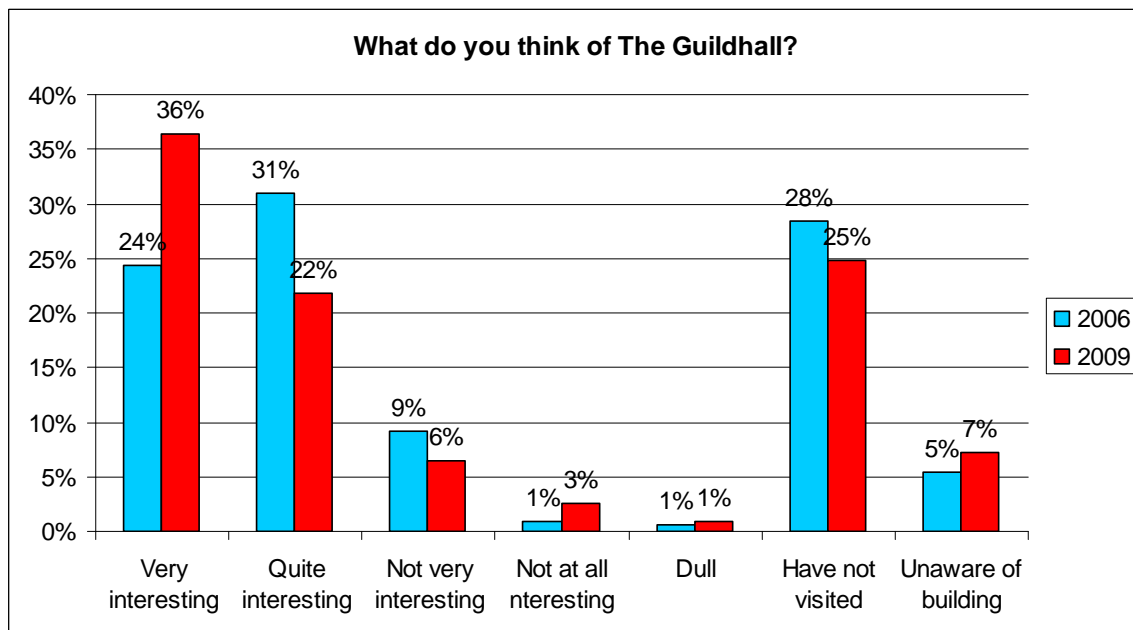
Base 2006: 316, Base 2009: 238



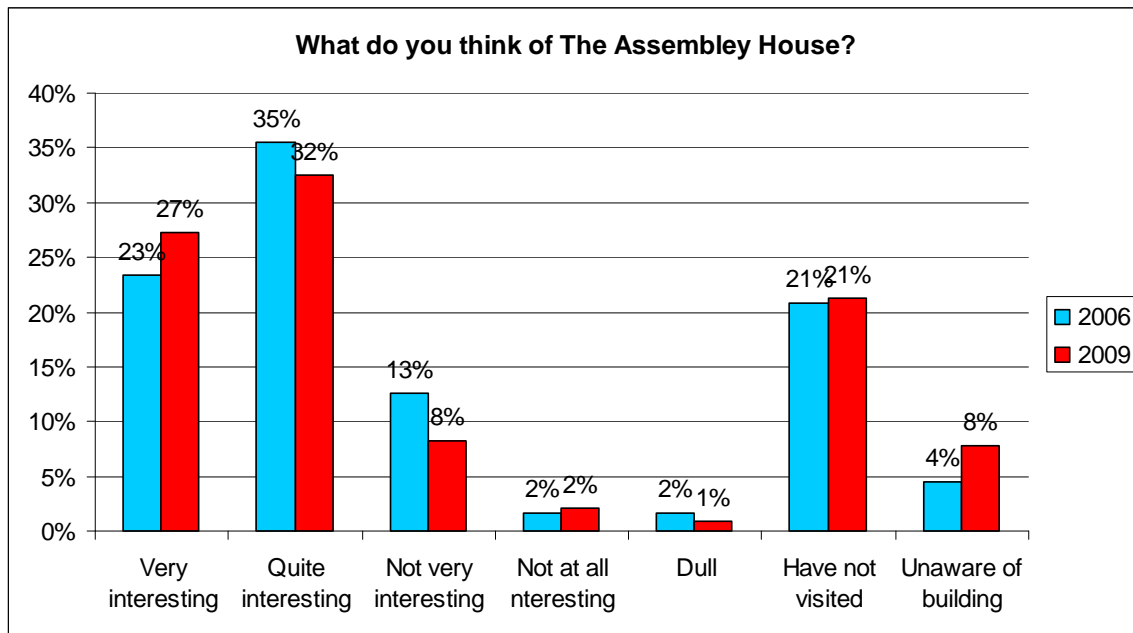
Base 2006: 316, Base 2009: 236



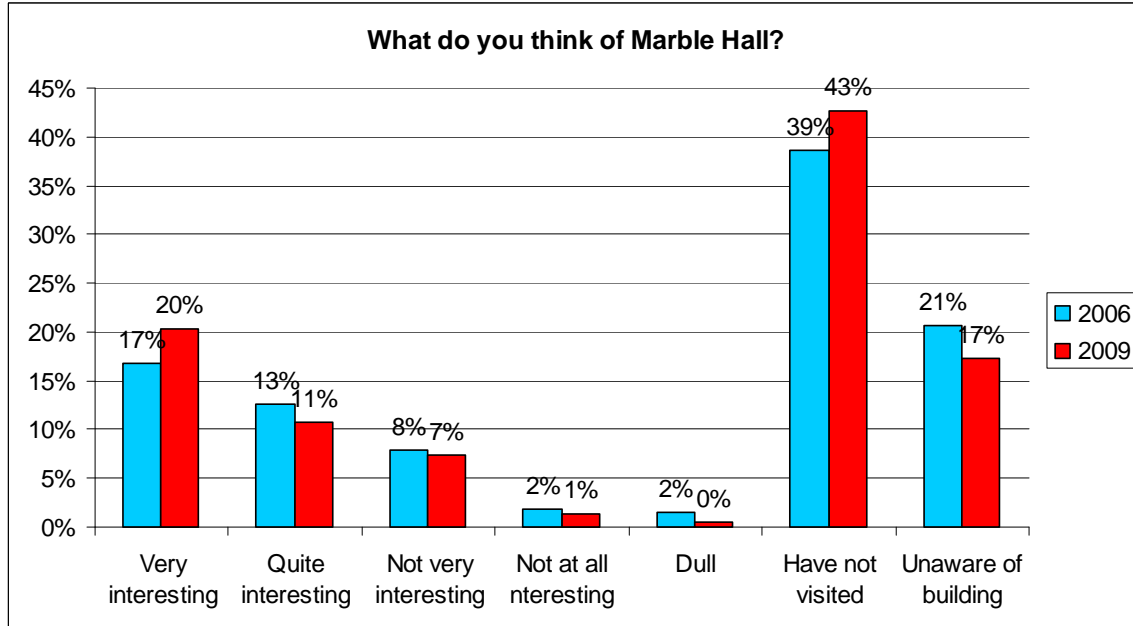
Base 2006: 316, Base 2009: 237



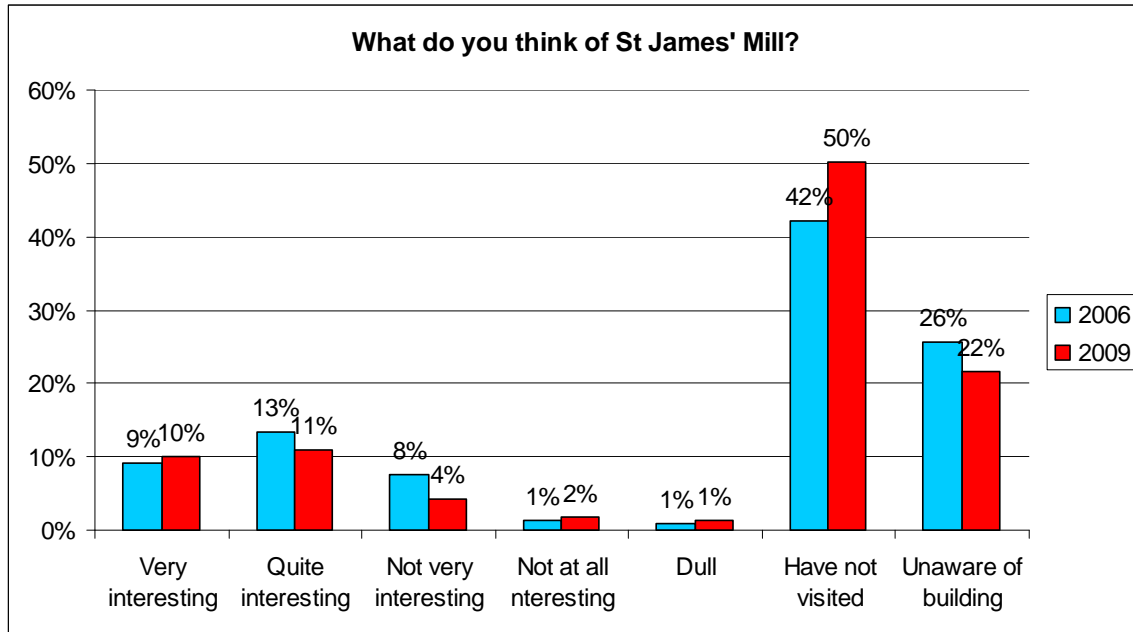
Base 2006: 316, Base 2009: 234



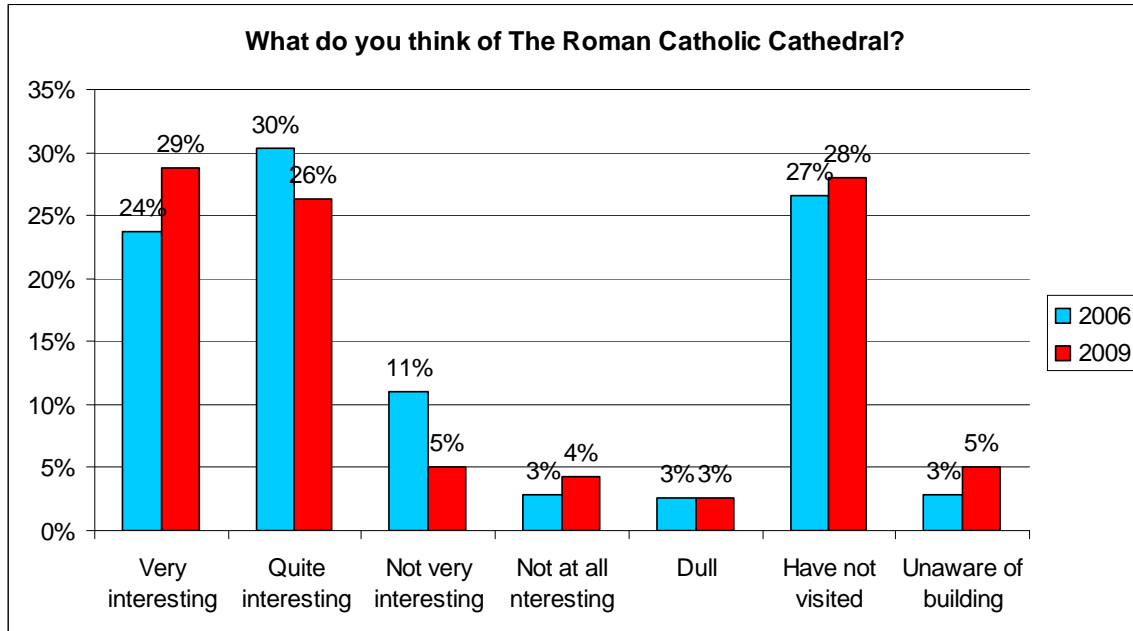
Base 2006: 316, Base 2009: 231



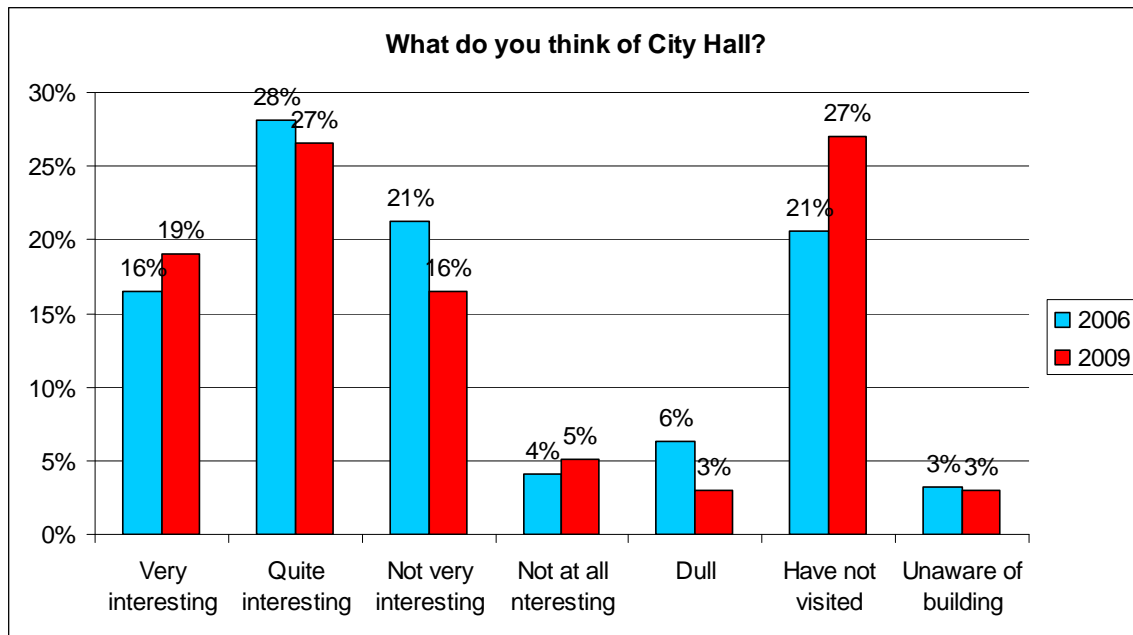
Base 2006: 316, Base 2009: 232



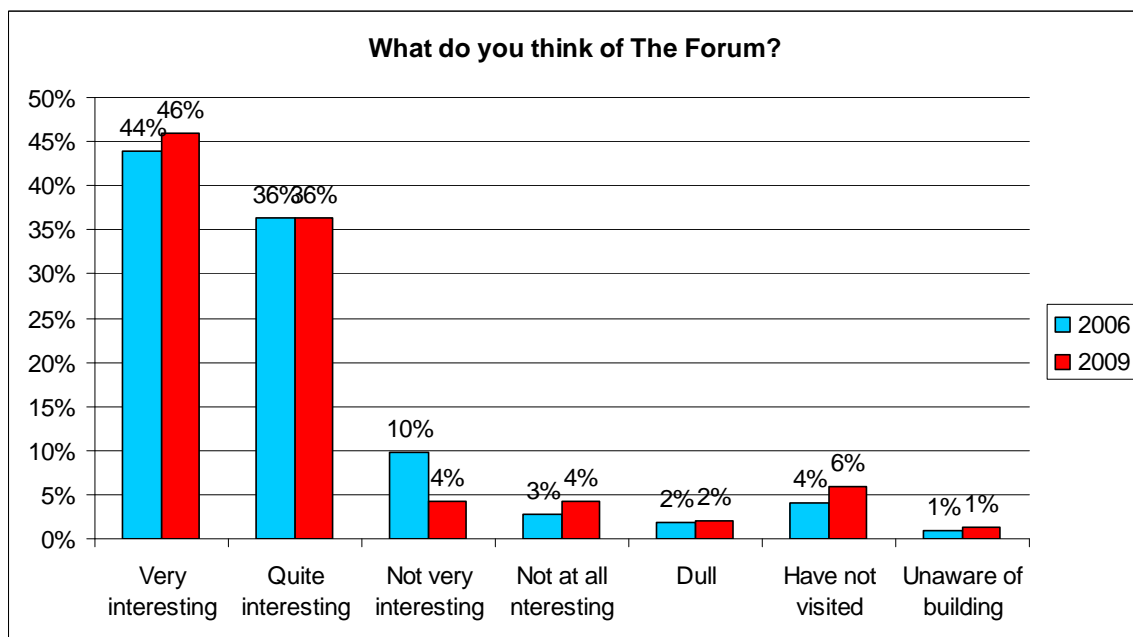
Base 2006: 316, Base 2009: 231



Base 2006: 316, Base 2009: 236



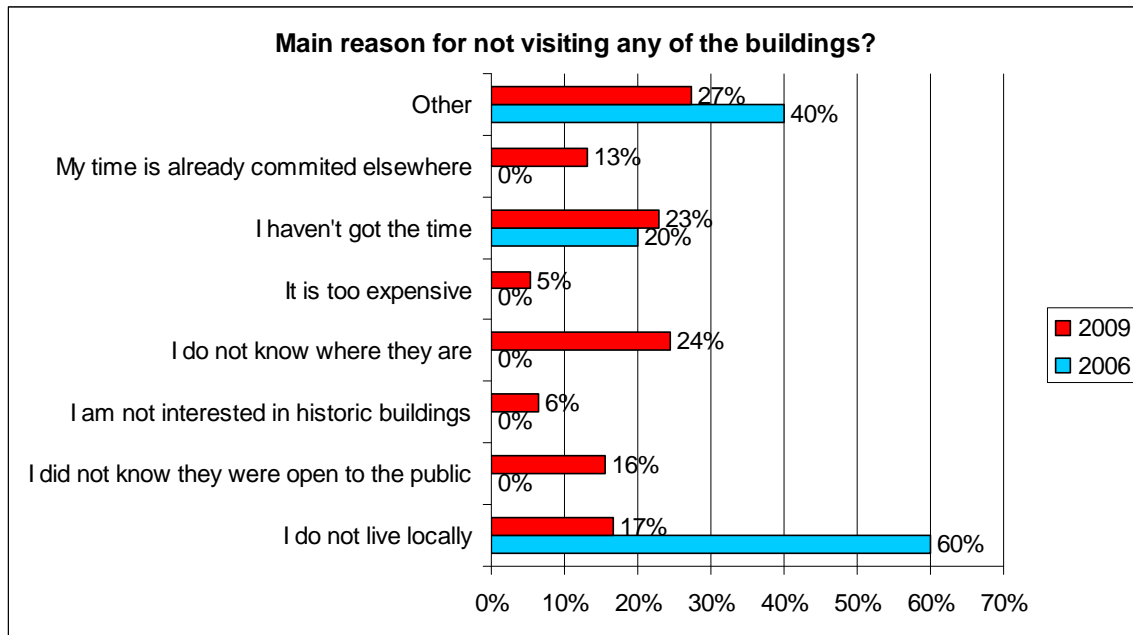
Base 2006: 316, Base 2009: 237



Base 2006: 316, Base 2009: 239



**4.12: If there are any of the above that you haven't visited, please tell us the main reasons?**



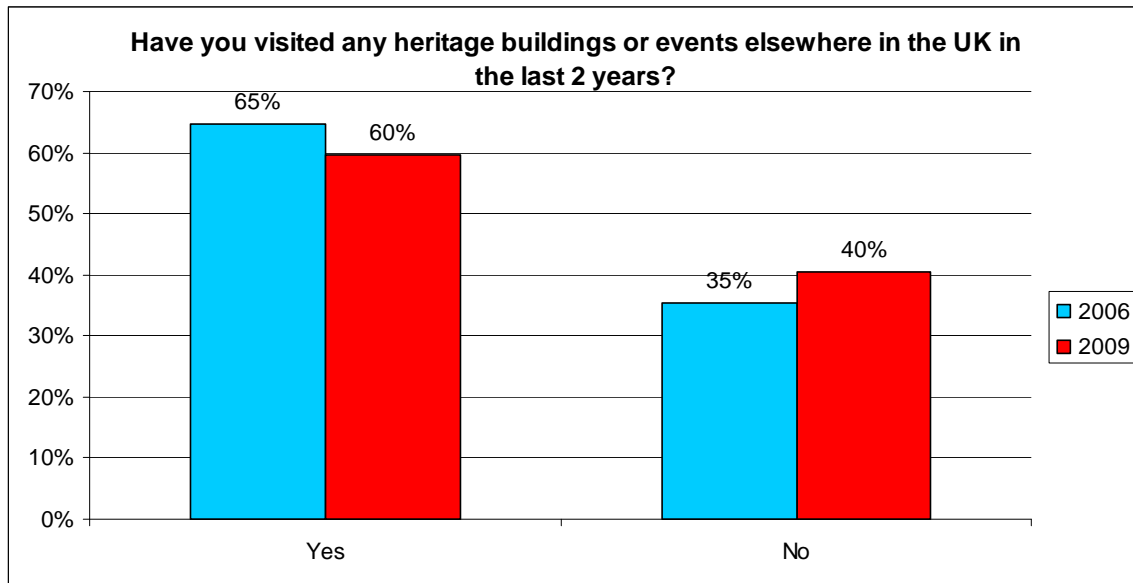
Base 2006: 316, Base 2009: 205

Very few people responded to this question in 2006 or had in fact visited all the buildings listed. In 2009 the vast majority of the sample gave reasons for not visiting some of the buildings.

Most people gave “other” reasons or unknown reasons for not visiting the buildings. However a quarter each stated that they hadn't got the time or they didn't know where the buildings were. Very few people stated that it was because they weren't interested in the buildings or that it was too expensive that they hadn't visited.

15% were not aware that some of the buildings were open to the public.

### **4.13: Have you visited any heritage buildings or events elsewhere in the UK in the last 2 years?**



Base 2006: 316, Base 2009: 235

Two thirds of the sample has visited other heritage buildings elsewhere in the UK within the last 2 years. This has decreased 5% on results for 2006.

#### **4.14: If yes, what have you attended?**

The following is a list of all the places respondents have visited in the last 2 years.

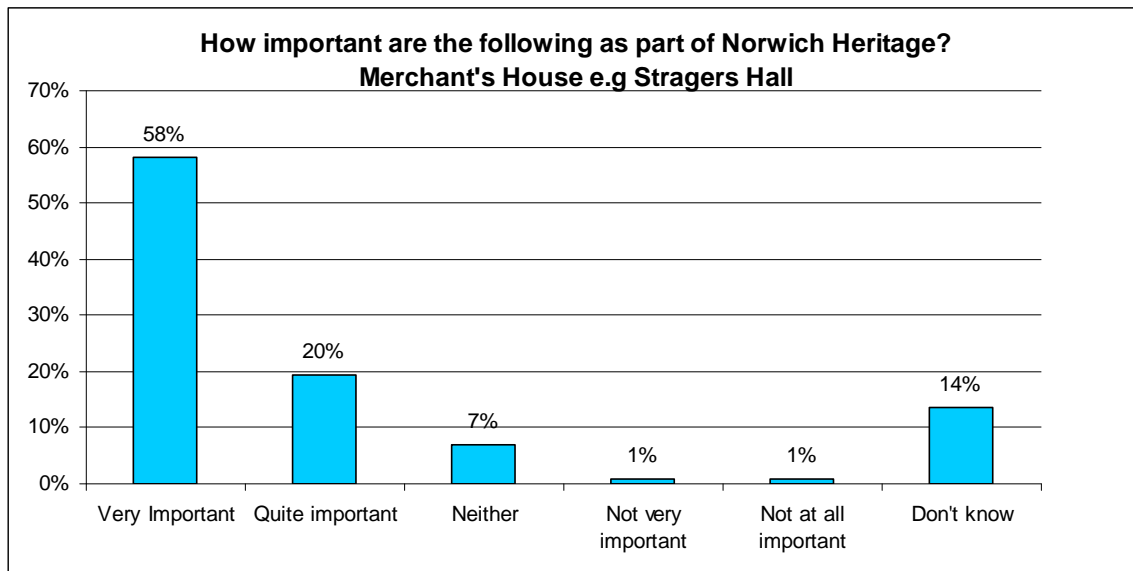
Abbey Whitby	Manchester Town Hall
Abbeys	Museum
All Churches in Area.	National Art Gallery (X 2)
All Over Norfolk	National Trust Properties (X 6)
Boat Trips, Tours, Building.	North Birmingham Old Hall
Buckingham Hall	Norwich Castle (X 3)
Buildings (X 7)	Norwich Regimental Museum
Bus Guided Tour.	Nottingham
Cambridge, Hertford, London	Open Day at Castle Museum (X 2)
Castle-Scotland and Exhibitions	Open Days
Castle Rising Castle Tour	Open House, Heritage Weekend
Castle& Cathedral	Peak District
Castle (X 3)	Places in Kent
Cathedral (X 2)	Roman Catholic Cathedral
City Hall	Science Museums, Museums in
Corfe Castle, Beverley Museum	London
Cornwall, Devon	Self Guided Walk (X 3)
Derbyshire, Yorkshire	Somerset
Devon-Visit and Halls	St Yarmouth and Other Norfolk
Dublin and Castle	Churches
English Heritage and Historical	St Yarmouth
Properties (X 3)	Stonehenge
Every Weekend, London	Talks, Sight and Buildings
Forum, Hospital and Ghost Walk	Talks (X 3)
Forum, Norwich Castle, Dragon Mall	The Bidwell Museum Norwich
Fountain Abbey	Too Many To Name
General Visits.	Tour and History
Guided Tour of Buildings	Tour of Bath
Hall	Tower Of London
Hertford	Visiting Buildings
Historical Buildings in Wales	Visits to Museum and Properties
House and Gardens (X 2)	Walks (X 6)
Houses, Abbeys, Castles	Wembley Stadium
Lake District	Wensleydale
Leeds Castle	Wordsworth House
Lincoln Cathedral	Yarmouth, Events with Ships
Liverpool City of Culture & Buildings	Tall House Museum
Liverpool	Yarmouth, Walks and Talks
London, Hotel Geekin	York-Beverley
London, Tower Of London	York Minister
London (X 3)	York, Stratford-Upon-Avon, Warwick
Mall, Forum, Hospital, Castle	York (X 2)

#### **4.15: How important do you think the following are as part of Norwich Heritage?**

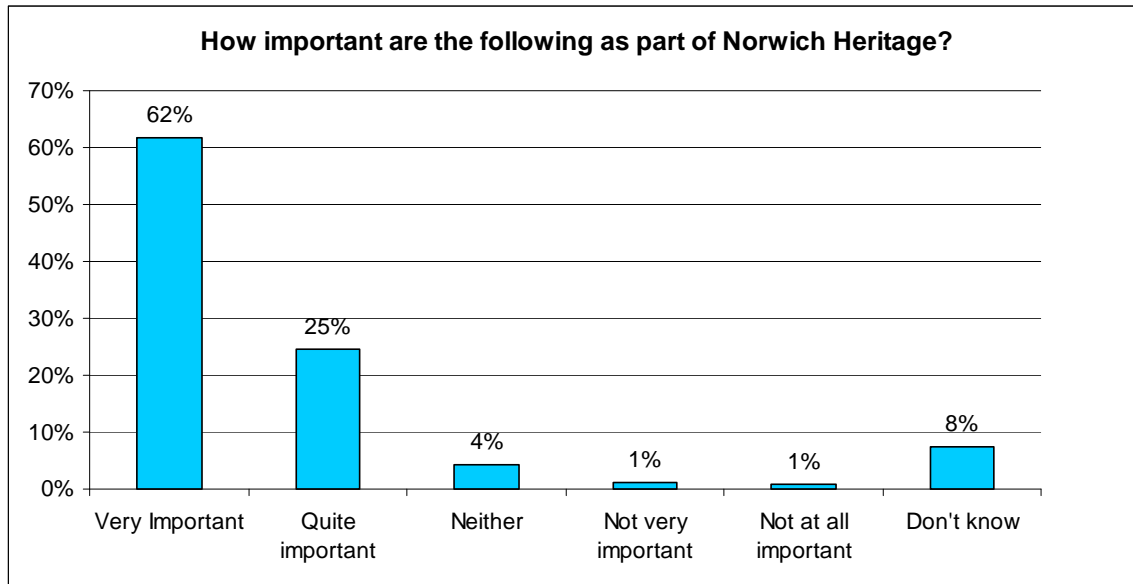
The list of buildings options in this question has changed since 2006 and so no direct comparisons can be made for all the buildings. To compare the results the 6 ratings are averaged out to give one figure for comparison. The lower the number the more important the Building the higher the number the less important the building or less known it is.

This is also done for the 2006 data. In 2006 the building with the highest average score of 1.4 was Norwich Castle and in the 2009 list it is Norwich's Medieval Churches at 1.76 (1.8 in 2006). The full table of average scores can be found in *Appendix 6.3.3*.

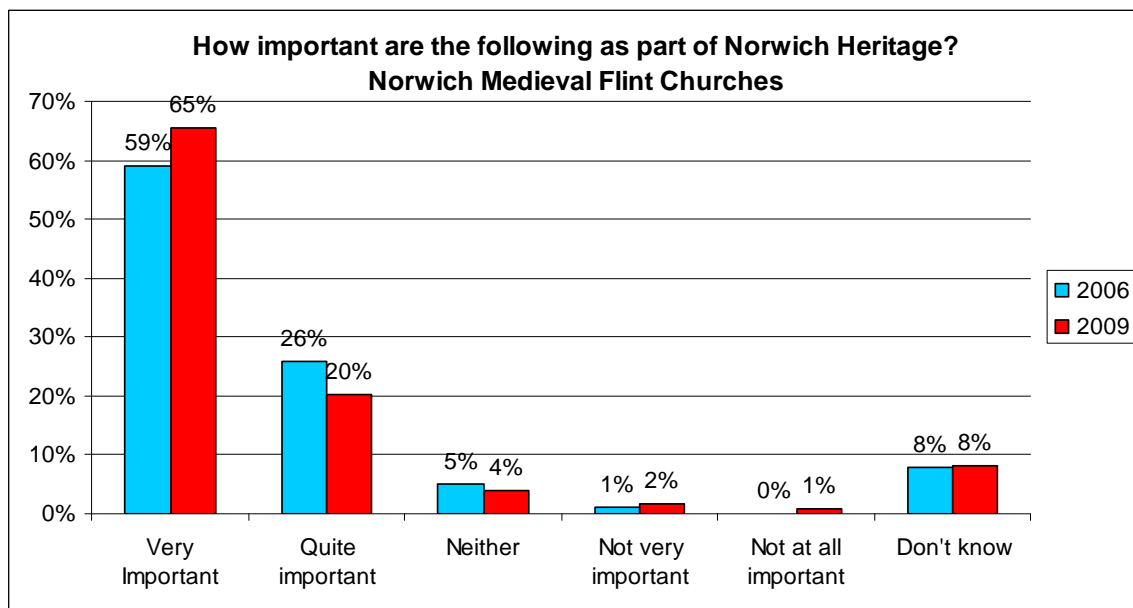
The Sainsbury's centre, Norwich Market, Norwich Arts Centre and the Medieval Flint Churches have all gone up in importance for those people who were sampled. The Norwich City Football Club and UEA have both dropped in their importance by 7% and 2% respectively according to those surveyed in 2009.



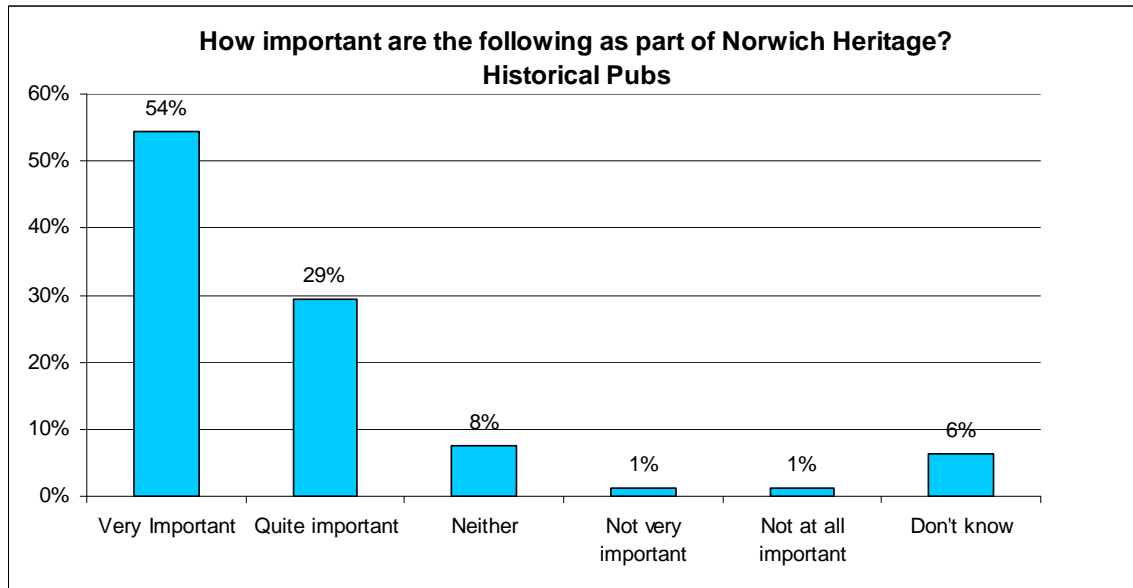
Base: 241



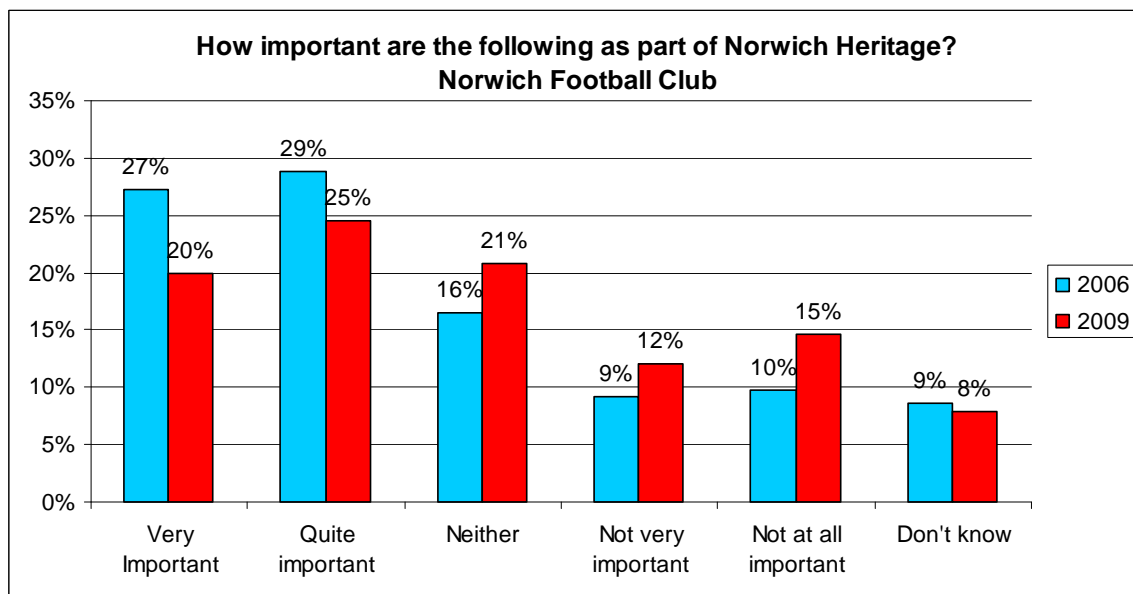
Base: 240



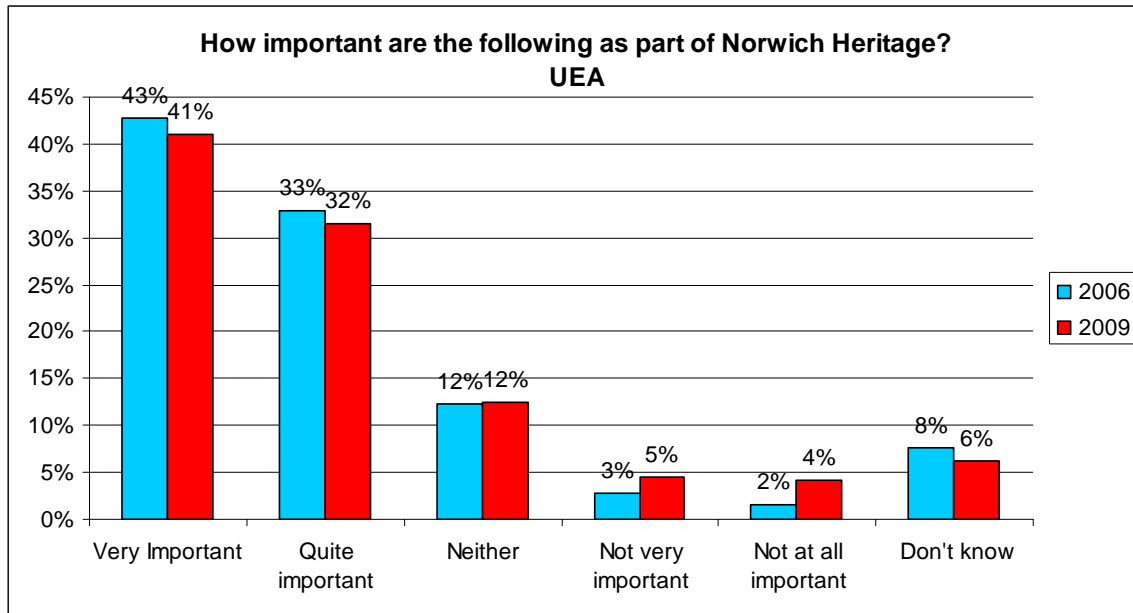
Base 2006: 316, Base 2009: 237



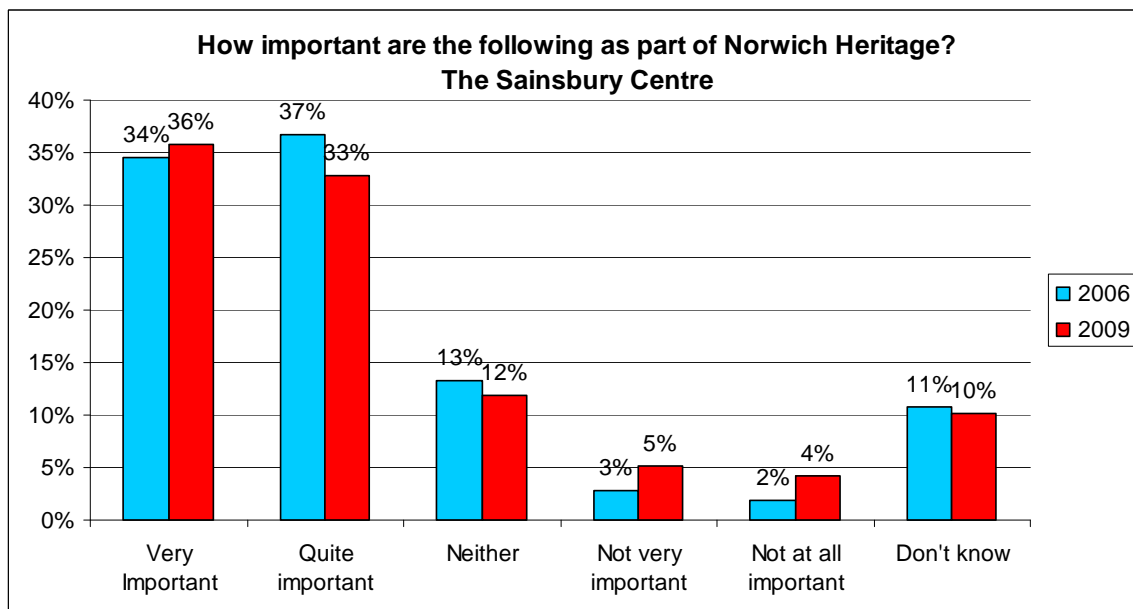
Base: 239



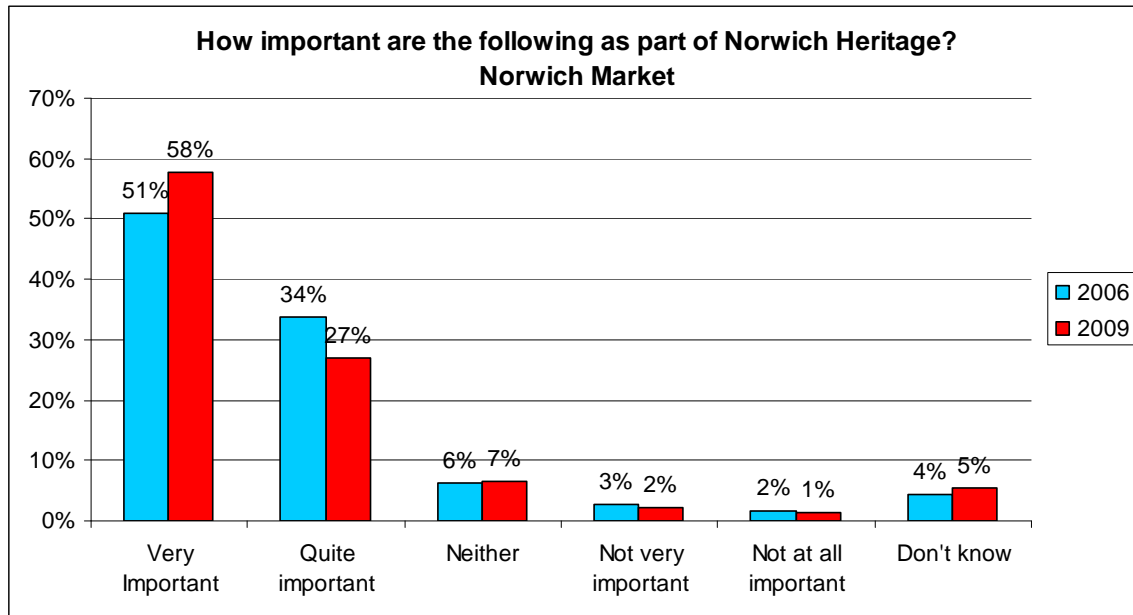
Base 2006: 316, Base 2009: 240



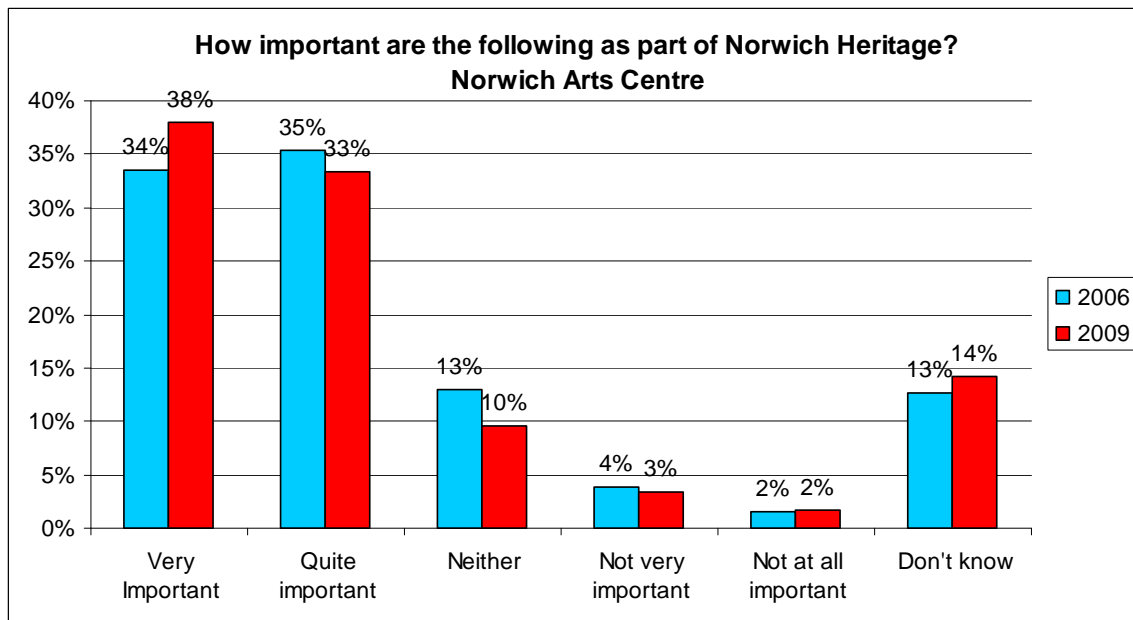
Base 2006: 316, Base 2009: 241



Base 2006: 316, Base 2009: 235



Base 2006: 316, Base 2009: 242



Base 2006: 316, Base 2009: 240

**4.16: Please name any other buildings or locations that you consider an important part of Norwich Heritage?**

The following is a list of buildings that respondents think are an important part of Norwich heritage.

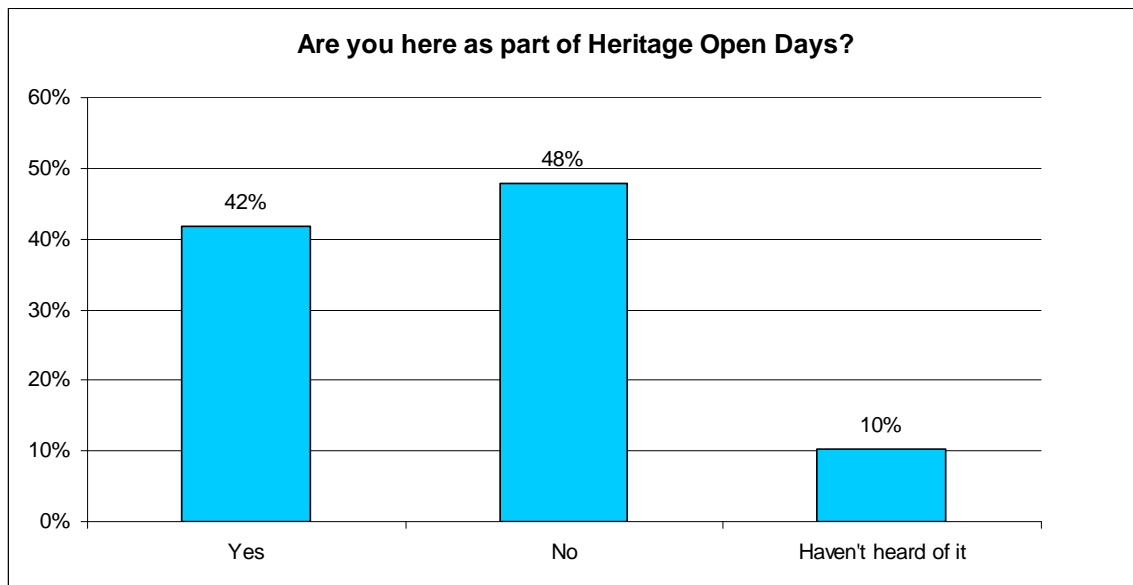
- |                                 |                                   |
|---------------------------------|-----------------------------------|
| Abbey                           | Burlington House                  |
| Alley Way                       | Castle, Cathedral, Shopping Lanes |
| Any New More Interesting Places | Cathedral and Rivers              |
| Archives                        | Cathedral ELM                     |
| Art School.                     | Cathedral (X 2)                   |
| Augustine Steward House         | Chalet Mines underneath Norwich   |
| Birdwell Alley                  | Chapel Field Gardens (X 2)        |
| Buildings, Red Lion Street      | Chapel                            |



City Hall  
 Cow Tower, Gentleman's Walk,  
 Royal Arcade  
 Cow Tower (X 2)  
 Dragon Hall (X 3)  
 Riverside Walks.  
 ELM Hill X 3  
 Fired Event Buildings  
 Garden  
 Golden Triangle  
 Hewett School (X 2)  
 Housing around the Cathedral  
 Howard House  
 Lots  
 Low Tower, Lazar House  
 Madder Market and Speedwell Bars  
 Theatres  
 Maids Head Hotel  
 Market Place  
 Masonic Hall  
 Meddle Theatre Sewell Board.  
 Minds Head  
 More about Norwich's Industry  
 New Hills Yard Pumping Station.

Octagon  
 Old Norfolk, Norwich Hospital  
 Plantation Gardens  
 Princes St (X 2)  
 Pulls Ferry (X 2)  
 Re-Open Bride Well Museum.  
 Royal Arcade (X 2)  
 Secret Garden  
 St Augustine's  
 St Giles St  
 St Peter (X 3)  
 The Arcade (X 2)  
 The Art School X 2  
 The Cottages at John Lewis  
 The Forum (X 3)  
 The Memorial Gardens  
 The Murderer's Pub (X 2)  
 The Norwich Arcade  
 The Old Norwich Union.  
 The Old Skating Rink (X 2)  
 The Other Merchant's Houses  
 The Train Station  
 Underneath The Low Courts

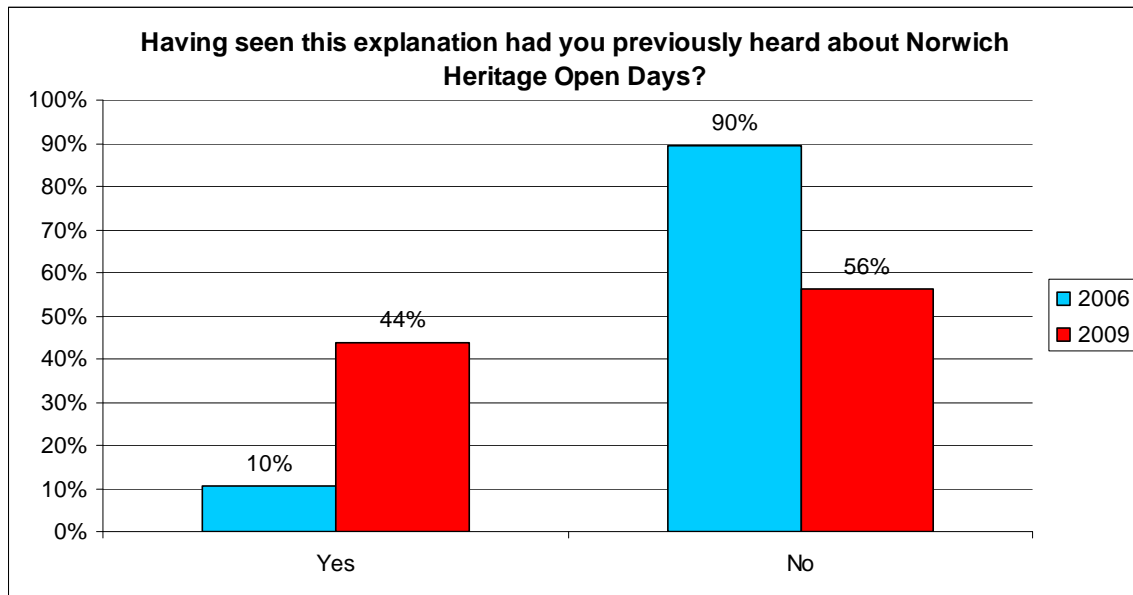
**4.17: Are you here as part of Heritage Open Days?**



Base: 242

This question was not asked in 2006. Only 10% hadn't heard about the open days and just under half were not in Norwich for the open day.

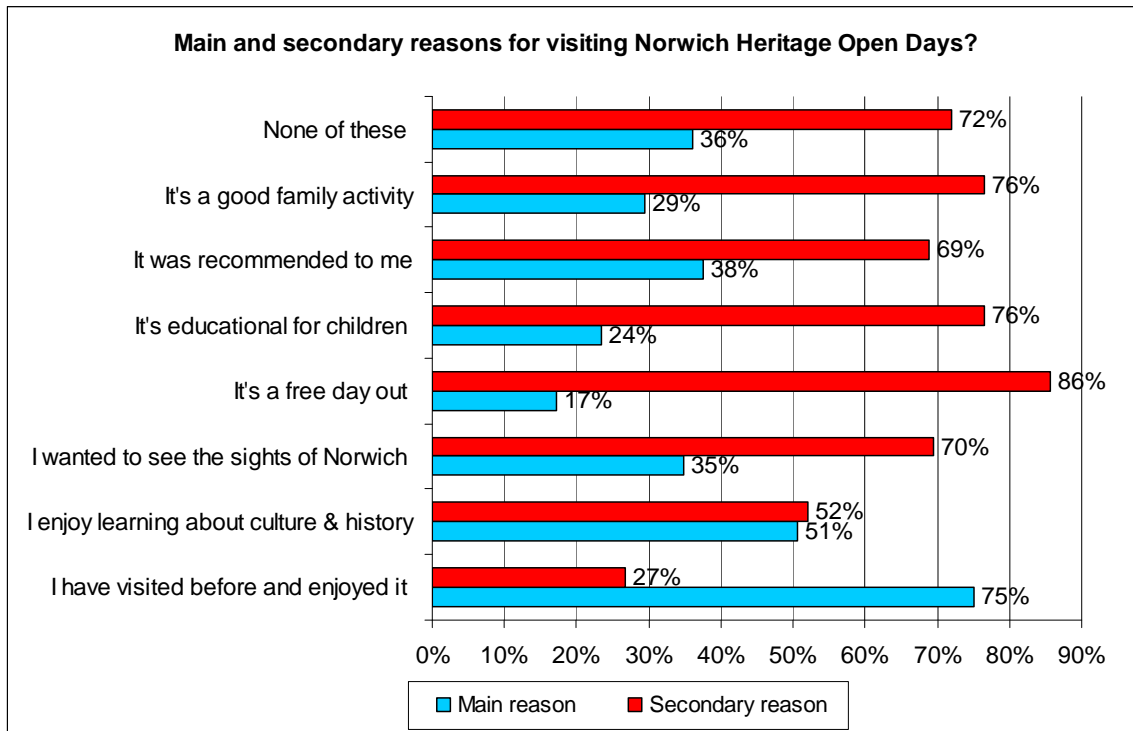
#### 4.18: Had you previously heard about the Norwich Heritage Open Days?



Base 2006: 316, Base 2009: 55

More visitors/residents of Norwich had previously heard about Norwich Heritage Open days in 2009 than in 2006.

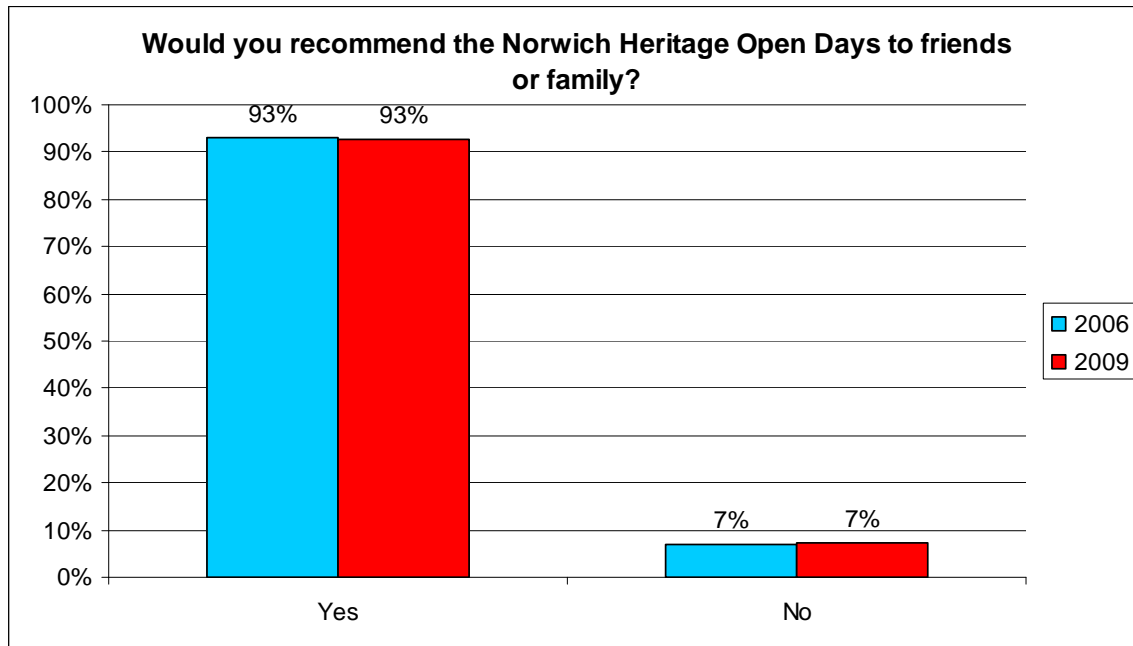
**4.19: Which of these are your main or secondary reasons for visiting the Norwich Heritage Open Days?**



Base 2006: 316, Base 2009: 254

The main reason for visiting the Norwich Heritage Open Days was because respondents had been before and they had enjoyed it (75%). The most popular secondary reason was because it was a free day out (86%).

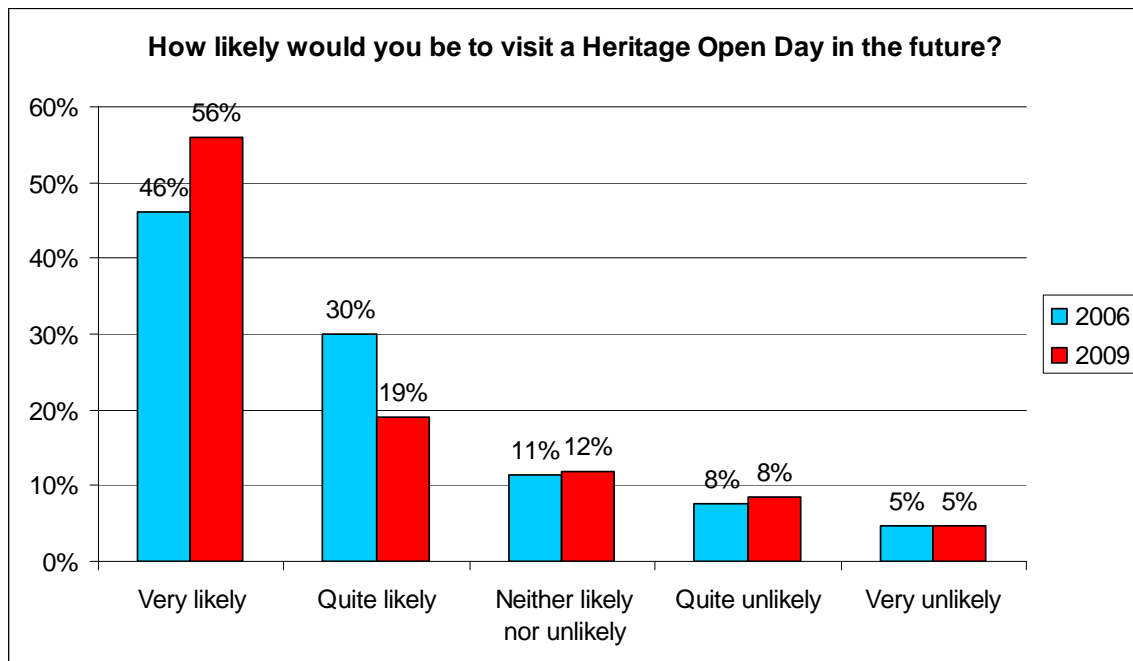
**4.20: Would you recommend the Heritage Open Days to friends and or family?**



Base 2006: 316, Base 2009: 236

The vast majority of respondents would recommend the open day and this has not changed since 2006.

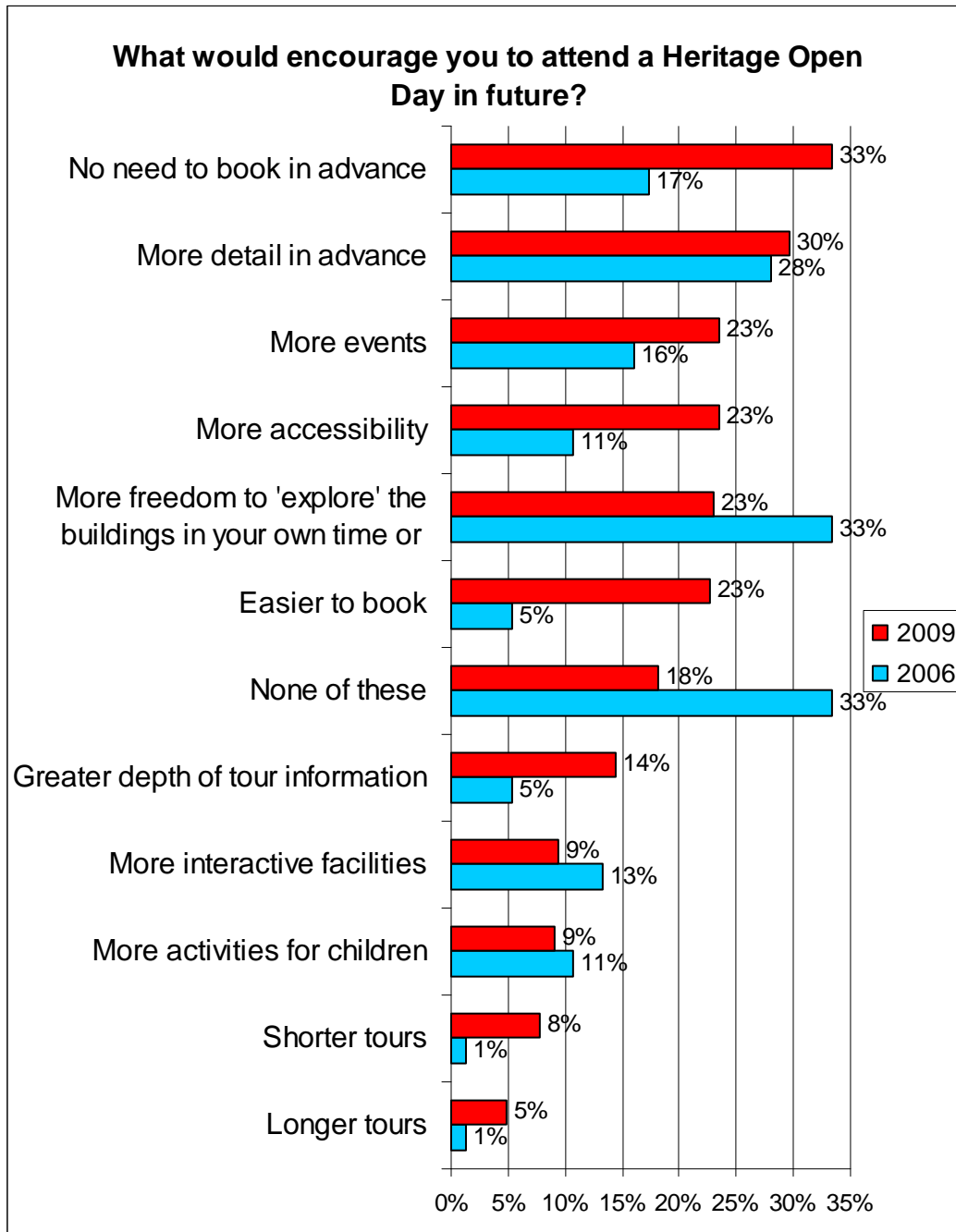
**4.21: How likely would you be to visit a Heritage Open Day in Norwich in the future?**



Base 2006: 316, Base 2009: 236

The likelihood to visit the open days in the future has increased since 2006 by 10%.

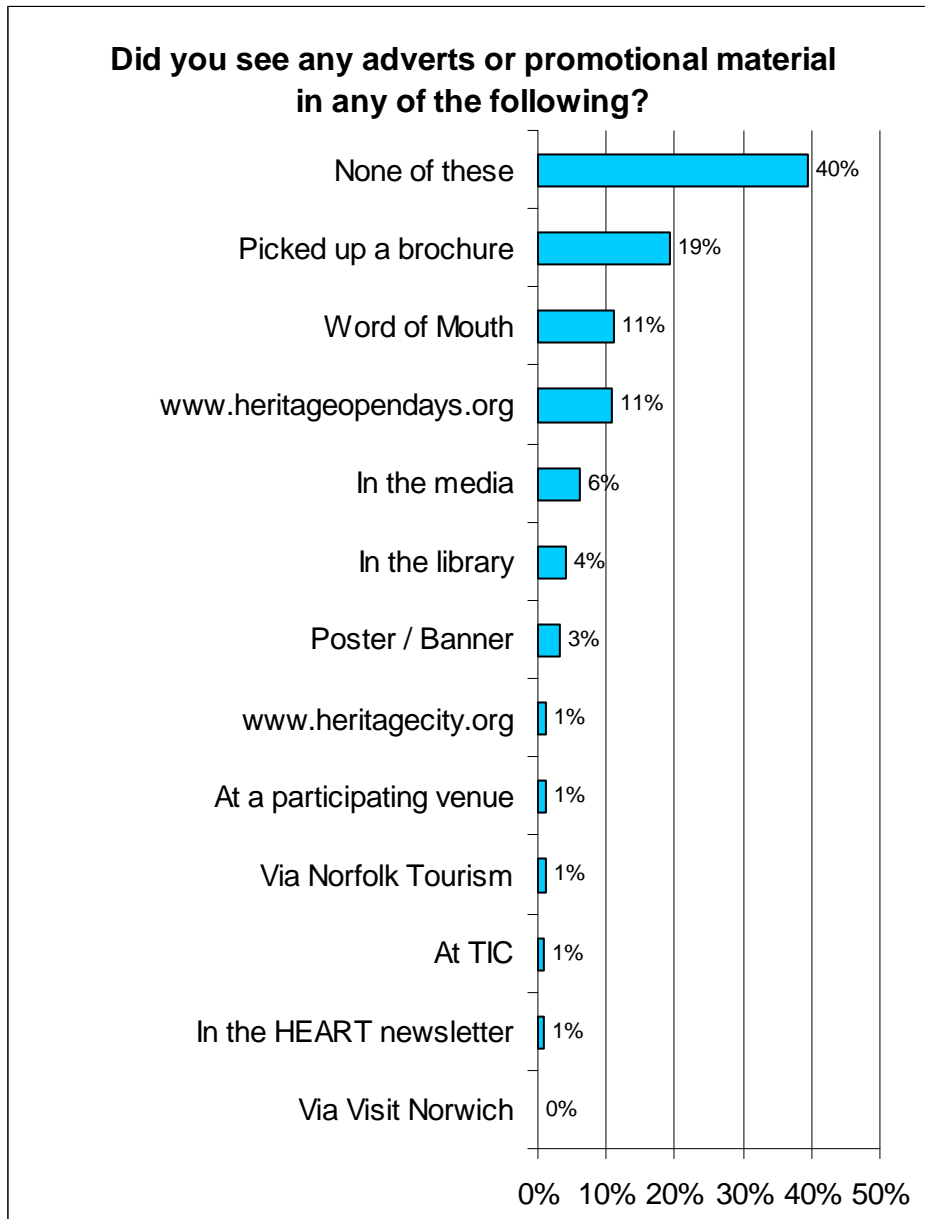
**4.22: What could encourage you to attend a Heritage Open Day in the future?**



Base 2006: 316, Base 2009: 243

Being able to turn up spontaneously at events is a desirable feature to the future success of high attendance at open days, with a third of respondents choosing this option. An easier booking system is also desirable. On the day of interviewing comments were overheard amongst people in the market area that obtaining tickets had been “a bit hit or miss” or unreliable.

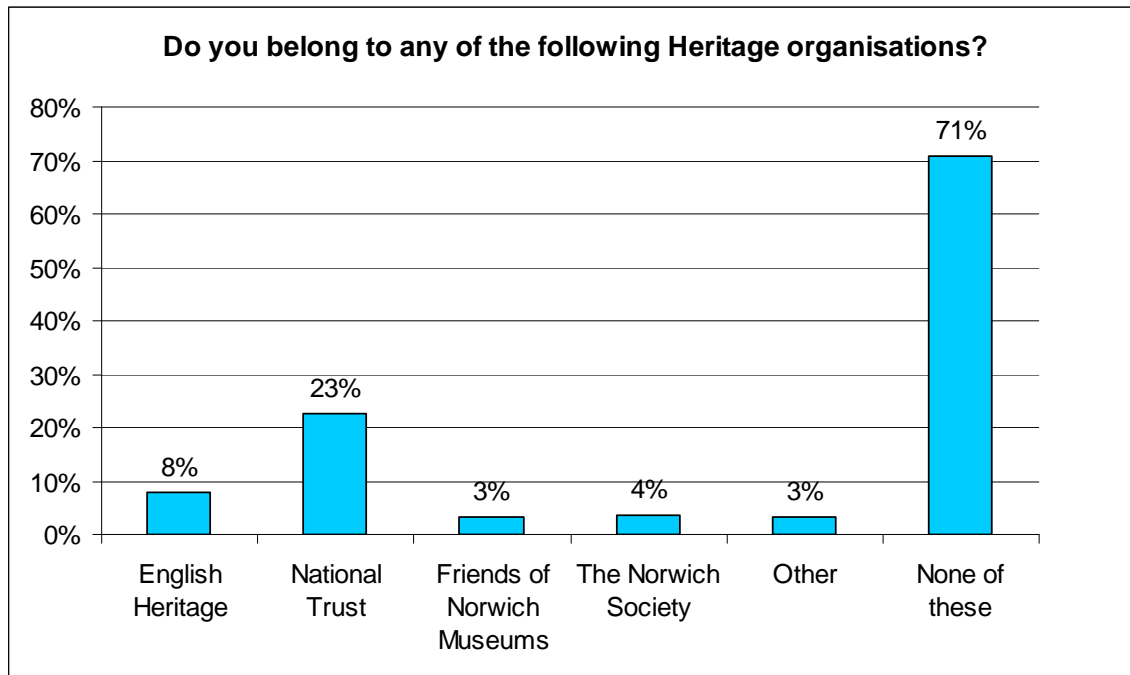
**4.23: Did you see any adverts or promotional material in any of the following for the Open Day?**



Base: 243

Advertising was not readily seen but 20% of respondents had picked up a brochure.

**4.24: Do you belong to any of the following heritage organisations?**



Base: 242

Only a third of those interviewed were a member of some form of heritage organisations.

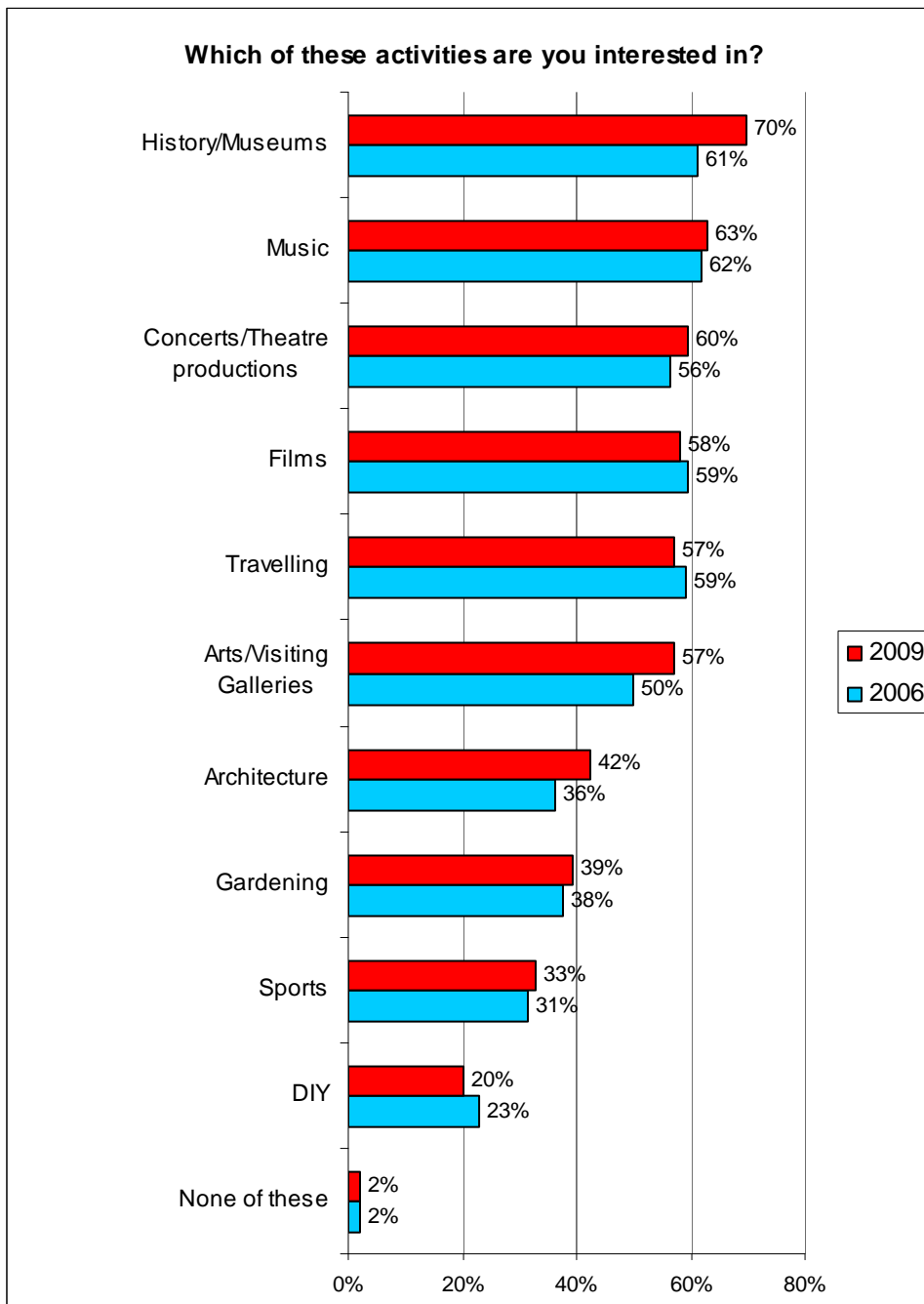
**4.25: Do you belong to any other heritage related organisations?**

The following are the list of other organisations respondents are members of.

Art fund, HHA, Museum  
C8 T.A  
Heritage Group  
Howe Museum Card  
Masonic House

Museum ASSC  
Norwich Historic Churches Trust  
Richmond Society, Chelsea Society  
Halian Cultural Institute  
Wymondham Heritage Society.

#### 4.26: Which activities are you interested in?

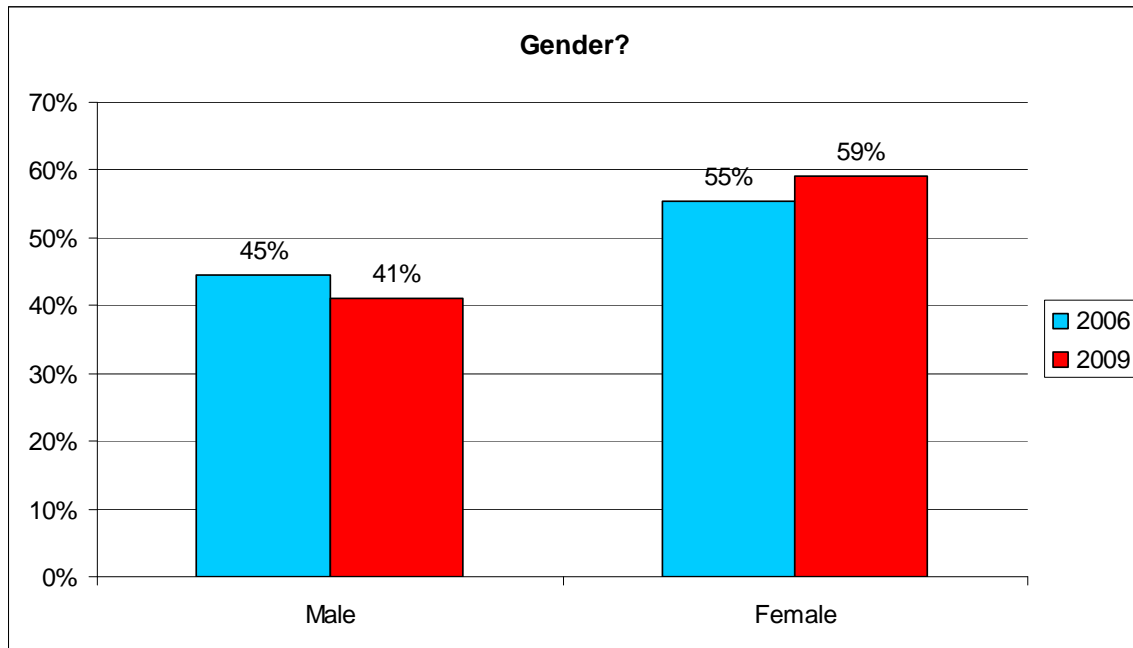


Base 2006: 316, Base 2009: 250

All categories have increased in popularity since 2006, apart from films, travelling and DIY, which have all dropped marginally. History and Museums has had the greatest increase of 9%.



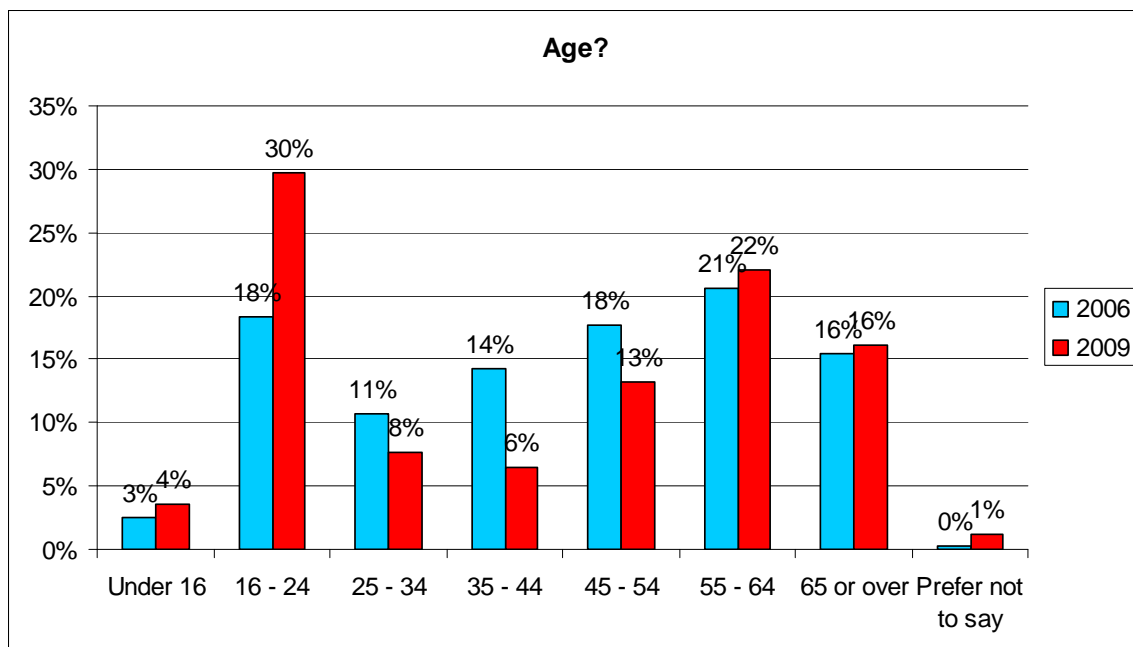
**4.27: Gender?**



Base 2006: 316, Base 2009: 249

The split between male and females interviewed varies little from the sample in 2006.

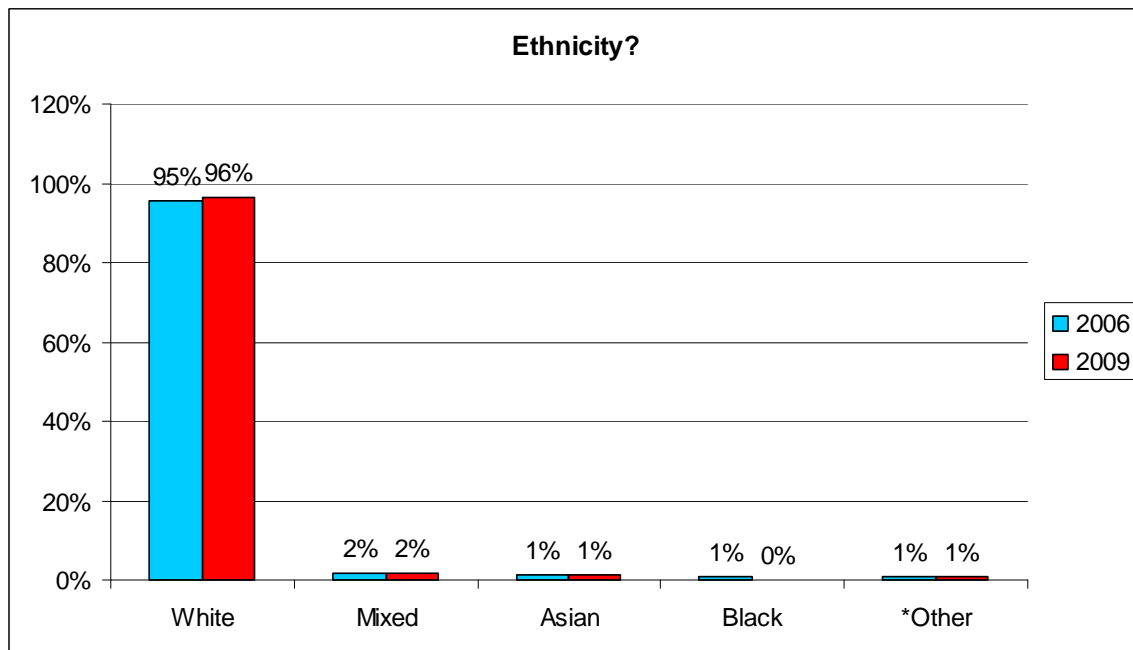
**4.28: Age?**



Base 2006: 316, Base 2009: 249

There was a significantly larger group of 16-24 year olds that were interviewed in 2009 than in 2006.

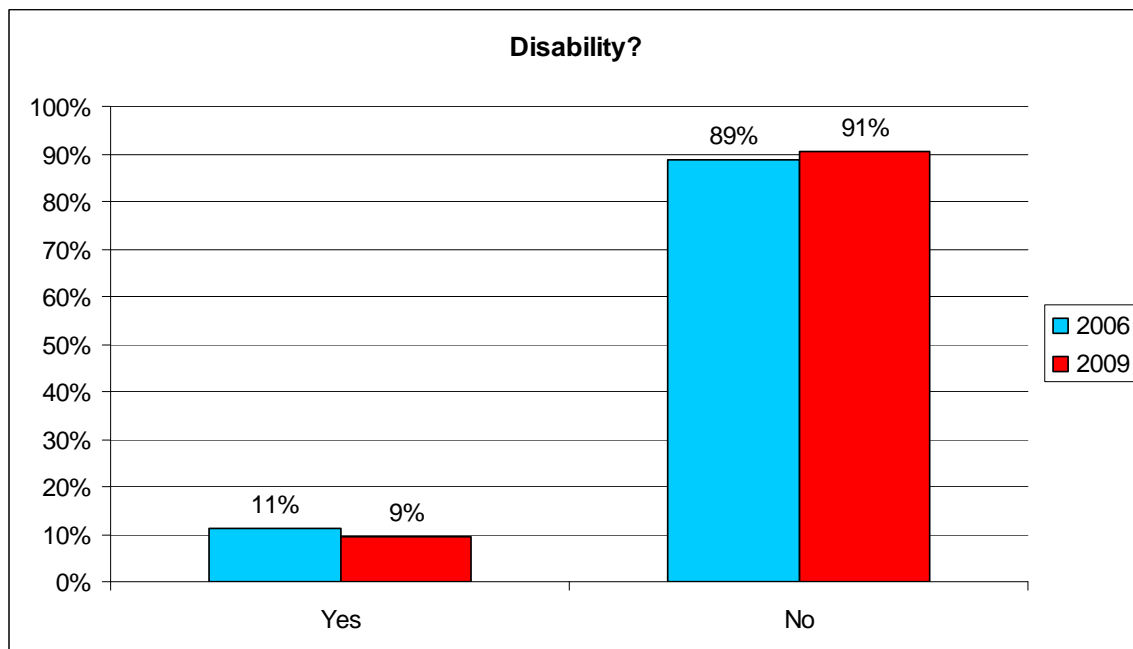
### 4.29: Ethnicity?



Base 2006: 316, Base 2009: 242

There has been no change in the proportions within the different ethnic groups since 2006.

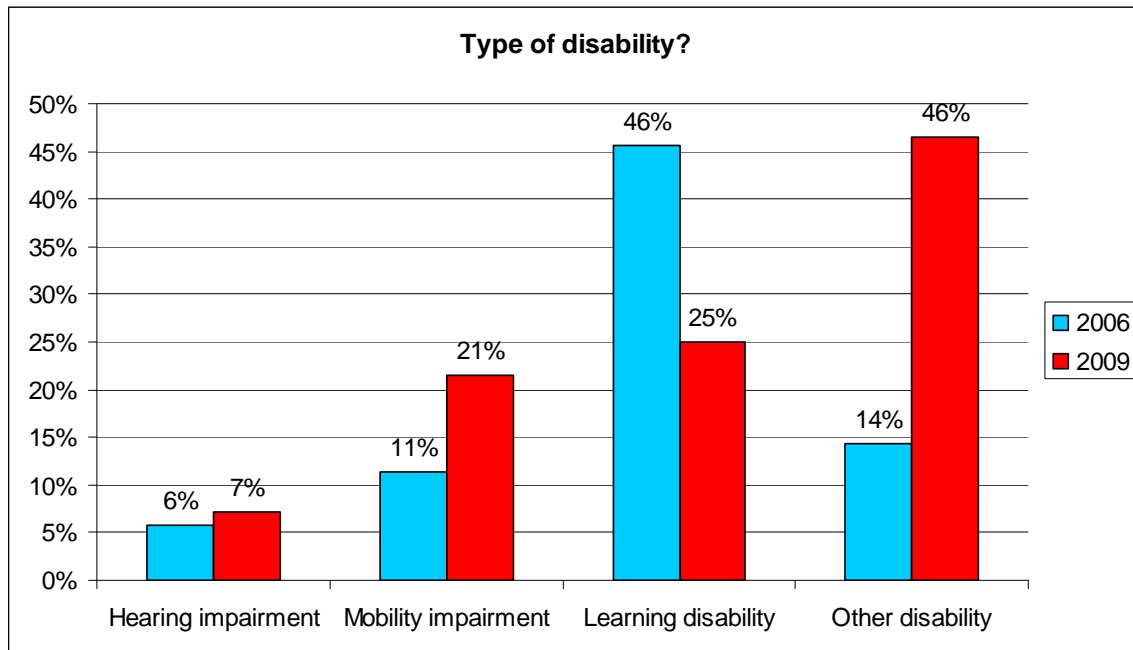
### 4.30: Disability?



Base 2006: 316, Base 2009: 247

Disability is little changed since 2006.

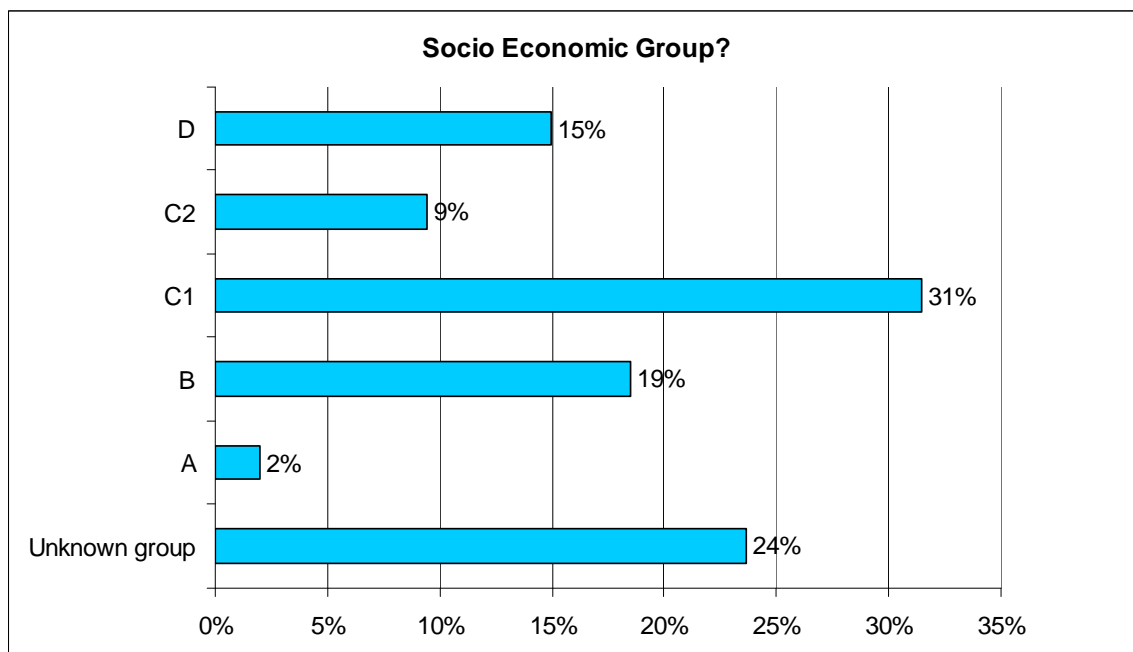
#### 4.31: Type of disability?



Base 2006: 316, Base 2009: 226

Learning disabilities were most prevalent in 2006; this has changed with the majority of disabled respondents stating their disability as an “other “disability”.

#### 4.32: Socio Demographic Group?

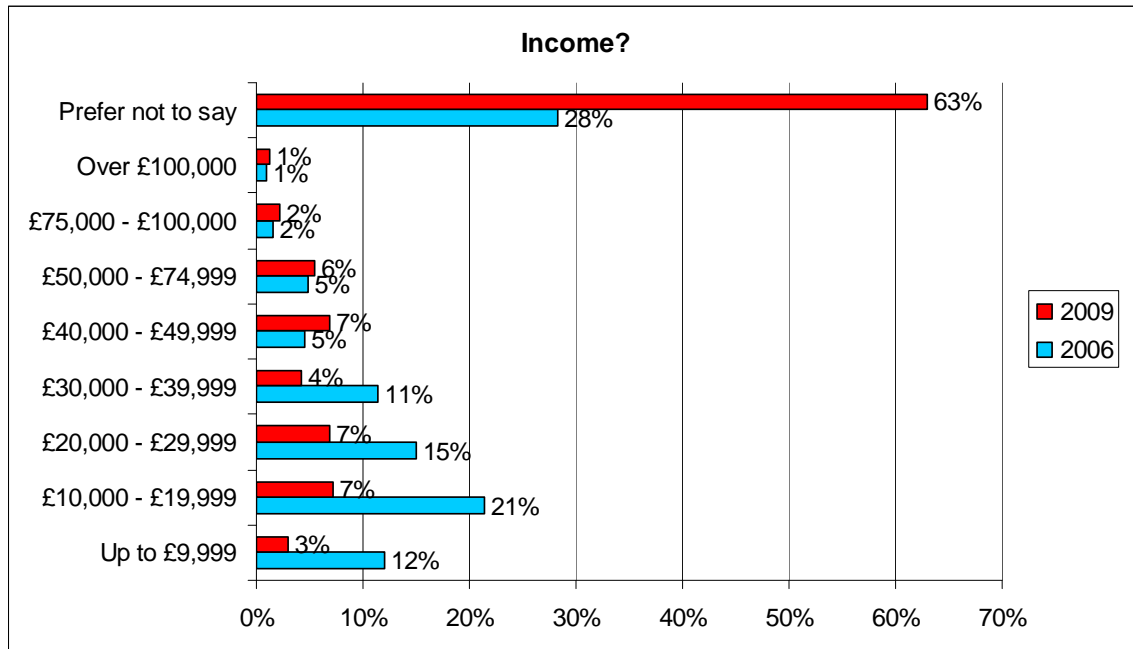


Base: 254

The sample interviewed reflects how socio economic groups fall roughly within the UK as a whole. Although there were considerably less of group C2 in the Norwich sample (9%), than would be expected in a National survey (21%). No E's were interviewed and there would normally 10% of the population could be in

this group. However 23% of the sample declined to give an occupation and therefore no group could be surmised.

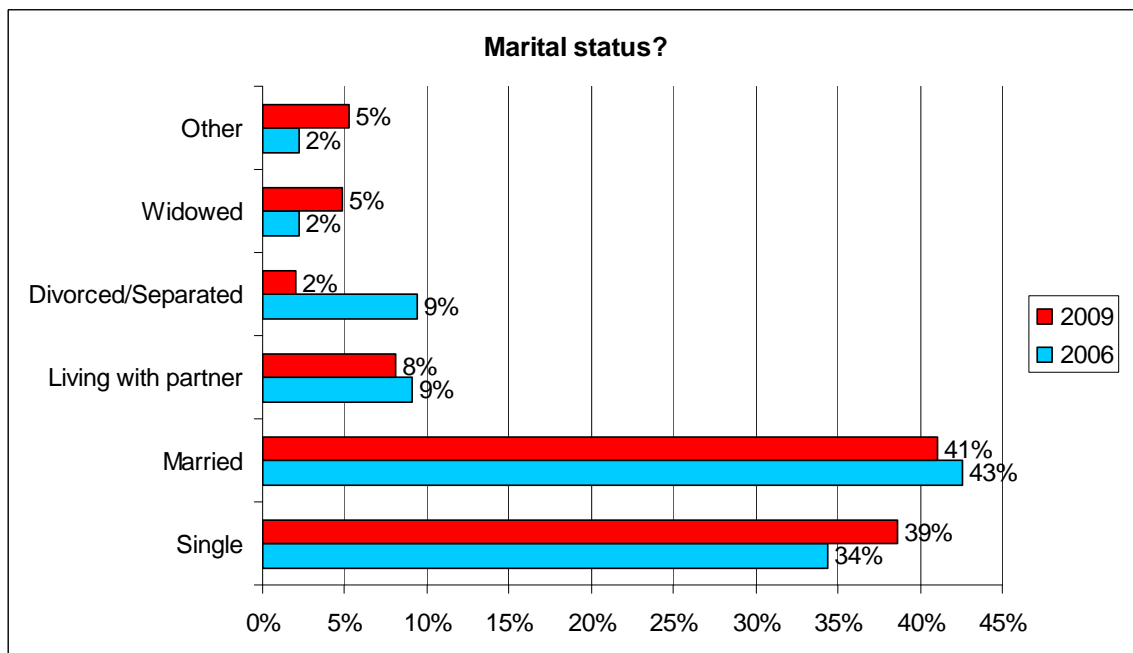
#### 4.33: Income?



Base 2006: 316, Base 2009: 235

Respondents are less keen to divulge their personal details in 2009 than they were in 2006. This skews the results and either less people are earning under £40,000 or they are reluctant to say what they earn under £40,000.

#### 4.34: Marital status?



Base 2006: 316, Base 2009: 246

The marital statistics have varied a little in the 3 years.

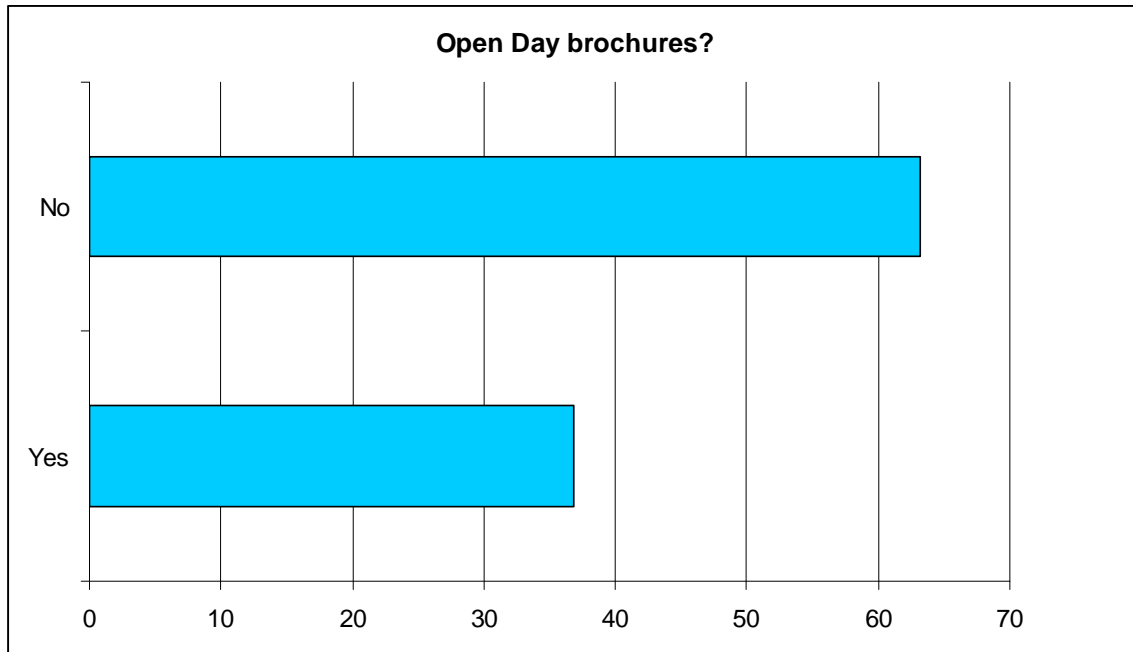
### 4.35: Postcode?

The following is the list of all postcodes AREAS given by respondents.

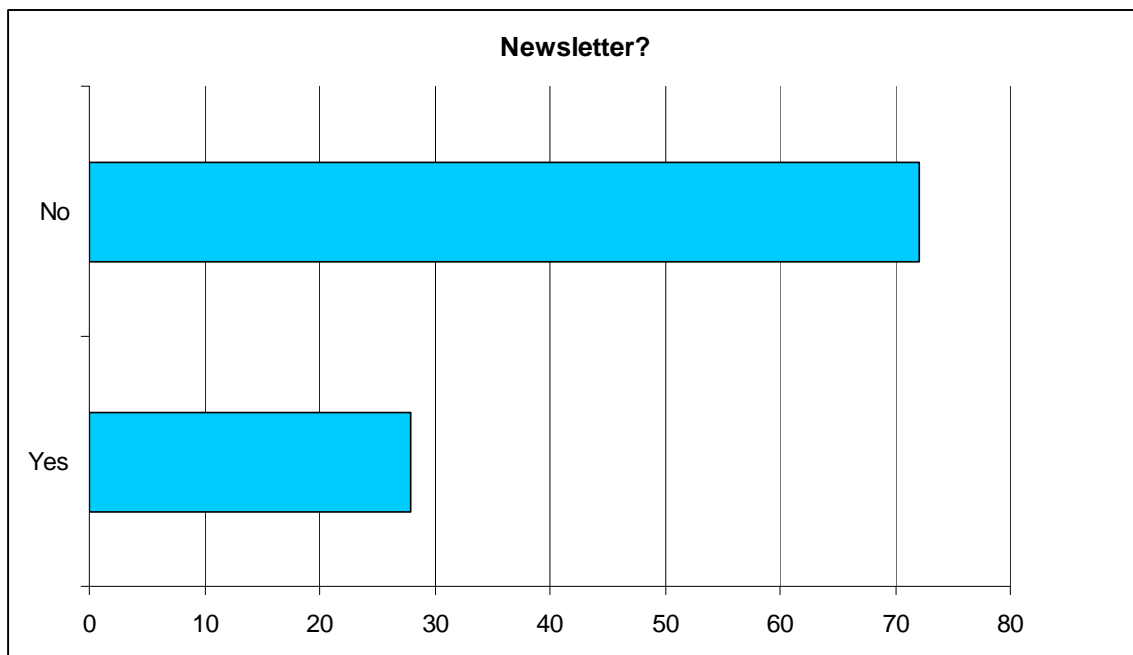
Postcode	f	%
Brighton	1	0.5%
Cambridge	1	0.5%
Chelmsford	1	0.5%
Huddersfield	1	0.5%
Ipswich	5	2.3%
Kingston upon Thames	1	0.5%
Medway	1	0.5%
Milton Keynes	2	0.9%
Nottingham	5	2.3%
Norwich - Thorpe Hamlet, (parts of) City Centre, areas close to Thorpe Road Mail Centre	19	8.8%
Norwich – Pettywell, Reepham, Heveingham, Stratton Strawless	9	4.1%
Norwich - Alby with Thwaite, Aldborough, Aylmerton, Aylsham, Banningham, Blickling, East Beckham, Little Barningham, Hanworth, North Barningham, Roughton, Felbrigg, Gimingham, Ingworth, Matlask, Mundesley, Wickmere	2	0.9%
Norwich - Bacton, Brumstead, Coltishall, East Ruston, Hickling, Ingham, Lessingham, Sloley, Stalham, Tunstead, Wroxham	2	0.9%
Norwich - Acle, Brundall, Reedham, Rackheath	13	6.0%
Norwich - Loddon, Poringland, Trowse	13	6.0%
Norwich - Long Stratton	3	1.4%
Norwich - Larling	2	0.9%
Attleborough - Little Ellingham	1	0.5%
Wymondham	2	0.9%
Dereham	3	1.4%
Norwich - Eaton	24	11.1%
Dereham - Guestwick, Whissonsett, Nethergate	2	0.9%
Wells-Next-the-Sea - Quarles	1	0.5%
Melton Constable - Stody, Briningham, Brinton, Sharrington, Plumstead, Swanton Novers	1	0.5%
Sheringham - Beeston Regis, West Runton, Upper Sheringham	1	0.5%
Great Yarmouth	2	0.9%
Norwich	18	8.3%
Great Yarmouth - Caister-on-Sea	2	0.9%
Great Yarmouth - Gorleston, Bradwell	4	1.8%
Beccles	2	0.9%
Bungay, Topcroft	1	0.5%
Norwich - Cringleford	7	3.2%
Norwich - Bowthorpe, Costessey	14	6.5%
Norwich - Old Catton, Hellesdon	6	2.8%
Norwich - Sprowston, Thorpe St. Andrew, Heartsease	13	6.0%
Norwich - Drayton, Taverham, Ringland	9	4.1%
Norwich - Hethersett, Lenwade	9	4.1%
Peterborough	3	1.4%
Stevenage	1	0.5%
Stockport	1	0.5%
Southport	1	0.5%
Southend on Sea	2	0.9%
Stoke on Trent	1	0.5%
South West London	2	0.9%
Tunbridge Wells	1	0.5%
Yorkshire	2	0.9%
<b>Total</b>	<b>217</b>	<b>100.0%</b>

The vast majority of respondents are from the Norwich postal areas.

#### 4.26: Request for HOD Brochures and HEART Newsletter?



Base: 242



Base: 229

Almost a third of respondents requested either a HEART newsletter or a brochure for future open days.

---

## 5: Conclusions

---

It is interesting to see that people surveyed came from further afield than just Norwich itself since 2006. Could this be that Norwich HEART Heritage Open Days are extending in their appeal or are they just becoming better known in other regions? This could be researched further in the future.

It is pleasing to note that knowledge and awareness of the Norwich Heritage Economic & Regeneration Trust has increased by 12% since 2006. This may be linked with the fact that respondents from areas such as Suffolk and other areas within East Anglia are now aware of the Trust and its work.

There are still over 50% of the sample who are not aware of Norwich HEART or any of their publications or the work they do. This suggests an opportunity to get the newsletter out to more residents.

It is encouraging to see that the leaflet produced by Norwich HEART has circulated to a greater proportion of the sample since 2006 and that more people have read their development plan.

It is noted that there has been a very slight increase in the more negative perceptions of the term "Heritage", but these were mostly made by respondents who were not visiting Norwich specifically for the HOD.

Unfortunately the question "Are you visiting here today for the HOD?" was not asked in 2006 so we can draw no conclusions as to whether the attendance to HOD was greater or lower than in 2006. This would help us to ascertain if the changes in interest towards Heritage are because the Status Quo amongst HOD attendees has shifted or that we merely interviewed more people who were in Norwich by accident and therefore not as likely to be pro heritage.

As we are unable to tell if more or less people are visiting on an HOD we are not able to say whether there has been a significant drop in how important respondents think it is to safeguard Norwich's Heritage or if it is biased by a higher proportion of people interviewed who were not attending HOD specifically. There is an obvious difference in views between HOD attendees and non attendees on safeguarding Norwich's Heritage. This also applies to why it is important to safeguard Norwich's heritage.

However it is reassuring to see that 36% of respondents who were not visiting because of the HOD were very likely to visit the HOD in the future.

It is prudent to point out that it is not known if the methodology undertaken by Vivid Interface was to sample only those attending HOD events, or as with MRG's methodology that random sampling was undertaken outside HOD events and buildings, therefore picking up attendees and non attendees.

It is recommended that when Norwich HEART wishes to undertake research again on HOD, that an identical methodology is undertaken. Random sampling will give a more accurate representation of resident's views, rather than just those attending specific Heritage events and or locations on Heritage Open Days.

It may be of interest to note that feedback from the interviewers and interviewees was very positive towards the subject content of the questionnaire, however most agreed that the interview was too long and a little complicated in areas which could be addressed if the research was to be undertaken in the future.



## 6: Appendix

### 6.1: Questionnaire



Norwich Heart  
Heritage Economic & Regeneration Trust



### Heritage Open Days Research

ID:

Providing a few details of your experience of visiting buildings during the Heritage Open Days 2009 event will really help us and only take a few minutes of your time. Thank you very much for your help.

- Q1** Where do you live? Tick box ONE only.
- Norwich .....  Suffolk .....  Elsewhere in the UK .....   
 Elsewhere in Norfolk .....  Elsewhere in East Anglia .....  Outside the UK .....
- Q2** Have you heard of Norwich Heritage Economic & Regeneration Trust or Norwich HEART? Yes .....  Go to Q4 No .....  Give explanation & go to Q3
- Q3** Having seen this explanation had you previously heard about any of Norwich HEART's work or publications but not associated them with Norwich HEART:  
 Yes .....  Go to Q4 No .....  Go to Q6
- Q4** Which Norwich HEART work or publications have you heard about? Tick ALL that apply.
- Newsletter .....  I have read a leaflet produced by Norwich HEART .....   
 I have visited an event co-ordinated by Norwich HEART .....  I have seen a display at a heritage site in Norwich .....   
 I have read their development plan .....  I have been on the HEART or Norwich websites .....
- Q5** Please say where you have seen HEART's work previously?
- Q6** What is your perception of the term 'Heritage'? Tick ALL that apply.
- It's really interesting .....  It's for the whole community .....   
 It's only for rich people .....  It presents the richness and diversity of the past .....   
 It hampers economic development .....  It attracts too many people to the region .....   
 It's great for tourism .....  It's not relevant to modern day living .....   
 It's about pride in our past .....  \*Other please specify .....   
 It's really dull .....  I do not know enough about it to comment .....   
 \*Other
- Q7** How interested are you in heritage? Tick ALL that apply.
- It's one of my main leisure interests and occupies much of my spare time .....   
 It's an occasional interest .....   
 I'm interested but I don't spend much time looking at buildings or other heritage sites .....   
 I would be interested to learn more about it .....   
 I'm not interested at all .....   
 It's relevant to my work .....   
 I think I would enjoy it if I knew more about it .....
- Q8** How important do you think it is to invest in safeguarding Norwich's Heritage? Tick ONE box only.
- Very important  Quite important  Neither important nor unimportant  Not very important  Not at all important

**Q9 Why do you think that it is important to invest in safeguarding Norwich's Heritage? Tick ALL that apply.**

It helps the tourism industry.....	<input type="checkbox"/>	It creates a unique feel to the city.....	<input type="checkbox"/>
Heritage creates jobs in the area.....	<input type="checkbox"/>	A city needs to combine the old and the new.....	<input type="checkbox"/>
Our children need to understand the past.....	<input type="checkbox"/>	*Other.....	<input type="checkbox"/>
It makes Norwich a more attractive place to live.....	<input type="checkbox"/>		

\*Other

**Q10 Which of these are important to you? Tick ALL that apply.**

The history of Norwich.....	<input type="checkbox"/>	People in history.....	<input type="checkbox"/>
The historic buildings of Norwich.....	<input type="checkbox"/>	Sustainability in new buildings.....	<input type="checkbox"/>
Access to historic buildings in Norwich.....	<input type="checkbox"/>	Environmentally considerate designs for new buildings...	<input type="checkbox"/>
Preservation of Norwich for future generations.....	<input type="checkbox"/>	None of these.....	<input type="checkbox"/>
The history of the community.....	<input type="checkbox"/>		

**Q11 What do you think of the following buildings in Norwich? Tick ONE box in each row.**

	Very interesting	Quite interesting	Not very interesting	Not at all interesting	Dull	Have not visited	Unaware of building
Norwich Castle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Norwich Anglican Cathedral	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Great Hospital	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
St Andrew's and Blackfriars' Halls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dragon Hall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Guildhall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Assembly House	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marble Hall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
St James' Mill	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Roman Catholic Cathedral	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
City Hall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Forum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q12 If there are any of the above that you haven't visited, please tell us the main reasons? Tick ALL that apply.**

I do not live locally.....	<input type="checkbox"/>	It is too expensive.....	<input type="checkbox"/>
I did not know they were open to the public.....	<input type="checkbox"/>	I haven't got the time.....	<input type="checkbox"/>
I am not interested in historic buildings.....	<input type="checkbox"/>	My time is already committed elsewhere.....	<input type="checkbox"/>
I do not know where they are.....	<input type="checkbox"/>	Other.....	<input type="checkbox"/>

**Q13 Have you visited any heritage buildings or events elsewhere in the UK in the last 2 years?** Yes.....  Go to Q14 No.....  Go to Q15

**Q14 If Yes, what have you attended? (e.g Walks, talks etc)**

**Q15 How important do you think the following are as part of Norwich Heritage? Tick ONE box in each row.**

	Very Important	Quite important	Neither	Not very important	Not at all important	Don't know
Merchants Houses, eg Strangers Hall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The City Walls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Norwich's Medieval Flint Churches	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Historical Pubs , eg The Adam and Eve	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Norwich City Football Club	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
UEA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Sainsbury Centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Norwich Market	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Norwich Arts Centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q16 Please enter any other buildings or locations that you consider an important part of Norwich Heritage.**

**Q17 Are you here as part of Heritage Open Days?**  
 Yes.....  Go to Q19    No .....  Explain & Go to Q21    Haven't heard of it.....  Explain & Go to Q21

**Q18 Having seen this explanation had you previously heard about the Norwich Heritage Open Days?**    Yes.....  Go to Q20    No.....  Go to Q21

**Q19 Which of these are reasons for visiting the Norwich Heritage Open Days? Please tick only ONE Main reason but multiple secondary reasons.**

	Main reason	Secondary reasons
I have visited before and enjoyed it	<input type="checkbox"/>	<input type="checkbox"/>
I wanted to try something new	<input type="checkbox"/>	<input type="checkbox"/>
I enjoy learning about culture and history	<input type="checkbox"/>	<input type="checkbox"/>
I wanted to see the sights of Norwich	<input type="checkbox"/>	<input type="checkbox"/>
It's a free day out	<input type="checkbox"/>	<input type="checkbox"/>
It's educational for children	<input type="checkbox"/>	<input type="checkbox"/>
It was recommended to me	<input type="checkbox"/>	<input type="checkbox"/>
It's a good family activity	<input type="checkbox"/>	<input type="checkbox"/>
None of these	<input type="checkbox"/>	<input type="checkbox"/>

**Q20 Would you recommend the Heritage Open Days to friends and/or family?**    Yes.....     No.....

**Q21 How likely would you be to visit a Heritage Open Day in Norwich in the future?**

Very likely	Quite likely	Neither likely nor unlikely	Quite unlikely	Very unlikely
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q22 What could encourage you to attend a Heritage Open Day in the future? Tick ALL that apply.**

More accessibility .....	<input type="checkbox"/>	Greater depth of tour information.....	<input type="checkbox"/>
More events.....	<input type="checkbox"/>	Shorter tours.....	<input type="checkbox"/>
Easier to book.....	<input type="checkbox"/>	Longer tours .....	<input type="checkbox"/>
No need to book in advance.....	<input type="checkbox"/>	More freedom to 'explore' the buildings in your own time or alone .....	<input type="checkbox"/>
More interactive facilities .....	<input type="checkbox"/>	More detail in advance .....	<input type="checkbox"/>
More activities for children.....	<input type="checkbox"/>	None of these .....	<input type="checkbox"/>

**Q23 Did you see any adverts or promotional material in any of the following for Heritage Open Days 2009 in or around Norwich? Tick ALL that apply**

In the media.....	<input type="checkbox"/>	Word of Mouth.....	<input type="checkbox"/>
In the library.....	<input type="checkbox"/>	Poster / Banner.....	<input type="checkbox"/>
In the HEART newsletter.....	<input type="checkbox"/>	At a participating venue.....	<input type="checkbox"/>
Via Visit Norwich.....	<input type="checkbox"/>	www.heritageopendays.org .....	<input type="checkbox"/>
Via Norfolk Tourism.....	<input type="checkbox"/>	www.heritagecity.org.....	<input type="checkbox"/>
At TIC .....	<input type="checkbox"/>	None of these .....	<input type="checkbox"/>
Picked up a brochure.....	<input type="checkbox"/>		

**Q24 Do you belong to any of the following Heritage organisations? Tick ALL that apply.**

English Heritage.....	<input type="checkbox"/>	Friends of Norwich Museums.....	<input type="checkbox"/>	Other.....	<input type="checkbox"/>
National Trust.....	<input type="checkbox"/>	The Norwich Society .....	<input type="checkbox"/>	None of these.....	<input type="checkbox"/>

**Q25 Do you belong to any other heritage related organisations? If so which?**

**Q26 Which of these activities are you interested in? Tick ALL that apply.**

Arts/Visiting Galleries .....	<input type="checkbox"/>	Travelling .....	<input type="checkbox"/>
History/Museums .....	<input type="checkbox"/>	Music .....	<input type="checkbox"/>
Architecture .....	<input type="checkbox"/>	Films .....	<input type="checkbox"/>
Gardening .....	<input type="checkbox"/>	Concerts/Theatre productions .....	<input type="checkbox"/>
DIY .....	<input type="checkbox"/>	None of these .....	<input type="checkbox"/>
Sports .....	<input type="checkbox"/>		

**Q27 Are you?**

Male .....

Female .....

**Q28 How old are you?**

Under 16 .....	<input type="checkbox"/>	45 - 54 .....	<input type="checkbox"/>
16 - 24 .....	<input type="checkbox"/>	55 - 64 .....	<input type="checkbox"/>
25 - 34 .....	<input type="checkbox"/>	65 or over .....	<input type="checkbox"/>
35 - 44 .....	<input type="checkbox"/>	Prefer not to say .....	<input type="checkbox"/>

**Q29 What is your ethnic background?**

White .....

Mixed .....

Asian .....

Black .....

\*Other .....

Please specify

**Q30 Do you or any of your party have a disability?**

Yes .....

No .....

**Q31 What type of disability would that be?**

Hearing impairment .....

Visual impairment .....

Mobility impairment .....

Learning disability .....

Other disability .....

**Q32 What is the main occupation of the chief wage earner in your household? If retired what was your previous occupation?**

**Q33 What is the approximate annual income of your household?**

Up to £9,999 .....	<input type="checkbox"/>	£30,000 - £39,999 .....	<input type="checkbox"/>	£75,000 - £100,000 .....	<input type="checkbox"/>
£10,000 - £19,999 .....	<input type="checkbox"/>	£40,000 - £49,999 .....	<input type="checkbox"/>	Over £100,000 .....	<input type="checkbox"/>
£20,000 - £29,999 .....	<input type="checkbox"/>	£50,000 - £74,999 .....	<input type="checkbox"/>	Prefer not to say .....	<input type="checkbox"/>

**Q34 What is your marital status?**

Single .....

Living with partner .....

Widowed .....

Married .....

Divorced/Separated .....

Other .....

**Q35 Do you have any children? Tick ALL that apply.**

Yes, I have children aged under 5 years .....

Yes, I have children aged 5-10 years .....

Yes, I have children 11-15 years .....

Yes, I have children aged 16 years or over .....

**Q36 Postcode?**

**Q37 Would you like to receive either of the following?**

	Yes	No
Future Heritage Open Days brochures	<input type="checkbox"/>	<input type="checkbox"/>
A quarterly HEART newsletter	<input type="checkbox"/>	<input type="checkbox"/>



If yes to either then please complete your name and contact details below. Your details will be held securely by Norwich HEART and will not be made available to any third party. Norwich HEART will be the Data Controller. Norwich HEART will only send you the Brochure and or the Newsletter. To unsubscribe from this list please call Christina Lister on 01603 305575 or e-mail [info@heritagecity.org](mailto:info@heritagecity.org)

Name

Telephone number

Address

E-mail address

## **6.2: Open ended comments**

### ***6.2.1: HEART's work previously seen***

12 buildings.	1
12 Buildings.	1
Adam and Eve.	1
At castle.	1
At Forum.	1
Aware of it in general.	1
Been to the event.	2
Brochure.	2
Castle museum.	2
Churches.	1
E.D.P. Norwich society.	1
Excursions.	1
Forum.	2
Great Hospital.	1
H.O.D'S in Norwich.	1
H.O.D, Panel.	1
H.O.D.	1
Heart.	1
Heritage weekend.	1
In Library.	1
In Norwich.	1
Internet.	1
Just heard of it.	1
Lakes.	1
Leaflet.	4
Norfolk record office.	1
Norwich Market.	1
Only in H.O.D	1
Open days.	2
Previous open days.	3
Radio.	1
Saw last year.	1
St Catherine House.	1
Strangles Hall, Madder Market.	1
TV-Internet-Press.	1
Word of mouth.	2

### ***6.2.2: Other definition of Heritage***

Castle.	1
Economic Capital for regeneration of City.	1
Family going.	1
History.	4
I am a historian.	1
Previous years: Surrey Street.	1
Should involve more with the present.	1
Spread the word of Norwich.	1
Tradition.	1

### 6.2.3: Other reasons for safeguarding Norwich's heritage

A tourist city.	1
For other generation to come.	1
History.	1
Next Generation.	1
Preserve previous tradesman, craftsman's and building work.	1
Preserving what is important.	1

### 6.2.4: Events attended

Abbey (English Heritage) in Yorkshire.	1
Abbey Whitby.	1
Abbeys.	1
All churches in area.	1
All over Norfolk.	1
Boat trips, Tours, Building.	1
Buckingham Hall.	1
Building in Dorset.	1
Building in general on foot.	1
Building.	1
Buildings in Newcastle and London.	1
Buildings, Fareham Castle.	1
Buildings.	2
Bus guided Tour.	1
Cambridge, Hertford, London.	1
Castle-Scotland and exhibitions.	1
Castle rising castle tour.	1
Castle& cathedral.	1
Castle.	3
Cathedral.	2
City Hall.	1
Corfe Castle, Beverley Museum.	1
Cornwall, Devon.	1
Derbyshire, Yorkshire.	1
Devon-visit and Halls.	1
Dublin and Castle.	1
English heritage and historical properties.	1
English Heritage places in Suffolk.	1
Every weekend, London.	1
Forum, Hospital and ghost walk.	1
Forum, Norwich Castle, Dragon mall.	1
Fountain abbey.	1
General visits.	1
Guided tour of buildings.	1
Hall.	1
Hertford.	1
Historical buildings in Wales.	1
House and gardens.	2

Houses, abbeys, castles.	1
Lake district.	1
Leeds Castle.	1
Lincoln Cathedral.	1
Liverpool City of Culture and buildings.	1
Liverpool.	1
London, hotel Geekin.	1
London, Tower of London.	1
London.	3
Mall, forum, hospital, castle.	1
Manchester Town Hall.	1
Museum.	1
National art gallery.	2
National Trust Properties.	2
National Trust.	2
National Trust/ Gardens.	1
North Birmingham Old Hall.	1
Norwich Castle.	3
Norwich Regimental museum.	1
Nottingham.	1
Open day at Castle museum.	2
Open days.	1
Open house, Heritage weekend.	1
Peak district.	1
Places in Kent.	1
Roman Catholic cathedral.	1
Science museums, museums in London.	1
Self guided walk.	3
Several National Trust properties.	1
Somerset.	1
St Yarmouth and other Norfolk Churches.	1
St Yarmouth.	1
Stonehenge.	1
Talks, sight and buildings.	1
Talks.	3
The Badwell Museum Norwich.	1
Too many to name.	1
Tour and history.	1
Tour of Bath.	1
Tower of London.	1
Visiting buildings.	1
Visits to museum and properties.	1
Walk.	1
Walked around.	1
Walks and buildings.	1
Walks, talks.	1
Walks.	2
Wembley Stadium.	1
Wensleydale.	1
Wordsworth House.	1
Yarmouth, events with ships. Tall house museum.	1
Yarmouth, walks and talks.	1
York-Beverley.	1

York Minister.	1
York, Stratford-Upon-Avon, Warwick.	1
York.	2

### ***6.2.5: Other buildings considered important***

Abbey.	1
Alley way.	1
Any new more interesting places.	1
Archives.	1
Art School.	1
Augustine Steward House.	1
Birdwell Alley.	1
Buildings, Red lion Street.	1
Burlington House.	1
Castle, Cathedral, Shopping Lanes.	1
Cathedral and rivers.	1
Cathedral ELM.	1
Cathedral.	2
Chalet mines underneath Norwich.	1
Chapel field Gardens.	2
Chapel.	1
City Hall.	1
Cow tower, gentleman's walk, Royal Arcade.	1
Cow Tower.	2
Dragon Hall.	3
ELM Hill, Riverside walks.	1
ELM Hill.	2
Fired event buildings.	1
Forum.	1
Garden.	1
Golden Triangle.	1
Hewett School.	1
Hewett.	1
Housing around the Cathedral.	1
Howard house.	1
Lots.	1
Low Tower, Lazar house.	1
Madder Market and Speedwell Bars Theatres.	1
Maids head hotel.	1
Market place.	1
Masonic Hall.	1
Meddle Theatre Sewell Board.	1
Minds head.	1
More about Norwich's industry.	1
New hills Yard Pumping station.	1
Octagon.	1
Old Norfolk, Norwich Hospital.	1
Plantation Gardens.	1
Princes St.	2
Pulls Ferry.	2
Re-open Bride well Museum.	1



Royal arcade.	1
Royal Arcade.	1
Secret Garden.	1
St Augustine's.	1
St Giles St.	1
St Peter.	2
St. Peter.	1
The arcade.	1
The Arcade.	1
The art school.	1
The art School.	1
The cottages at john Lewis.	1
The forum.	1
The memorial gardens.	1
The murderers pub.	2
The Norwich Arcade.	1
The old Norwich Union.	1
The old Skating Rink.	2
The other Merchant's houses.	1
The train station.	1
Underneath the low courts.	1

#### ***6.2.6: Other heritage related organisations***

Art fund, HHA, Museum.	1
C8 T.A.	1
Heritage group.	1
Howe Museum Card.	1
Masonic House	1
Museum ASSC.	1
Norwich Historic churches Trust.	1
Richmond society, Chelsea Society, Halian Cultural Institute.	1
Wymondham Heritage Society.	1

#### ***6.2.7: Other Ethnicity***

None specified

### 6.2.8: Postcodes

BN27 1QW	NR13 4DB	NR24 2EF	NR7 0JU
CB1 3SY	NR13 4JE	NR26 8YJ	NR7 0PD
CM2 8QW	NR13 4QT	NR29 2AB	NR7 0YS
HD7	NR13 5AD	NR29 3HJ	NR7 8AH
IP20	NR13 5QH	NR3 1AE	NR7 8JX
IP24 1AJ	NR13 6RG	NR3 1JM	NR7 8QW
IP25 7AS	NR13 7NF	NR3 1NR	NR7 8XH
IP3	NR14 6DN	NR3 2DN	NR7 8XW
IP31 1DE	NR14 6EB	NR3 2DR	NR7 9QP
KT20 3QP	NR14 6EL	NR3 2HG	NR7 9TQ
ME16 9AY	NR14 6HP	NR3 2HQ	NR7 9XN
MK44 1AB	NR14 6HW	NR3 2QP	NR'8
NE16 6PQ	NR14 7AG	NR3 2RJ	NR8 5BX
NG1 2FZ	NR14 7DS	NR3 3AE	NR8 5DD
NG1 2PZ	NR14 7NJ	NR3 3JT	NR8 5DT
NG4 2DL	NR14 8AD	NR3 4PB	NR8 6PD
NG5 8QG	NR14 8AV	NR3 4PL	NR8 6UA
NK14 8BS	NR14 8AY	NR3 4QJ	NR8 6UU
NR	NR15	NR3 4RX	NR9 3EU
NR1	NR15 1LT	NR30 4NH	NR9 3QU
NR1 2AE	NR15 2RW	NR30 5RD	NR9 3QZ
NR1 2JD	NR16 2EQ	NR31 7PP	NR9 4AB
NR1 2NJ	NR16 2PG	NR31 8RW	NR9 4BH
NR1 2QL	NR17 1PS	NR31 8SD	NR9 4BU
NR1 3AF	NR18 0XL	NR31 9HF	NR9 4LJ
NR1 3LF	NR18 9BH	NR34 0BT	NR9 4QR
NR1 3PW	NR19 1LV	NR34 4WA	PE30 2HZ
NR1 3QZ	NR19 1TY	NR35 1DF	PE30 4QE
NR1 3RD	NR19 2AE	NR4	PE37 7DA
NR1 4AX	NR2	NR4 7AD	SG6 4LD
NR1 4BS	NR2 1NR	NR4 6BW	SK11 7PX
NR1 4DB	NR2 2AX	NR4 6NW	SO18 1WY
NR1 4EJ	NR2 2BE	NR4 6QD	SS6 8ER
NR1 4EP	NR2 2BS	NR4 7AD	SS6 8RH
NR1 4HT	NR2 2EJ	NR4 7QG	ST1 3HY
NR1 DK	NR2 2NZ	NR5	SW18 3PA
NR10 3DB	NR2 3DP	NR5 0LP	TN12 0LG
NR10 3PY	NR2 3DY	NR5 0QG	YO19 5PH
NR10 3QF	NR2 3EJ	NR5 8EJ	
NR10 4LF	NR2 3EN	NR5 8HN	
NR10 5DQ	NR2 3HF	NR5 8HQ	
NR10 5EN	NR2 3KZ	NR5 8LW	
NR10 5QX	NR2 3QY	NR5 9BH	
NR11 6BG	NR2 3TA	NR5 9HE	
NR11 8UL	NR2 3TT	NR5 9LZ	
NR12 7LT	NR2 4BS	NR5 9NN	
NR12 8DP	NR2 4DY	NR6 5HH	
NR13 3BN	NR2 4HN	NR6 5JF	
NR13 3DT	NR2 4JH	NR6 5QC	
NR13 3QF	NR2 4QJ	NR6 5QE	
NR13 4AD	NR20 3TX	NR6 5SQ	
NR13 4BB	NR20 4EQ	NR6 7LF	
NR13 4BX	NR23 2EZ	NR7	

## 6.3: Cross tabs

### 6.3.1: Where do you live by what do you think of the buildings in Norwich?

What do you think of the buildings in Norwich?		Where do you live?											
		Norwich		Elsewhere in Norfolk		Suffolk		Elsewhere in East Anglia		Elsewhere in the UK		Outside the UK	
		f	%	f	%	f	%	f	%	f	%	f	%
Norwich Castle	Very interesting	68	50%	45	57%	3	75%	1	25%	7	33%	0	0%
	Quite interesting	45	33%	27	34%	0	0%	0	0%	5	24%	0	0%
	Not very interesting	9	7%	3	4%	1	25%	0	0%	0	0%	0	0%
	Not at all interesting	3	2%	2	3%	0	0%	0	0%	0	0%	0	0%
	Dull	4	3%	0	0%	0	0%	0	0%	0	0%	0	0%
	Have not visited	5	4%	2	3%	0	0%	3	75%	9	43%	0	0%
	Unaware of building	2	1%	0	0%	0	0%	0	0%	0	0%	0	0%
Norwich Anglican Cathedral	Very interesting	68	50%	47	62%	1	25%	1	25%	9	43%	0	0%
	Quite interesting	34	25%	13	17%	2	50%	0	0%	3	14%	0	0%
	Not very interesting	12	9%	0	0%	0	0%	0	0%	0	0%	0	0%
	Not at all interesting	3	2%	1	1%	0	0%	0	0%	0	0%	0	0%
	Dull	2	1%	2	3%	0	0%	0	0%	0	0%	0	0%
	Have not visited	12	9%	9	12%	1	25%	2	50%	9	43%	0	0%
	Unaware of building	4	3%	4	5%	0	0%	1	25%	0	0%	0	0%
The Great Hospital	Very interesting	43	32%	30	39%	0	0%	0	0%	1	5%	0	0%
	Quite interesting	26	19%	13	17%	1	25%	0	0%	1	5%	0	0%
	Not very interesting	11	8%	1	1%	0	0%	0	0%	0	0%	0	0%
	Not at all interesting	2	1%	1	1%	1	25%	0	0%	0	0%	0	0%
	Dull	2	1%	0	0%	0	0%	0	0%	0	0%	0	0%
	Have not visited	35	26%	22	29%	2	50%	4	100%	18	90%	0	0%
	Unaware of building	15	11%	9	12%	0	0%	0	0%	0	0%	0	0%
St Andrew's and Blackfriars ' Halls	Very interesting	40	30%	26	34%	0	0%	1	25%	4	20%	0	0%
	Quite interesting	41	31%	27	35%	0	0%	0	0%	2	10%	0	0%
	Not very interesting	10	8%	3	4%	0	0%	0	0%	0	0%	0	0%
	Not at all interesting	5	4%	1	1%	0	0%	0	0%	0	0%	0	0%
	Dull	2	2%	0	0%	0	0%	0	0%	0	0%	0	0%
	Have not visited	19	14%	14	18%	2	67%	3	75%	14	70%	0	0%
	Unaware of building	15	11%	6	8%	1	33%	0	0%	0	0%	0	0%

Dragon Hall	Very interesting	52 39%	36 46%	0 0%	0 0%	6 33%	0 0%
	Quite interesting	28 21%	7 9%	1 25%	0 0%	0 0%	0 0%
	Not very interesting	5 4%	2 3%	0 0%	0 0%	0 0%	0 0%
	Not at all interesting	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%
	Dull	4 3%	0 0%	0 0%	0 0%	0 0%	0 0%
	Have not visited	34 26%	25 32%	3 75%	3 100%	10 56%	0 0%
	Unaware of building	10 8%	8 10%	0 0%	0 0%	2 11%	0 0%
The Guildhall	Very interesting	44 34%	33 43%	0 0%	0 0%	8 42%	0 0%
	Quite interesting	38 29%	13 17%	0 0%	0 0%	0 0%	0 0%
	Not very interesting	9 7%	6 8%	0 0%	0 0%	0 0%	0 0%
	Not at all interesting	4 3%	2 3%	0 0%	0 0%	0 0%	0 0%
	Dull	2 2%	0 0%	0 0%	0 0%	0 0%	0 0%
	Have not visited	26 20%	15 20%	3 75%	4 100%	10 53%	0 0%
	Unaware of building	8 6%	7 9%	1 25%	0 0%	1 5%	0 0%
The Assembly House	Very interesting	33 25%	28 38%	0 0%	0 0%	2 10%	0 0%
	Quite interesting	49 37%	24 32%	0 0%	1 50%	1 5%	0 0%
	Not very interesting	13 10%	6 8%	0 0%	0 0%	0 0%	0 0%
	Not at all interesting	3 2%	2 3%	0 0%	0 0%	0 0%	0 0%
	Dull	2 2%	0 0%	0 0%	0 0%	0 0%	0 0%
	Have not visited	23 17%	8 11%	2 100%	1 50%	15 75%	0 0%
	Unaware of building	10 8%	6 8%	0 0%	0 0%	2 10%	0 0%
Marble Hall	Very interesting	27 21%	18 24%	0 0%	0 0%	2 10%	0 0%
	Quite interesting	17 13%	8 11%	0 0%	0 0%	0 0%	0 0%
	Not very interesting	11 8%	6 8%	0 0%	0 0%	0 0%	0 0%
	Not at all interesting	2 2%	1 1%	0 0%	0 0%	0 0%	0 0%
	Dull	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%
	Have not visited	52 40%	28 38%	3 75%	3 100%	13 65%	0 0%
	Unaware of building	21 16%	13 18%	1 25%	0 0%	5 25%	0 0%
St James' Mill	Very interesting	14 11%	8 11%	0 0%	0 0%	1 5%	0 0%
	Quite interesting	22 17%	3 4%	0 0%	0 0%	0 0%	0 0%
	Not very interesting	7 5%	3 4%	0 0%	0 0%	0 0%	0 0%
	Not at all interesting	2 2%	2 3%	0 0%	0 0%	0 0%	0 0%
	Dull	3 2%	0 0%	0 0%	0 0%	0 0%	0 0%
	Have not visited	56 43%	40 54%	3 75%	3 100%	14 70%	0 0%
	Unaware of building	26 20%	18 24%	1 25%	0 0%	5 25%	0 0%

The Roman Catholic Cathedral	Very interesting	44 33%	18 24%	1 25%	0 0%	5 25%	0 0%
	Quite interesting	39 29%	21 28%	0 0%	0 0%	2 10%	0 0%
	Not very interesting	7 5%	5 7%	0 0%	0 0%	0 0%	0 0%
	Not at all interesting	5 4%	4 5%	0 0%	0 0%	1 5%	0 0%
	Dull	4 3%	2 3%	0 0%	0 0%	0 0%	0 0%
	Have not visited	25 19%	22 29%	3 75%	4 100%	12 60%	0 0%
	Unaware of building	9 7%	3 4%	0 0%	0 0%	0 0%	0 0%
City Hall	Very interesting	35 26%	9 12%	0 0%	0 0%	1 5%	0 0%
	Quite interesting	38 28%	22 29%	1 25%	1 25%	1 5%	0 0%
	Not very interesting	27 20%	10 13%	0 0%	0 0%	2 10%	0 0%
	Not at all interesting	6 4%	5 7%	0 0%	0 0%	1 5%	0 0%
	Dull	5 4%	1 1%	0 0%	0 0%	1 5%	0 0%
	Have not visited	21 16%	24 32%	2 50%	3 75%	14 70%	0 0%
	Unaware of building	2 1%	4 5%	1 25%	0 0%	0 0%	0 0%
The Forum	Very interesting	63 48%	36 45%	2 50%	0 0%	9 47%	0 0%
	Quite interesting	51 39%	30 38%	0 0%	2 50%	4 21%	0 0%
	Not very interesting	4 3%	6 8%	0 0%	0 0%	0 0%	0 0%
	Not at all interesting	7 5%	3 4%	0 0%	0 0%	0 0%	0 0%
	Dull	4 3%	1 1%	0 0%	0 0%	0 0%	0 0%
	Have not visited	2 2%	3 4%	2 50%	2 50%	5 26%	0 0%
	Unaware of building	1 1%	1 1%	0 0%	0 0%	1 5%	0 0%

### 6.3.2: Are you here as part of Heritage Open Days?

		Are you here as part of Heritage Open Days?							
		Yes		No		Haven't heard of it		Total	
		Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %
What is your perception of the term 'Heritage'?	It's really interesting	68	68.0%	43	37.7%	6	25.0%	117	49.2%
	It's only for rich people	1	1.0%	6	5.3%	1	4.2%	8	3.4%
	It hampers economic development	2	2.0%	4	3.5%	2	8.3%	8	3.4%
	It's great for tourism	58	58.0%	48	42.1%	9	37.5%	115	48.3%
	It's about pride in our past	84	84.0%	59	51.8%	7	29.2%	150	63.0%
	It's really dull	0	0.0%	4	3.5%	2	8.3%	6	2.5%
	It's for the whole community	55	55.0%	53	46.5%	8	33.3%	116	48.7%
	It presents the richness and diversity of the past	66	66.0%	42	36.8%	2	8.3%	110	46.2%
	It attracts too many people to the region	2	2.0%	4	3.5%	2	8.3%	8	3.4%
	It's not relevant to modern day living	5	5.0%	3	2.6%	0	0.0%	8	3.4%
	*Other please specify	9	9.0%	3	2.6%	2	8.3%	14	5.9%
	I do not know enough about it to comment	0	0.0%	10	8.8%	11	45.8%	21	8.8%

		Are you here as part of Heritage Open Days?							
		Yes		No		Haven't heard of it		Total	
		Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %
How interested are you in heritage?	It's one of my main leisure interests	51	50.5%	18	15.8%	0	0.0%	69	28.9%
	It's an occasional interest	35	34.7%	58	50.9%	9	37.5%	102	42.7%
	I'm interested but I don't spend much time looking at building	13	12.9%	19	16.7%	4	16.7%	36	15.1%
	I would be interested to learn more about it	22	21.8%	15	13.2%	4	16.7%	41	17.2%
	I'm not interested at all	1	1.0%	12	10.5%	8	33.3%	21	8.8%
	It's relevant to my work	7	6.9%	6	5.3%	0	0.0%	13	5.4%
	I think I would enjoy it if I knew more about it	11	10.9%	10	8.8%	5	20.8%	26	10.9%
Which of these are important to you?	The history of Norwich	81	81.8%	70	60.9%	9	36.0%	160	66.9%
	The historic buildings of Norwich	82	82.8%	71	61.7%	9	36.0%	162	67.8%
	Access to historic buildings in Norwich	79	79.8%	65	56.5%	4	16.0%	148	61.9%
	Preservation of Norwich for future generations	81	81.8%	70	60.9%	12	48.0%	163	68.2%
	The history of the community	72	72.7%	46	40.0%	4	16.0%	122	51.0%
	People in history	66	66.7%	48	41.7%	5	20.0%	119	49.8%
	Sustainability in new buildings	42	42.4%	31	27.0%	6	24.0%	79	33.1%
	Environmentally considerate designs for new buildings	58	58.6%	43	37.4%	8	32.0%	109	45.6%
	None of these	3	3.0%	6	5.2%	3	12.0%	12	5.0%
Why didn't you visit?	I do not live locally	9	10.7%	20	20.6%	5	23.8%	34	16.8%
	I did not know they were open to the public	17	20.2%	12	12.4%	3	14.3%	32	15.8%
	I am not interested in historic buildings	2	2.4%	7	7.2%	4	19.0%	13	6.4%
	I do not know where they are	9	10.7%	32	33.0%	8	38.1%	49	24.3%
	It is too expensive	4	4.8%	3	3.1%	4	19.0%	11	5.4%
	I haven't got the time	19	22.6%	22	22.7%	5	23.8%	46	22.8%
	My time is already committed elsewhere	8	9.5%	17	17.5%	2	9.5%	27	13.4%
	Other	32	38.1%	18	18.6%	5	23.8%	55	27.2%

Are you here as part of Heritage Open Days									
		Yes		No		Haven't heard of it		Total	
		Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %
Have you visited any heritage buildings or events elsewhere?	Yes	55	56.1%	73	66.4%	10	43.5%	138	59.7%
	No	43	43.9%	37	33.6%	13	56.5%	93	40.3%
Which of these activities are you interested in?	Arts/Visiting Galleries	64	63.4%	60	51.7%	13	52.0%	137	56.6%
	History/Museums	89	88.1%	73	62.9%	7	28.0%	169	69.8%
	Gardening	54	53.5%	41	35.3%	2	8.0%	97	40.1%
	DIY	21	20.8%	24	20.7%	4	16.0%	49	20.2%
	Sports	31	30.7%	43	37.1%	8	32.0%	82	33.9%
	Travelling	68	67.3%	61	52.6%	10	40.0%	139	57.4%
	Music	55	54.5%	82	70.7%	16	64.0%	153	63.2%
	Films	52	51.5%	73	62.9%	16	64.0%	141	58.3%
	Concerts/Theatre productions	66	65.3%	65	56.0%	13	52.0%	144	59.5%
	None of these	0	0.0%	1	0.9%	3	12.0%	4	1.7%

### 6.3.3: Descriptive Statistics – Average score for buildings in Norwich

	N	Minimum	Maximum	Mean	Std. Deviation
Norwich Castle	244	1	7	1.99	1.500
Norwich Anglican Cathedral	240	1	7	2.35	1.956
The Great Hospital	238	1	7	3.66	2.393
St Andrew's and Blackfriars' Halls	236	1	7	3.18	2.241
Dragon Hall	237	1	7	3.38	2.427
The Guildhall	234	1	7	3.13	2.265
The Assembly House	231	1	7	3.12	2.153
Marble Hall	232	1	7	4.48	2.321
St James' Mill	231	1	7	5.11	2.033
The Roman Catholic Cathedral	236	1	7	3.30	2.196
City Hall	237	1	7	3.39	1.990
The Forum	239	1	7	2.03	1.455
Valid N (listwise)	191				





**6.3.4: Descriptive Statistics – Average score for how important buildings are in Norwich**

2009	N	Mean
Norwich's Medieval Flint Churches	237	1.76
The City Walls	240	1.78
Norwich Market	242	1.78
Historical Pubs, e.g. The Adam and Eve	239	1.85
Merchants Houses, e.g. Strangers Hall	241	2.08
UEA	241	2.18
The Sainsbury Centre	235	2.40
Norwich Arts Centre	240	2.40
Norwich City Football Club	240	3.00
Valid N (listwise)	217	

2006	N	Mean
Norwich's Medieval Flint Churches	316	1.81
Norwich Market	316	1.84
Historical Pubs, e.g. The Adam and Eve		2.60
UEA	316	2.10
The Sainsbury Centre	316	2.33
Norwich Arts Centre	316	2.42
Norwich City Football Club	316	2.71
Valid N (listwise)	316	