

Warwick Mop Fair Residents' Survey 2013 **Final Summary Report**



Prepared by:

The Consultation Unit

Stratford-on-Avon District Council

On behalf of Warwick District Council

1.0 INTRODUCTION AND METHODOLOGY

1.1 *Introduction*

As part of the review of Warwick Mop, a consultation exercise took place at the end of 2013 with visitors to the Mop, local residents, businesses and stakeholders. This report includes the views of residents.

Residents were made aware that the Council has the right to make changes to the arrangements for the Mop Fair, provided it could be demonstrated that any proposed changes were in the interest of the community. This would include changes to the location or boundaries of the fair and also the type of amusements that were offered. The Council also had the right to re-let the fair to other bodies.

Therefore a consultation exercise was developed to obtain the views. This report deals with residents who live in the area.

1.2 *Survey Methodology*

The survey was available on the front page of the Warwick DC website via an online questionnaire. The survey was promoted via postcards delivered to targeted households in the local area, and editorial in the local newspaper. Paper copies of the questionnaire were also available if residents wish to complete it that way.

A prize draw for a £50 shopping voucher was used as an incentive.

The survey period was from October 31st 2013 to January 6th 2014. 381 questionnaires were completed online and 69 paper questionnaires were also returned making a total of 450.

2.0 SUMMARY OF RESULTS

General Views about the Mop Fair

2.1 *Level of agreement / disagreement with various statements*

Residents were asked to indicate how much they agreed or disagreed with a series of statements about how the Mop Fair in Warwick affects them as an individual.

Over half (58%) were in agreement with the statement: "The Mop Fair is a fun, local event".

The Mop Fair is a fun, local event (Base: 443)	
Strongly agree	33%
Agree	25%
Neither agree nor disagree	10%
Disagree	15%
Disagree strongly	16%

Nearly half (48%) agreed with the statement: "I have trouble with the traffic congestion caused when the Mop Fair is on", versus 36% who disagreed.

I have trouble with the traffic congestion caused when the Mop Fair is on (Base: 440)	
Strongly agree	30%
Agree	18%
Neither agree nor disagree	15%
Disagree	18%
Disagree strongly	18%

Six in ten (60%) were in agreement with the statement: "The Mop Fair is part of the cultural identity of Warwick".

The Mop Fair is part of the cultural identity of Warwick (Base: 443)	
Strongly agree	35%
Agree	25%
Neither agree nor disagree	9%
Disagree	14%
Disagree strongly	18%

62% agreed that: "It is more difficult to park when the Mop Fair is on".

It is more difficult to park when the Mop Fair is on (Base: 440)	
Strongly agree	37%
Agree	25%
Neither agree nor disagree	19%
Disagree	11%
Disagree strongly	8%

Nearly half (49%) were in agreement with the statement: "The noise generated by the Mop Fair is acceptable", as opposed to 35% who strongly disagreed or disagreed.

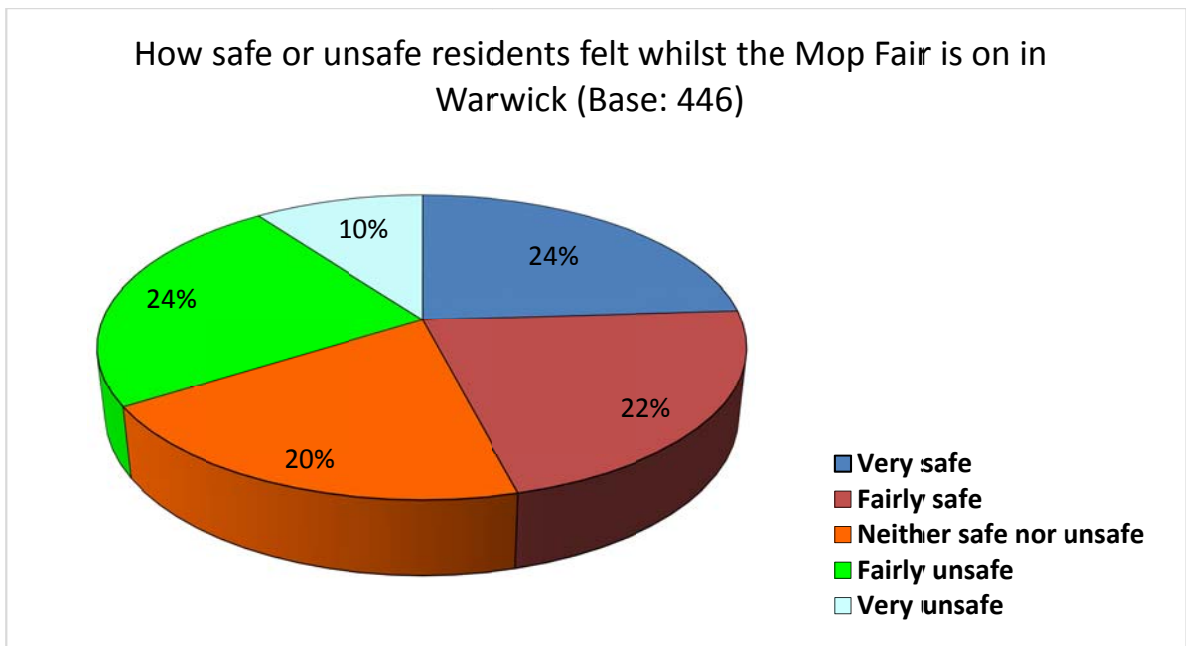
The noise generated by the Mop Fair is acceptable (Base: 442)	
Strongly agree	22%
Agree	27%
Neither agree nor disagree	16%
Disagree	17%
Disagree strongly	18%

2.2 Views about the broader effect of the Mop Fair

Residents were questioned on their views about the broader effect of the Mop Fair on Warwick, its economy, appearance of the streets and its image. A total of 380 comments were received.

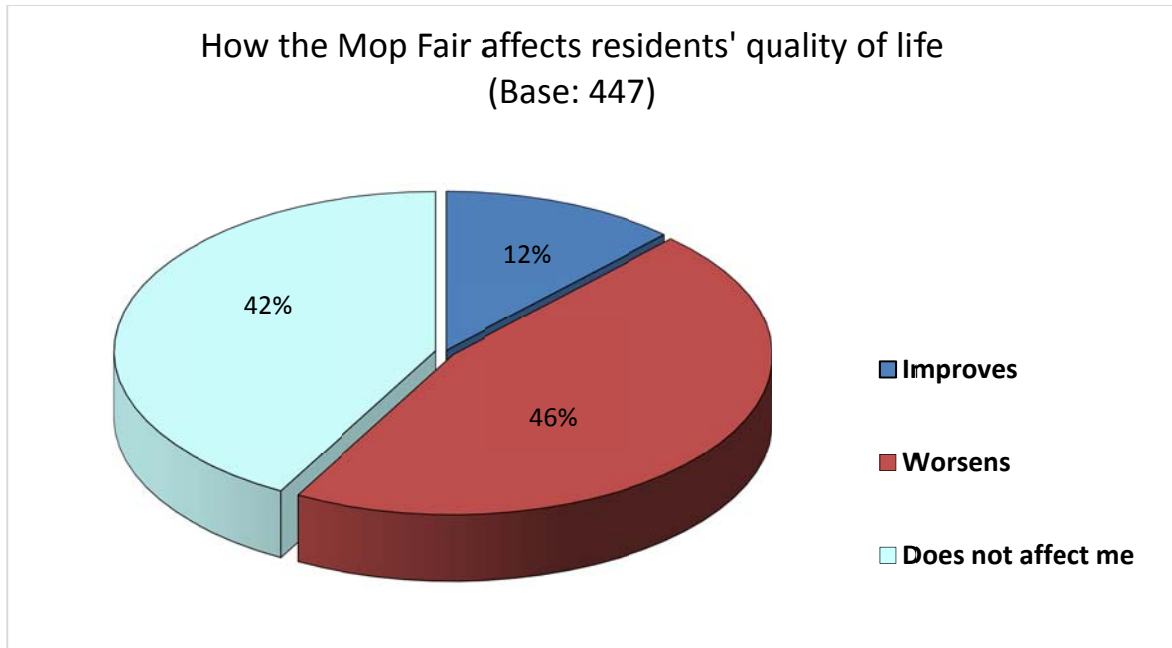
2.3 Safety

46% of those surveyed felt very or fairly safe whilst the Mop Fair is on in Warwick versus 34% who felt fairly or very unsafe.



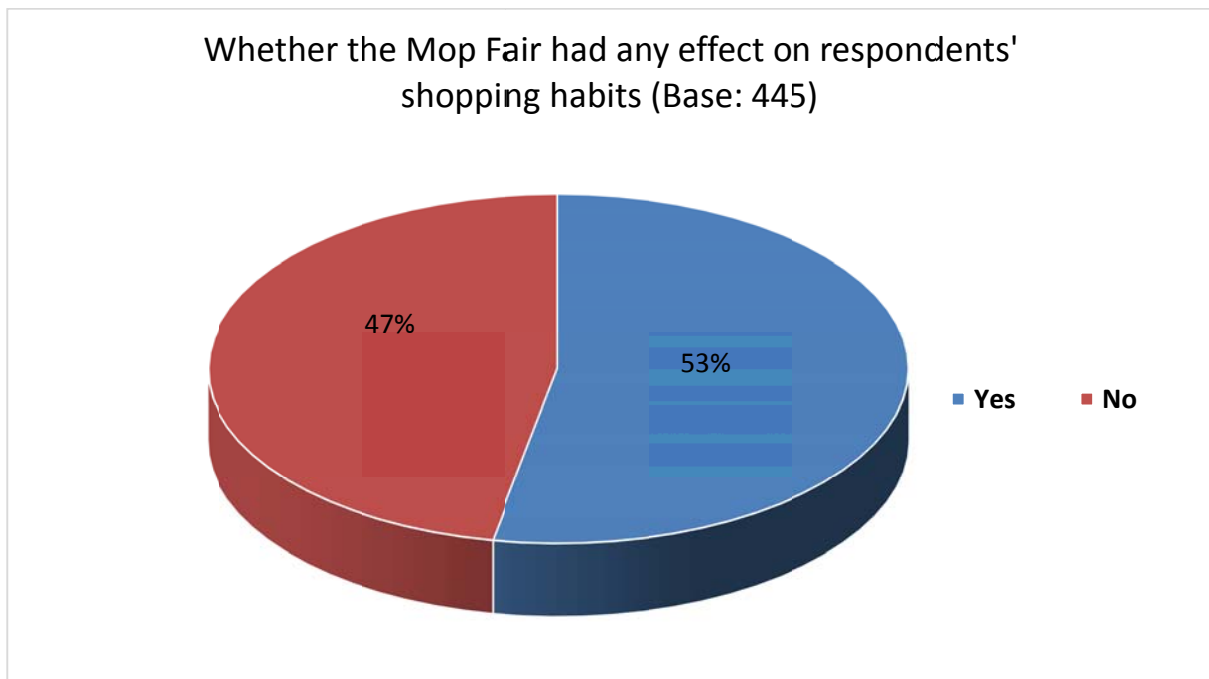
2.4 Quality of Life

46% of residents commented that as a local person the Mop Fair affects their quality of life by worsening it when the Mop Fair is on. 42% said it did not affect them and 12% stated that it improved their quality of life. 239 comments were made on this question.



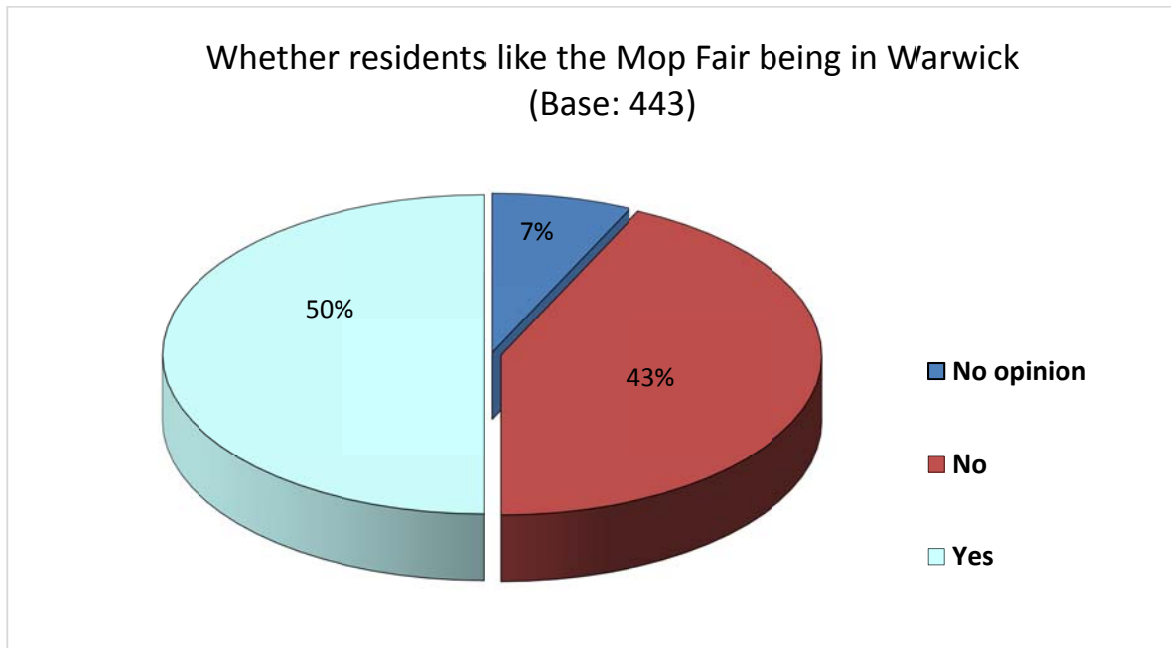
2.5 Effect on shopping habits

Just over half of those surveyed (53%) confirmed the Mop Fair had some effect on their shopping habits, compared to 47% who said it did not. 227 comments were received regarding how the Mop Fair affected shopping habits.



2.6 Whether residents like the Mop Fair being in Warwick

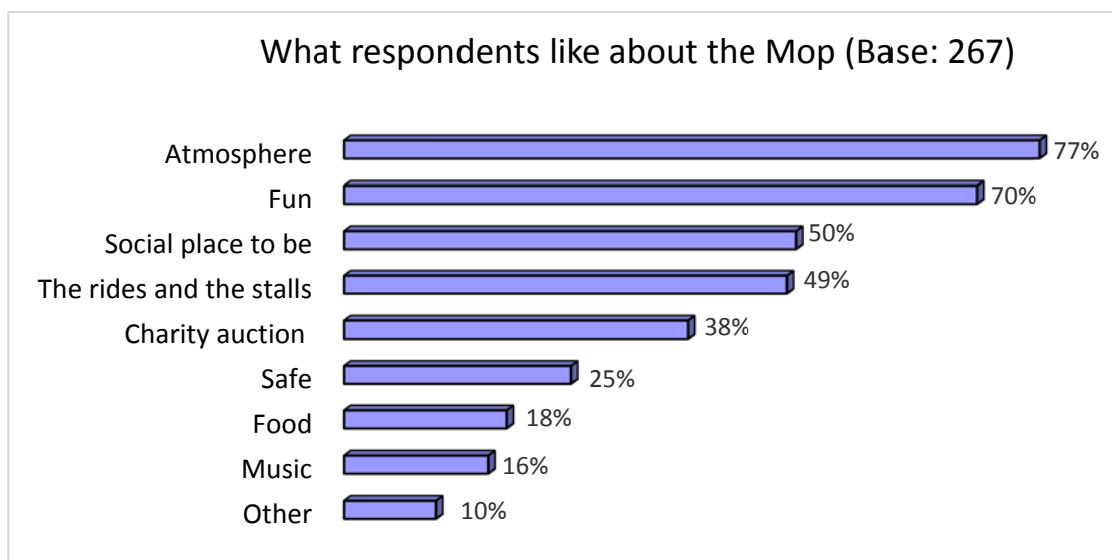
Exactly half of residents (50%) said they liked the Mop Fair being in Warwick, as opposed to 43% who did not. 7% expressed no opinion.



2.7 What respondents like about the Mop

Over three quarters of those surveyed (77%) like the atmosphere, seven in ten (70%) enjoy the fun of the mop, and exactly half (50%) felt it was a social place to be. 49% like the rides and the stalls, and 38% enjoy the charity auction of the first slice of the hog roast.

25 comments were received from the 10% of respondents who stated other things they liked about the Mop.

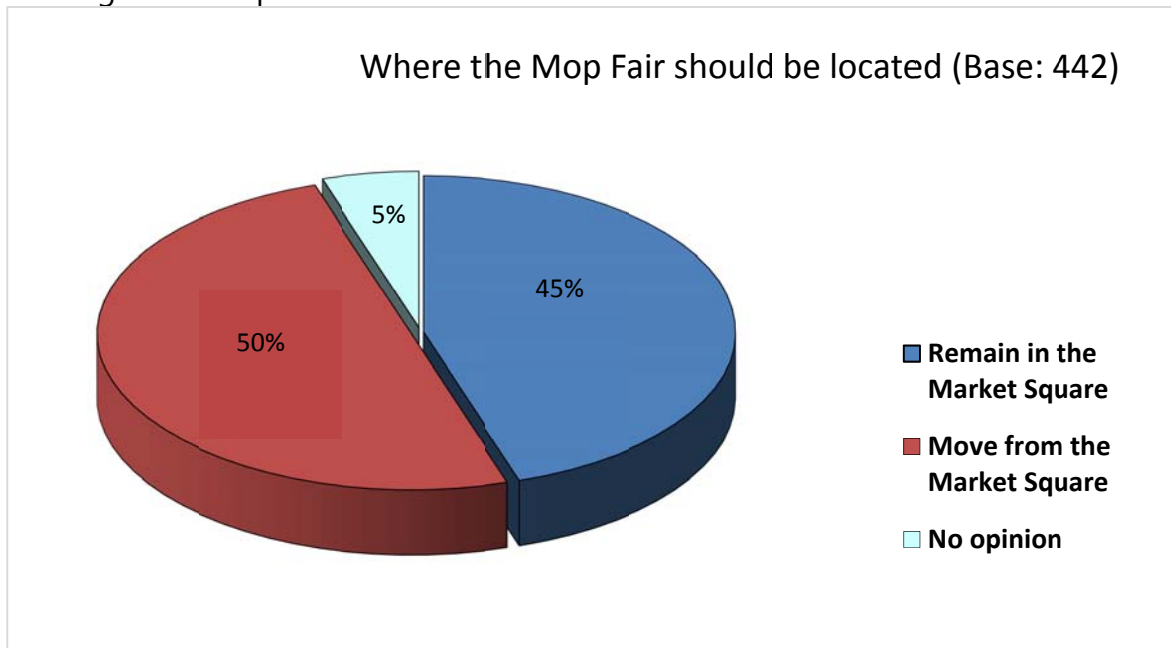


2.8 What respondents dislike about the Mop

297 comments were received regarding dislikes respondents have of the Mop.

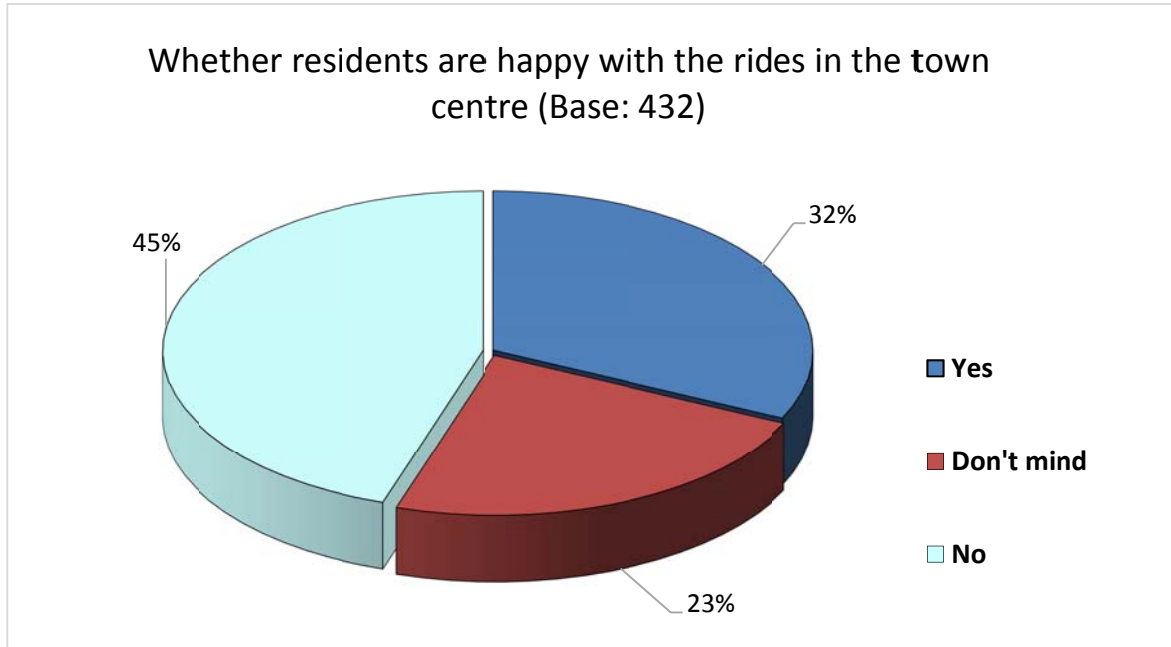
2.9 Where the Mop Fair should be located

Exactly half (50%) of those surveyed thought the Mop Fair should move from the Market Square and adjacent town centre streets, versus 45% who thought it should remain there. 5% expressed no opinion. 215 comments were received suggesting other places where some visitors thought the Mop Fair should be based.



2.10 Whether residents are happy with the rides in the town centre

45% of residents confirmed they were not happy with the type of rides in the town centre compared to 32% who stated they were happy with them.



2.11 Whether anything needs to change

When asked if there was anything which needs to change in terms of timings and frequency for the Mop Fairs, 61% said no change. Exactly one third (33%) thought it should be held on fewer days, 4% on more days and the same percentage (4%) felt it should be on at a different time of the year.

Whether anything needs to change (Base: 396)	
No change	61%
Be held on fewer days	33%
Be held on more days	4%
Be on at a different time of the year	4%
Be on different days of the week	2%

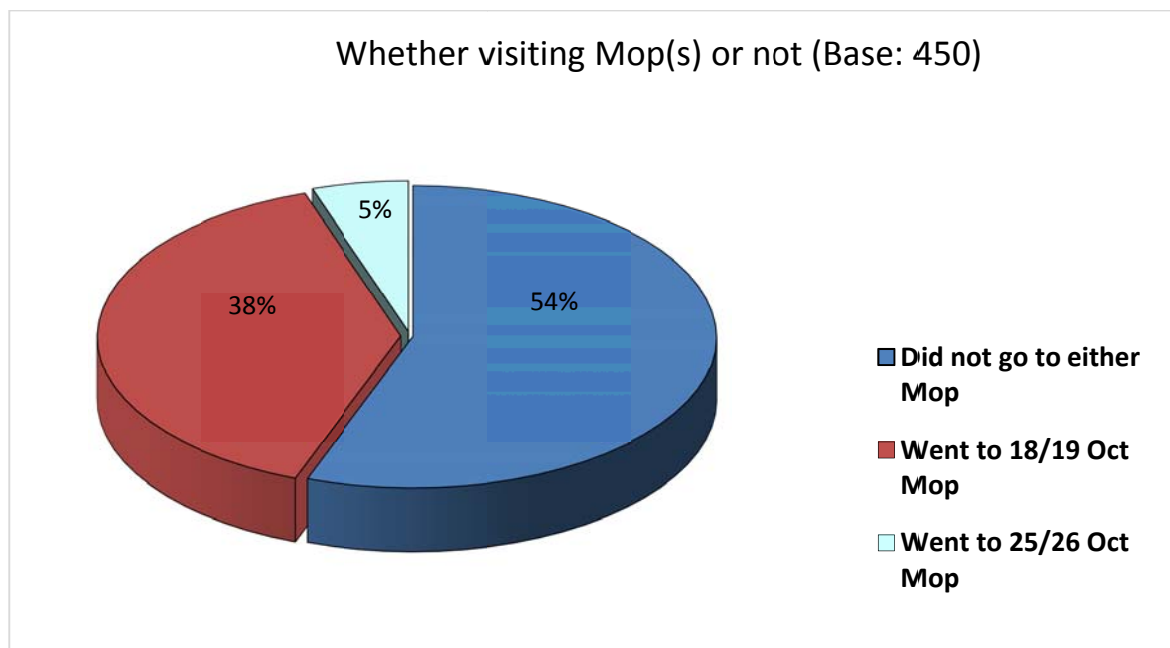
2.12 Whether the Mop Fair should remain in its present format, or have other rides

When asked if the Mop Fair should remain in its current form or have other rides, 35% said no change, 66% thought there should be more traditional rides, whilst a further 7% thought there should be further themes.

Whether to remain in present format or have other rides (Base: 396)	
Have more traditional style rides, e.g. Victorian	66%
No change to current format	35%
Have other themed rides, e.g. rock 'n' roll, scarier, etc.	7%

2.13 Whether visiting both this Mop and following week's Runaway Mop

Respondents were questioned as to whether or not they visited the Mop Fair(s) this year and if so, which one(s). Over half (54%) did not go to either Mop. Four in ten (38%) went to the Mop Fair on Friday 18th / Saturday 19th October and just less than a quarter (24%) went to the Runaway Mop on Friday 25th October / Saturday 26th October. 216 comments were received as to why people did not go to the Mop Fair.



About your visit to the Mop Fair

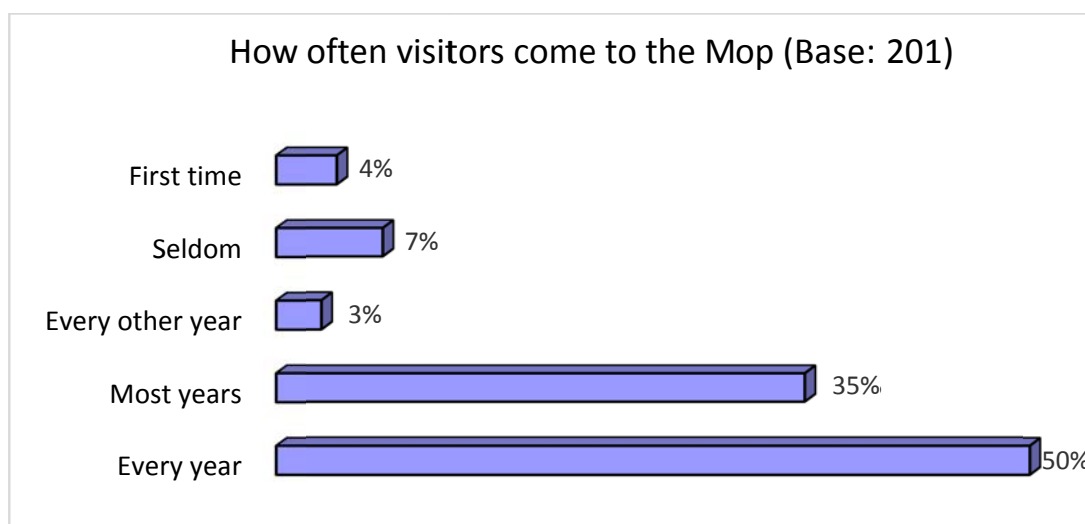
2.14 Reasons for going to the Mop

Residents who went to the Mop(s) were asked why they did so. Just less than half (49%) went to enjoy the fairground experience, 43% took the family as the children enjoy it and 38% went there to meet up with friends or family. 18% of those surveyed gave other reasons for visiting the Mop; 34 comments were submitted.

Reasons for going to the Mop (Base: 199)	
To enjoy the fairground experience	49%
Take the family as the children enjoy it	43%
Meet up with friends or family	38%
Happened to be in Warwick and saw there was a fair	7%
Other reason	18%

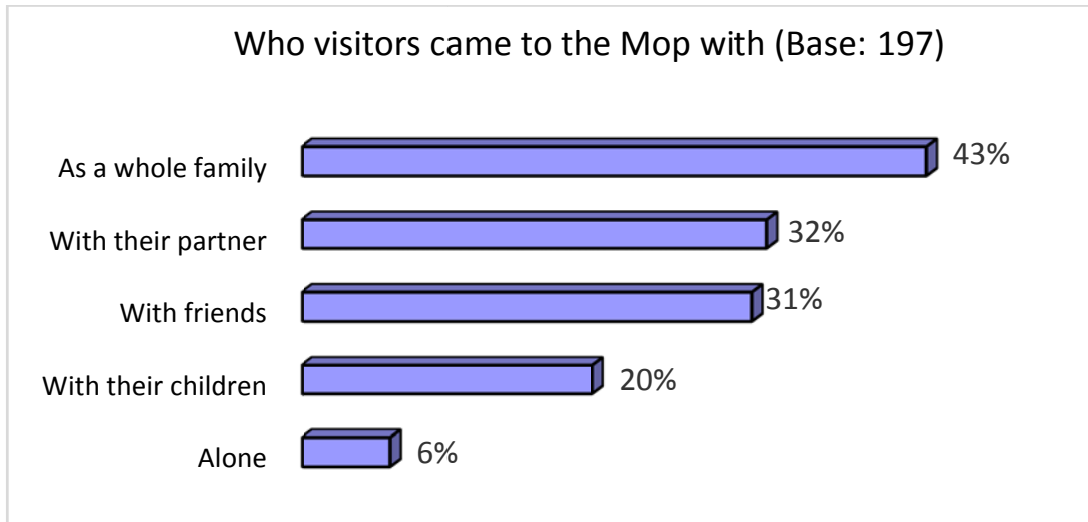
2.15 How often visitors come to the Mop

Exactly half of respondents (50%) confirmed they came to the Mop every year. Over a third (35%) said they came to the Mop most years.



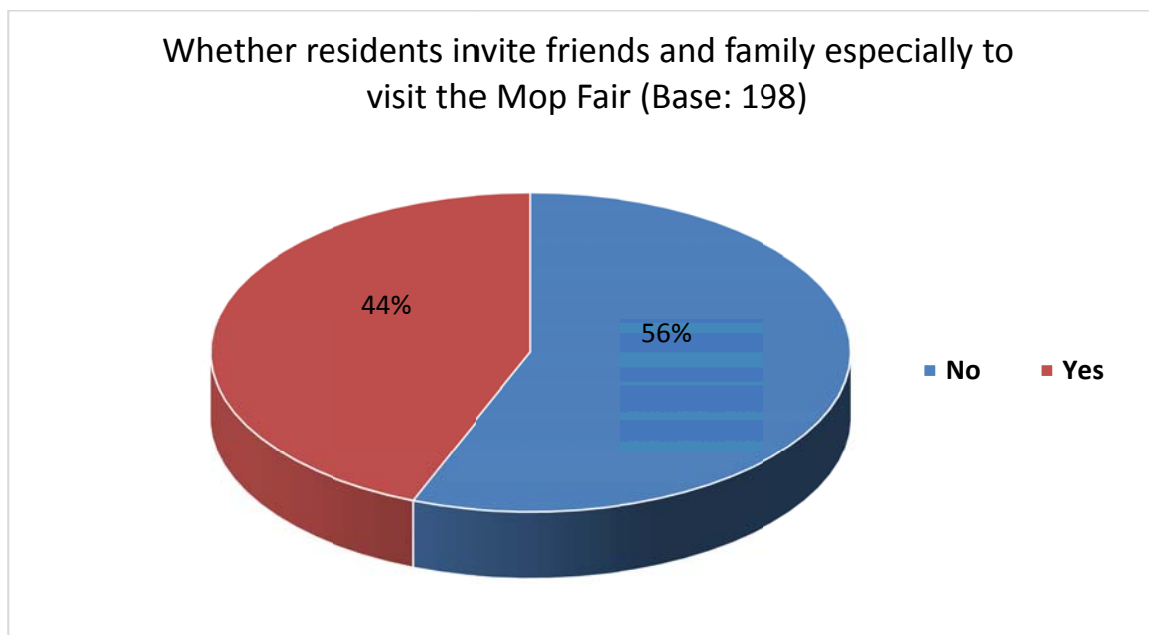
2.16 Visitor Party

The majority of visitors (43%) came to the Mop as a whole family. 32% came with their partner and 31% with friends.



2.17 Whether residents invite friends and family to Warwick to visit the Mop Fair

Over half of those surveyed (56%) did not invite friends and family to Warwick especially to visit the Mop Fair, versus 44% who did.



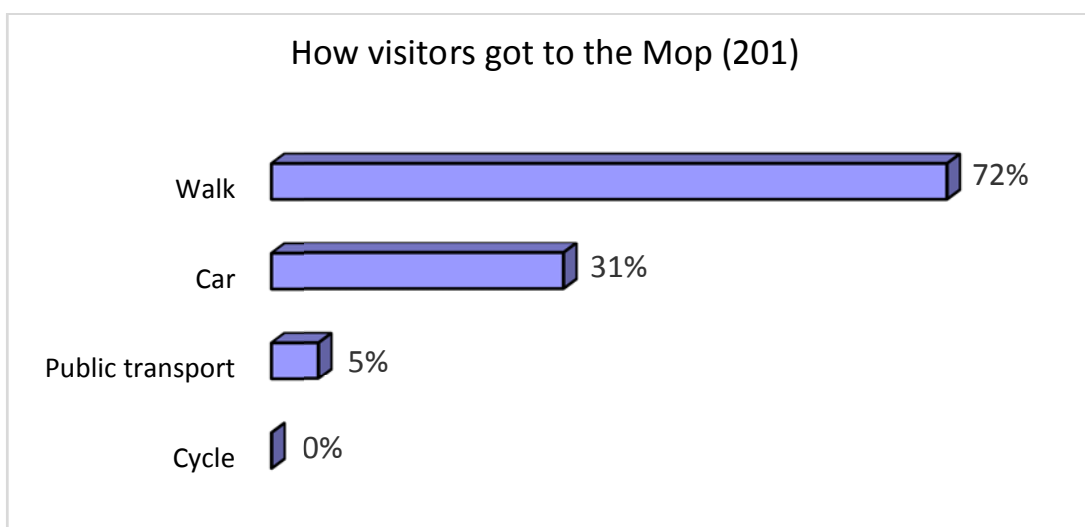
2.18 What visitors do at the Mop

When asked what they did at the Mop, just over half of visitors (52%) go on the rides. Just less than a half (49%) go to the stalls and 41% go to the Mop plus eat / drink in town. Almost one third (32%) just go to the Mop without going on rides, etc. Three in ten visitors (30%) go to the Mop and have something to eat there. 13 comments were supplied regarding doing something else.

What visitors do at the Mop (Base: 197)	
Go on the rides	52%
Go to the stalls	49%
Go to Mop plus eat / drink in town	41%
Just go to the Mop without going on rides, etc.	32%
Have something to eat	30%
Go to Mop plus shop in town	28%
Go to Mop plus do something else in town	9%

2.19 How visitors travel to the Mop

Most walked to the Mop (72%), 31% travelled by car and 5% used public transport.



2.20 Parking

Over half of the visitors who came by car (55%) parked in a car park other than the Westgate and Linen Street car parks, and 18% parked on the street.

Where visitors, who came by car, parked (Base: 65)	
Other car park	55%
On street	18%
Linen Street car park	12%
At someone's residential property	11%
Westgate car park	3%

Other Comments

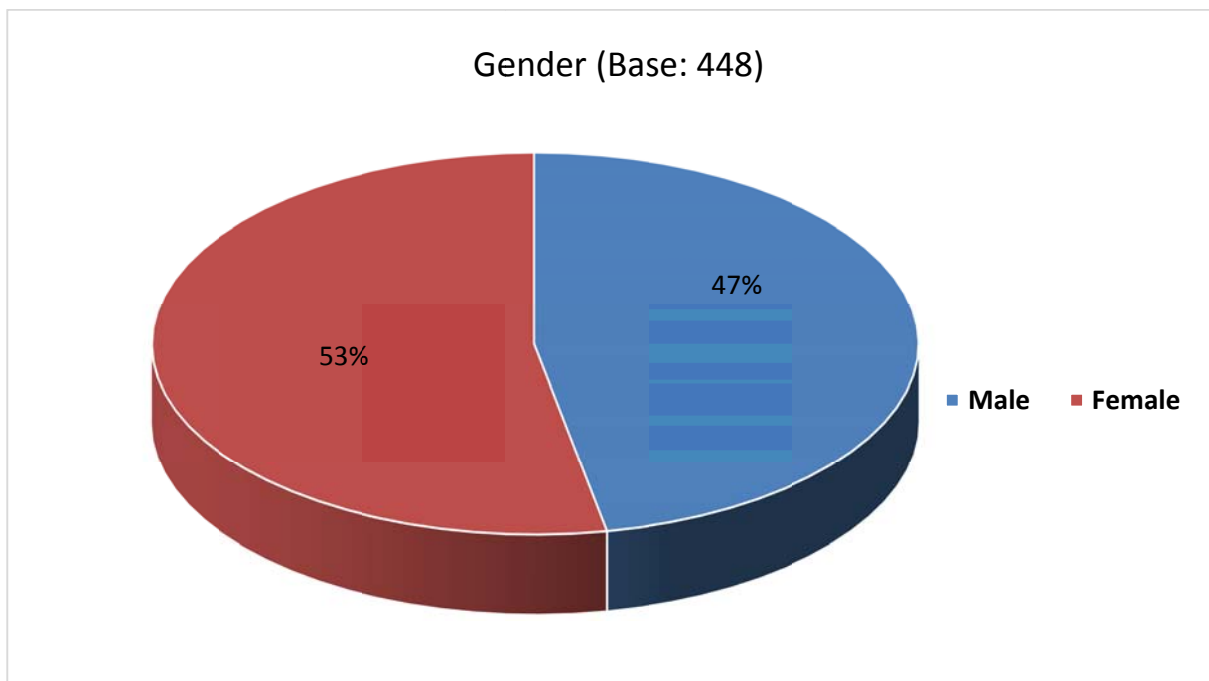
2.21 Other comments regarding the Mop Fair and its future

All residents were asked if they had anything else they wished to comment on the Mop Fair and its future. 275 comments were received.

Respondent Profile

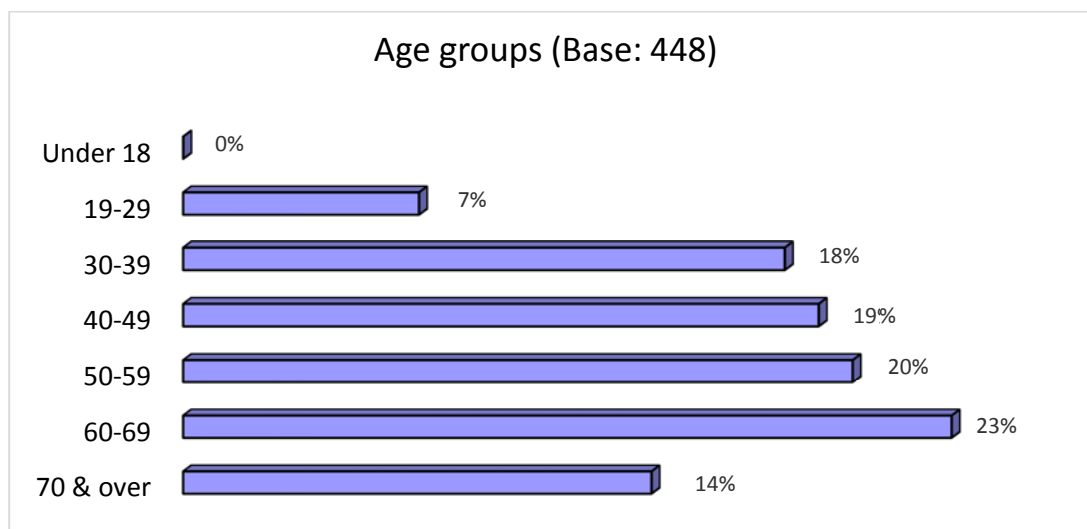
2.22 Gender of respondents

53% of respondents were female, versus 47% male.



2.23 Age groups of respondents

Almost a quarter (23%) of respondents were aged 60 to 69 and one fifth (20%) were aged 50 to 59.



2.24 Postcodes

446 postcodes were supplied from respondents. 156 respondents lived in CV34 4, with 133 in CV34 5 and 107 from CV34 6.

Postcodes of Respondents (Base: 446)	
CV34 4	156
CV34 5	133
CV34 6	107
CV34	10
CV35 7	7
CV35 8	7
CV31 2	5
CV32 7	4
CV31 1	3
Various Postcodes – 1 mention	14