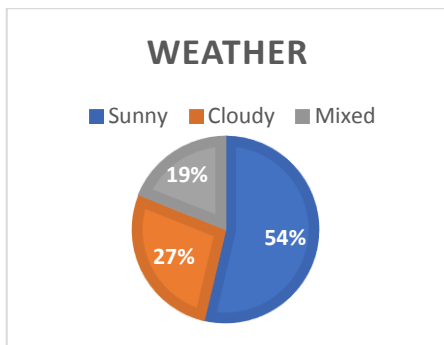
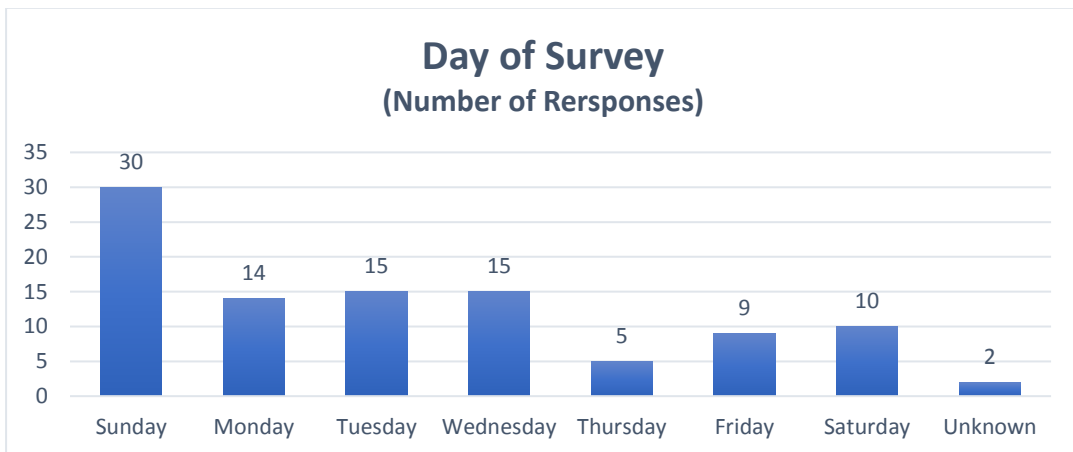


Sefton Park Palm House Visitor Survey

1. Basics

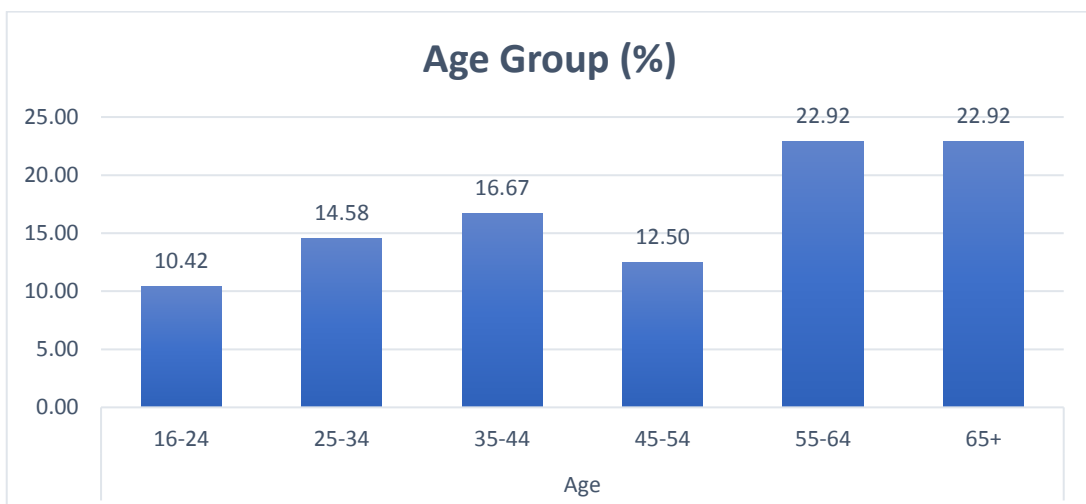
- 100 interviews
- Over a 5½ months (167 days) period through the Autumn & Winter (between 23 Aug 2016 and 6 Feb 2017)
- Team of 8 interviewers
- Not all interviewees answered all questions and some questions were multiple choice. Percentages are percentages of total of responses (seldom exactly the 100)

- Nearly 30% of interviews on Sundays

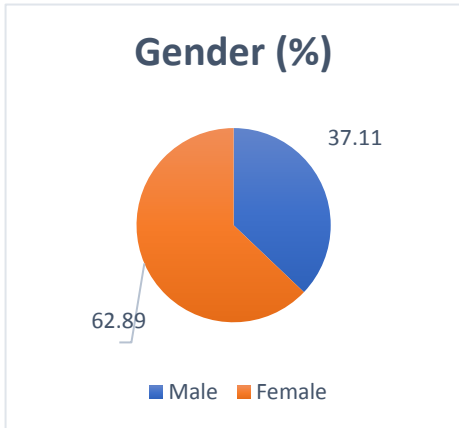


2. The Profile of The Visitors

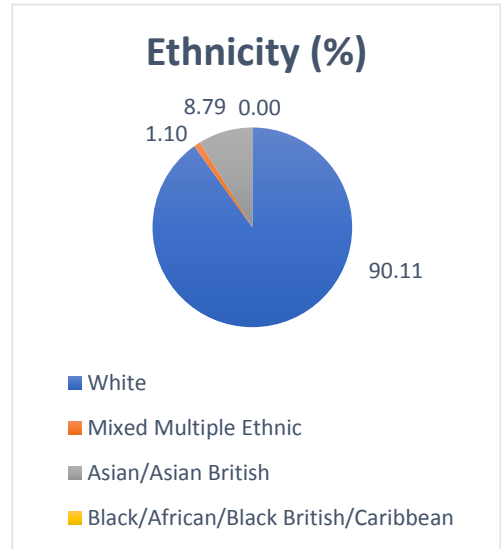
- All ages represented, with almost half (46%) 55 or over



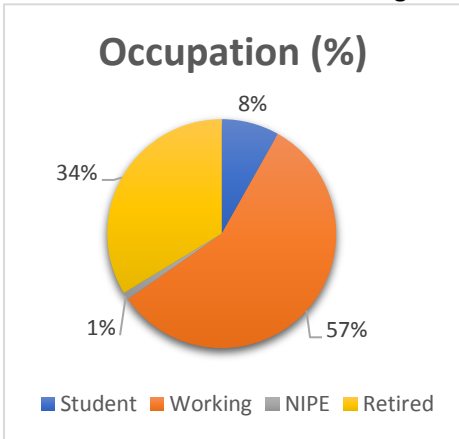
- Just under ⅓ were female



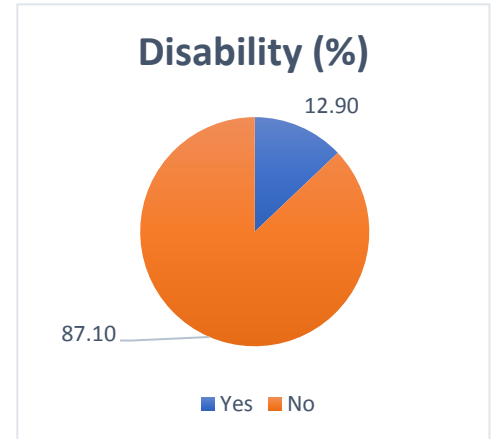
- Just over 90% were white



- Over half of visitors were working



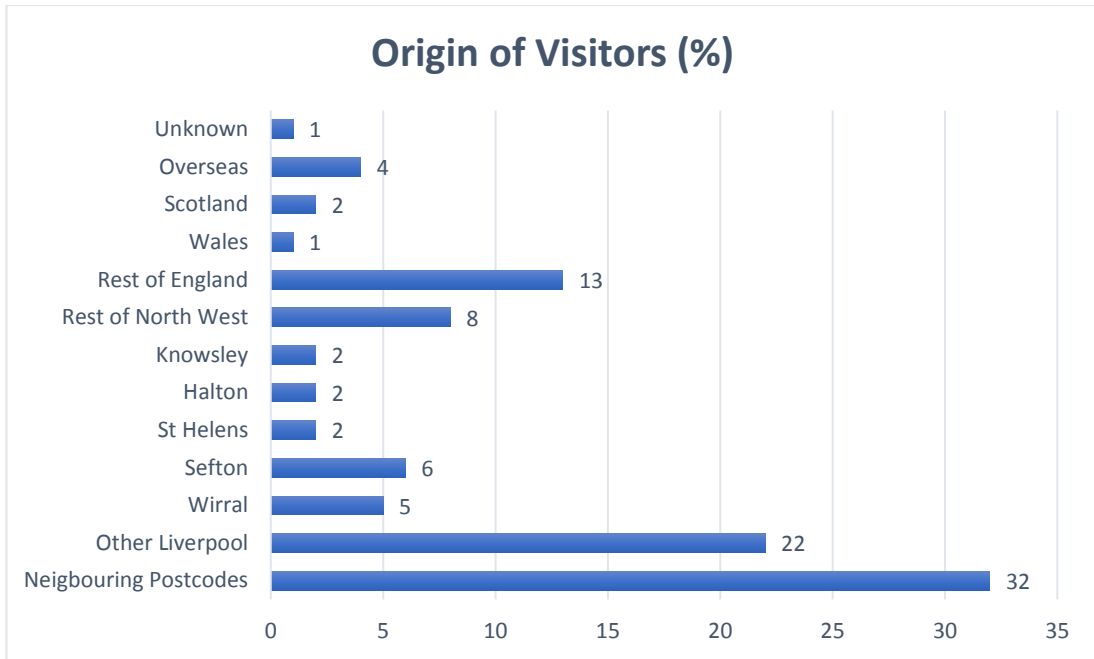
- 14% of visitors were disabled



- Higher & Intermediate Managerial, Administrative and Professional Groups have much stronger representation amongst the visitors than in the population as a whole

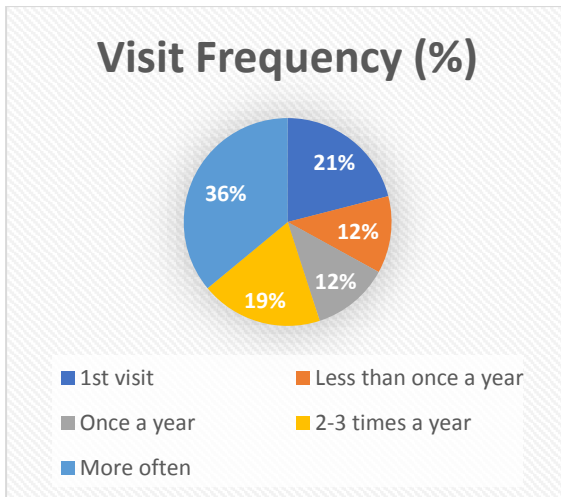


- 1/3 of visitors were very local

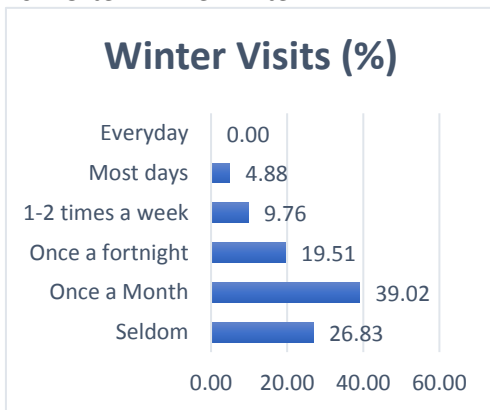


3. Visit Characteristics

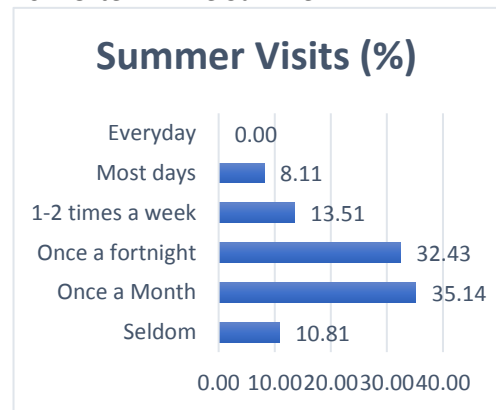
- A quarter of visitors were on their first visits but a third visit more than three times a year



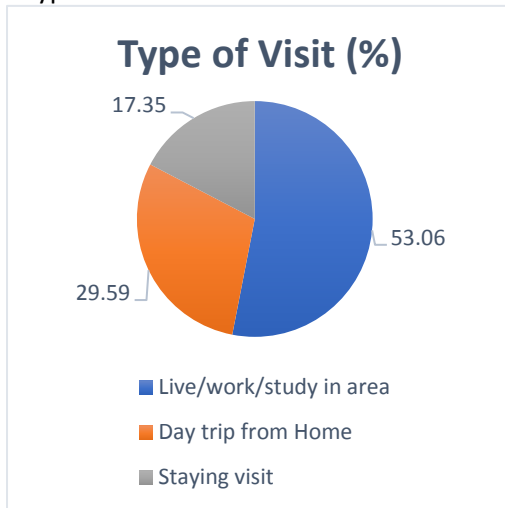
- How Often in The Winter



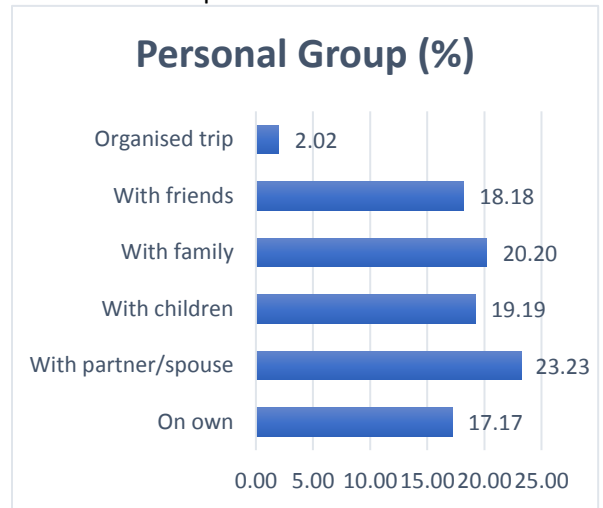
- How Often in The Summer



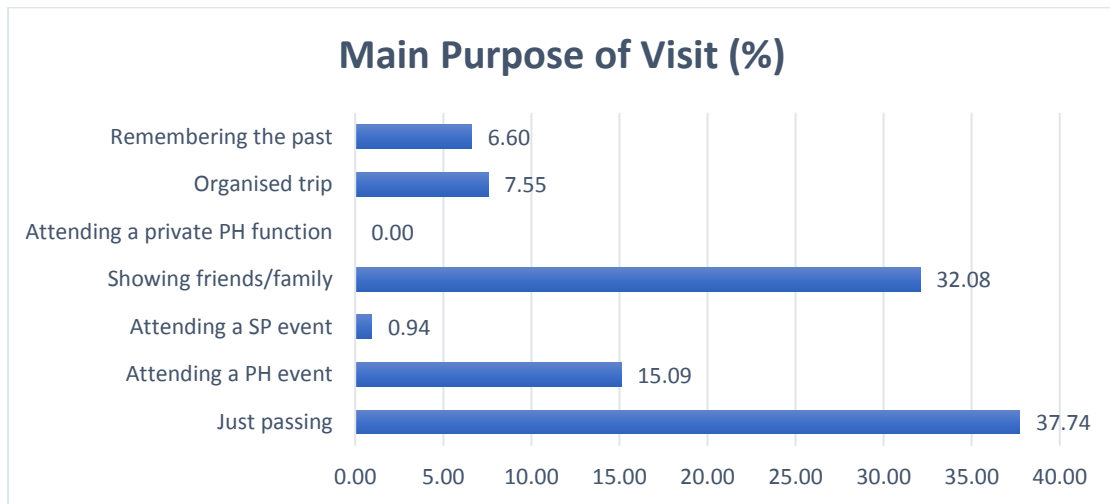
- Type of Visit



- Personal Group

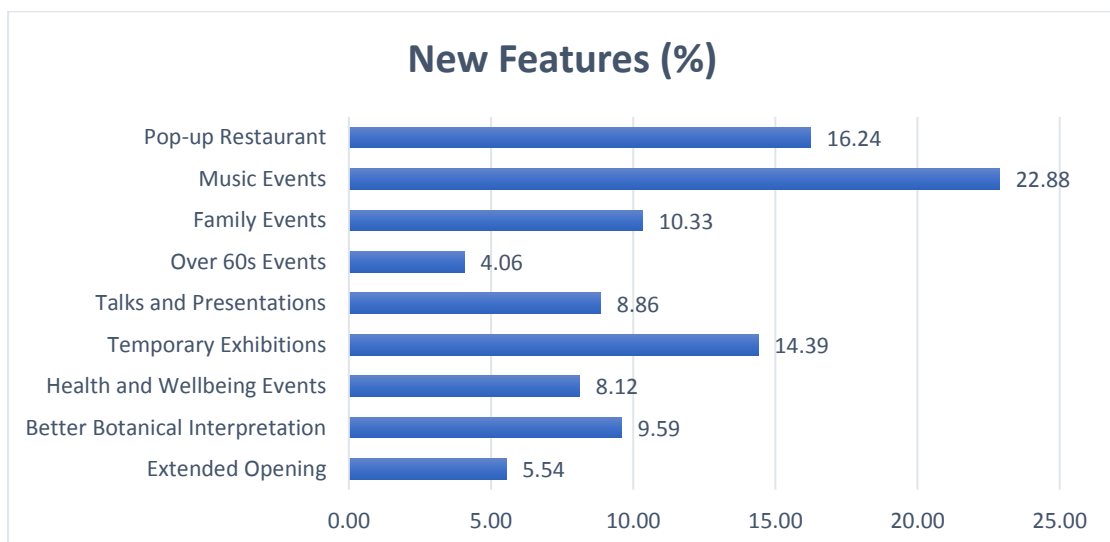


- Most visits to the Palm House were unplanned and casual

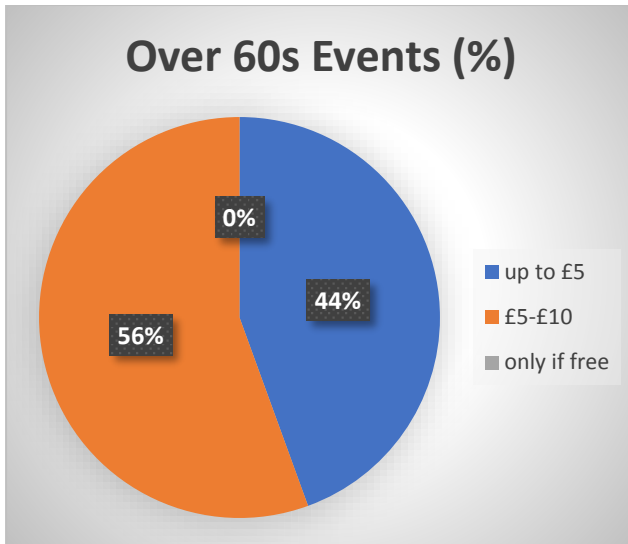


4. New features that would encourage more time spent in the Palm House or more visits

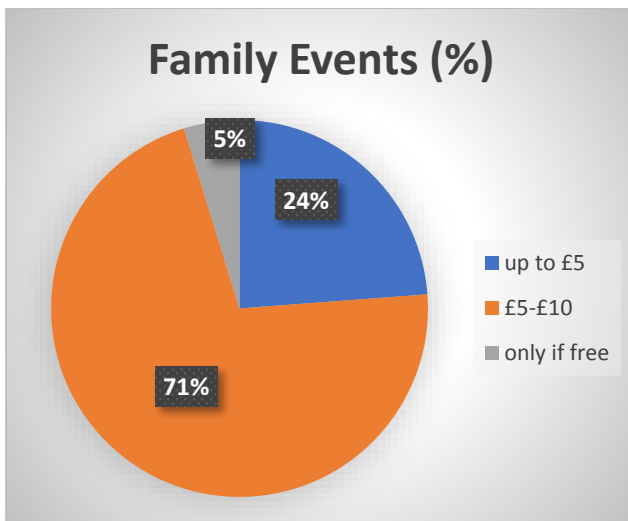
- Whilst music events and a pop up restaurant were the New Features mentioned by most visitors there was also interest in family events, temporary exhibitions, better botanical interpretation, talk and presentations and health and well being events



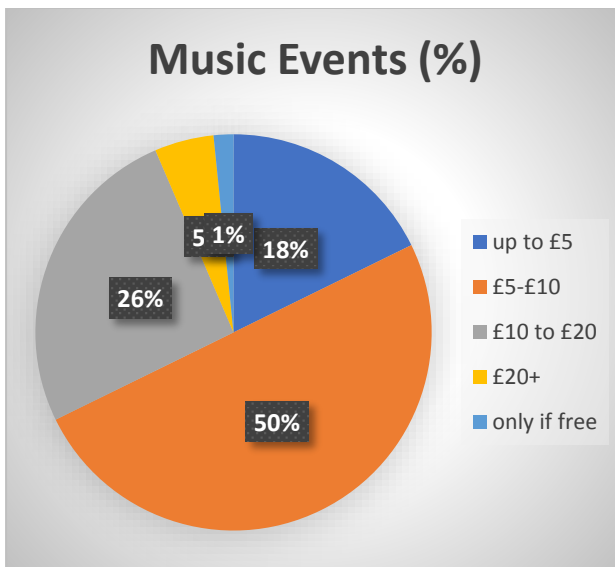
- If Over 60s Events, how much would visitors spend



- If Family Events, how much would visitors spend

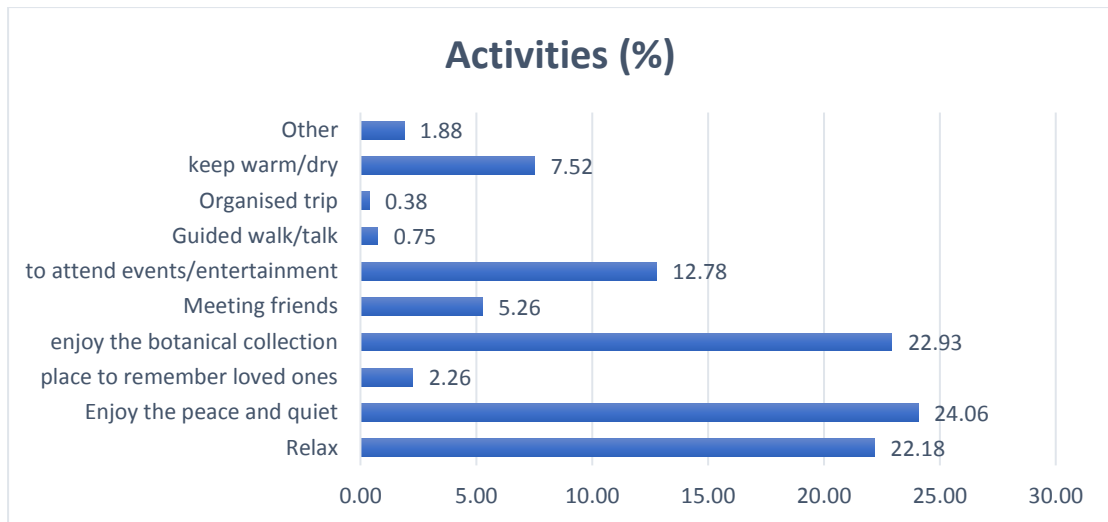


- If Music Events, how much would visitors spend



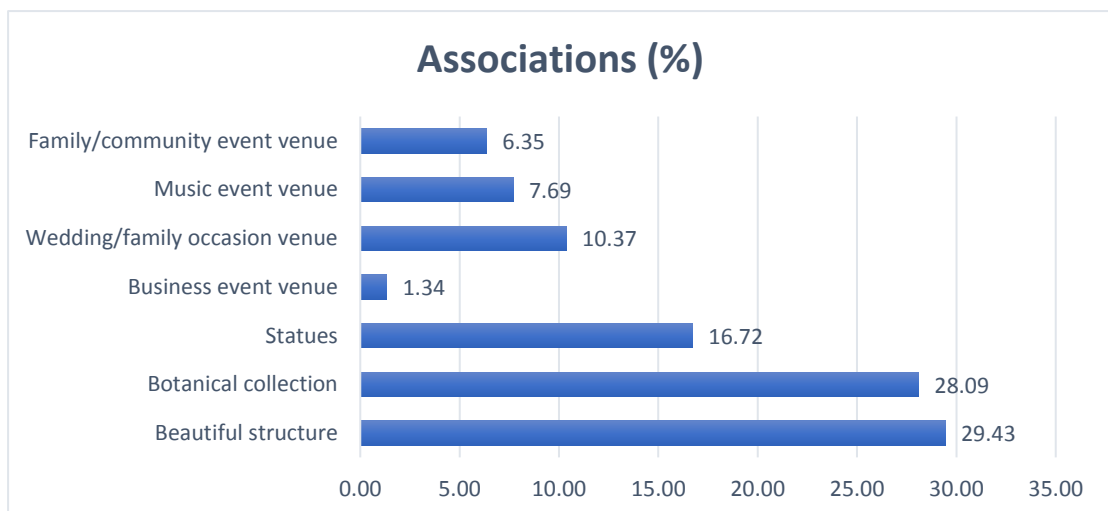
5. Usual Activities when Visiting the Palm House

- Relaxing and enjoying the peace and quiet is the principal activity of our visitors



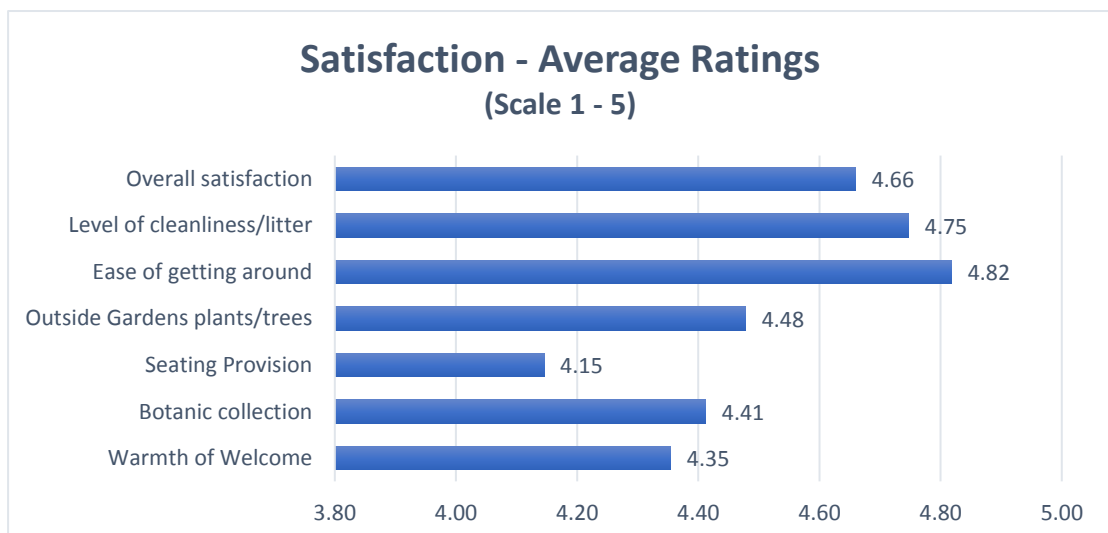
6. Features / Activities that Visitors Associate with the Palm House

- Most people associate the Palm House with its beautiful structure and botanic collection.



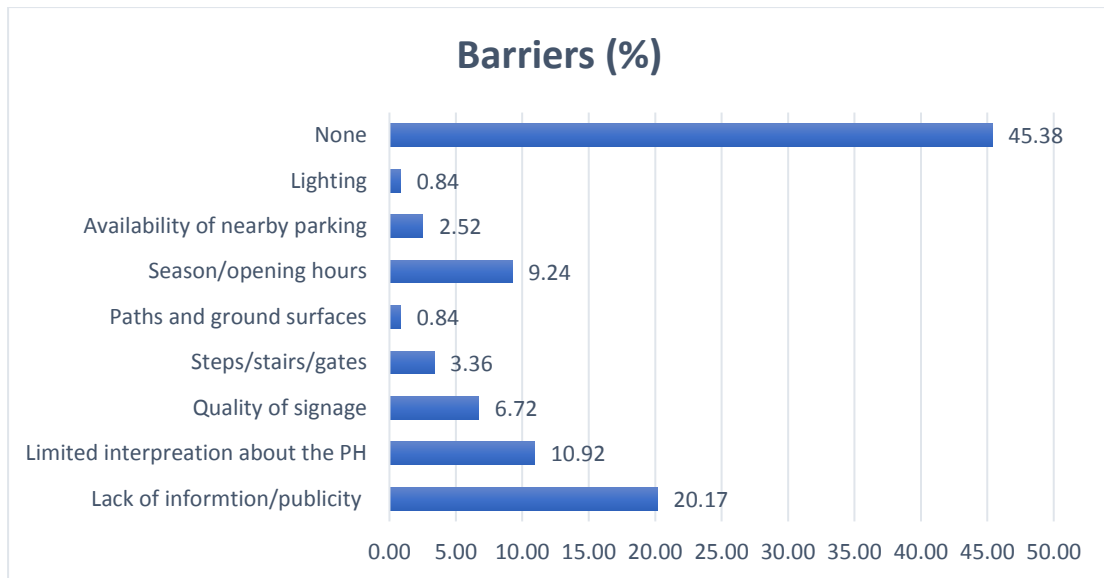
7. Satisfaction Levels

- Overall satisfaction with the Palm House was high 4.67/5



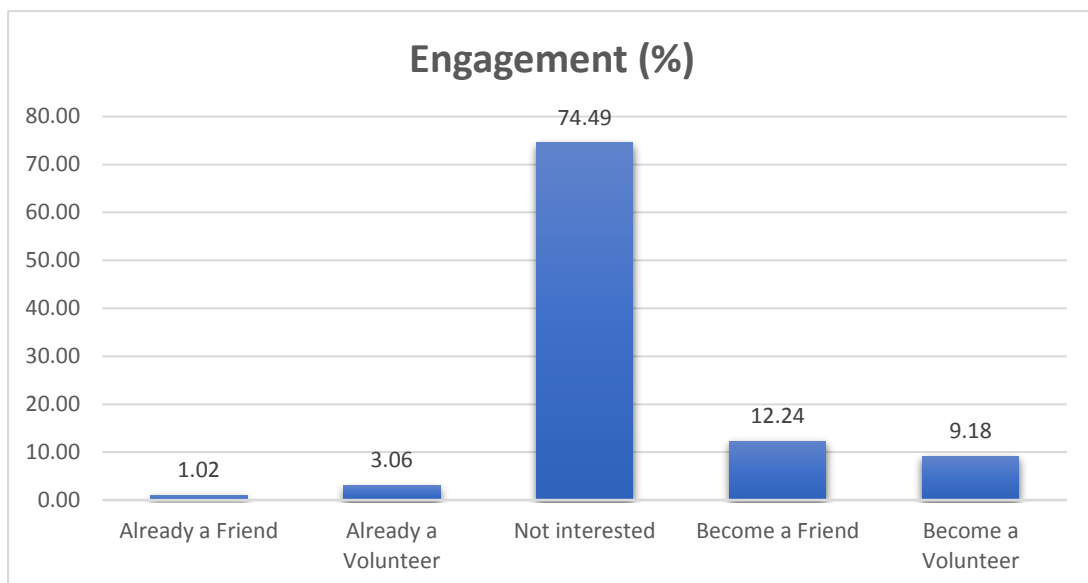
8. Barriers to Visiting

- Most visitors felt there were no barriers to visiting the Palm House



9. Further Engagement of Visitors

- Approximately 1 in 10 visitors were interested in becoming a friend



Are there any other features which would encourage you to visit/spend more time in the Palm House?

Q6a Over 60s events

music

jazz, choir, food events

theatre /music

social

history of the area

Christmas market

tea dance

light exercise

ballroom dancing - more salsa

Q6b Family events

craft activities for children
crafts /music
art displays, history, photographic
talks and music - all sorts
children's events
arts and crafts /seasonal events
play therapy
kids things
with food like today. Bookworm plays?
anything for young children
aimed at toddlers
poetry reading, book events or children's shows
anything interactive for children
music
music and exhibitions, family theatre
educational and fun
seasonal
film
films, seasonal events, Saturday morning for children, storytelling, children's theatre
more children's theatre /storytelling

Q6c Music events

anything
acoustic rock
country music groups
small classical orchestra, acoustic band
50s and 60s and classical
musical theatre
classical and choral
light classical
jazz, 60s rock
ballroom and dance classes
classical
classic and modern harp, soloist musicians, invite students to perform
not pop
classical
classical
rave
band
any
classical
varied
varied
live jazz
don't mind
local bands
mixed
classical

anything
popular music
brass bands, concerts
country
country
pop
jazz
jazz / blues / country
classical / jazz
music
sympathetic to the environment
rock
any
jazz / student musicians
electronic
eclectic
open mic nights
classical
any
all live music esp classical and local
variety
jazz, indie
classical concerts
classical, jazz
easy listening
classical
varied
varied
any / various
folk / jazz / classical / local
instrumental
mellow, instrumental, culturally diverse e.g sitar
classical / soul

Q6d - other features

more about history and botanics
more about where plants come from and history of PH
good variety of music events such as Cheethams school
nothing can think of
historical events
staying open longer
more botanical plants and descriptions would result in more time spent in PH
artisan events
happy as it is
refreshments available
refreshments

refreshments

tea room

craft fairs, art

tea room , talks/history etc

theatre/tea/coffee

fancy dress events, vintage tea party

extended hours

refreshments

more jazz

refreshments

better botanical interpretation

arts and sculpture, events for gardeners and allotment holders, farmers markets

shame you can't climb the old spiral staircase

visiting from Holland

refreshments

would like to be able to bring dog into grounds

play therapy for SEN children, cinema, plays outside, café in the week

cinema

family friendly coffee bar

café

wine tasting, more cinema

cinema nights great idea

more seating

better advertising of opening times

likes to visit and sometime draw. If there were too many events it would lose its magic. Discreet catering possibly outside

tea and coffee facilities

tea and coffee facilities

better signage for the plants

any special events/Christmas markets

coffee facility

temporary displays and guides to enlighten visitors on horticulture trees etc

refreshments

better signposting from iron bridge when opening

music festival

more diversity of plants and birds to go with plants and butterflies

café

art things

birds or butterflies in evidence

dance classes or tai chi

dance classes or tai chi

talks about the plants

talk on plants, more plant labels with details

stay the same

Are there any other comments you would like to make about the Palm House?

Q9 comments

Beautiful place makes me happy

nice place to go, quiet and calm

Surprised to find closed yesterday (wedding)

Beautiful - a very good day - signage especially around park and from parking areas needs improving would be interested in volunteering if lived closer. Seating scored low as the PH was packed due to an event

small catering outlet

keep up the free events but support them with some paid events £5-10

better signage at gate. Could you put closed times & forthcoming events at Iron bridge entrance

don't use digital media and would like to see earlier publicity re music event also pbs with way Tuesday bookings are allocated and tables reserved. Parking also can be difficult

Peter, the security man was friendly, helpful and informative

need for refreshments and toilets should be accessible

it feels nice

refreshments

advertise coming events in Echo

tea shop please

dogs not allowed, radio is a distraction on entry. More seating

info re history. Note. We are in Toxteth

display photos of past events (Edwardian ladies and tie it in with the tea party mentioned earlier. Themed film shows

hope it stays open for ever

must maintain local heritage

nice if parking were nearer

more predictable opening hours, info re website should be displayed more prominently, really glad it is here and open to the public. Always relaxing and lovely

need welcome sign at entrance to say it is open to the public

really nice
awesome

not dog friendly. Humans make more litter

really like it here. More obvious donation box, permanent exhibition on what it was like before restoration

doesn't hear about events . Would be interested in cinema

only one entrance would like to see more. All positive
not online

events are great

staff are lovely, warm and welcoming

don't want café. Educational area e.g carnivore plants

You never know if it's going to be open. Plants should be labelled with English names as well as Latin

should retain existing qualities and keep original Victorian charm. Stage is ugly

smell of toilets around staircase area. Local press what's on would be helpful

more history needed

are there activities for young school children to allow them to learn about plants and topographies?

more signage needed re plants and history

can the floor be restored to show marble floor

keep it going

more info on history of campaign, plants required

do not recommend permanent cafe, consider outside themed catering i.e squash nutrition, homebaked (community based/focussed)

no need to change. Keep it maintained

more information regarding structure and history

all very nice

it's something to be proud of

toilets need to be open at all times

nice and open. Info needed about the history and restoration

This is the first visit. I love the structure - it's artistic unlike our palm houses in Poland

glass could do with a wash down

available toilets

very friendly and welcoming staff

ensure entrance is clearly marked. At the moment, the path leads to the back of the Palm House. More signs in the park itself