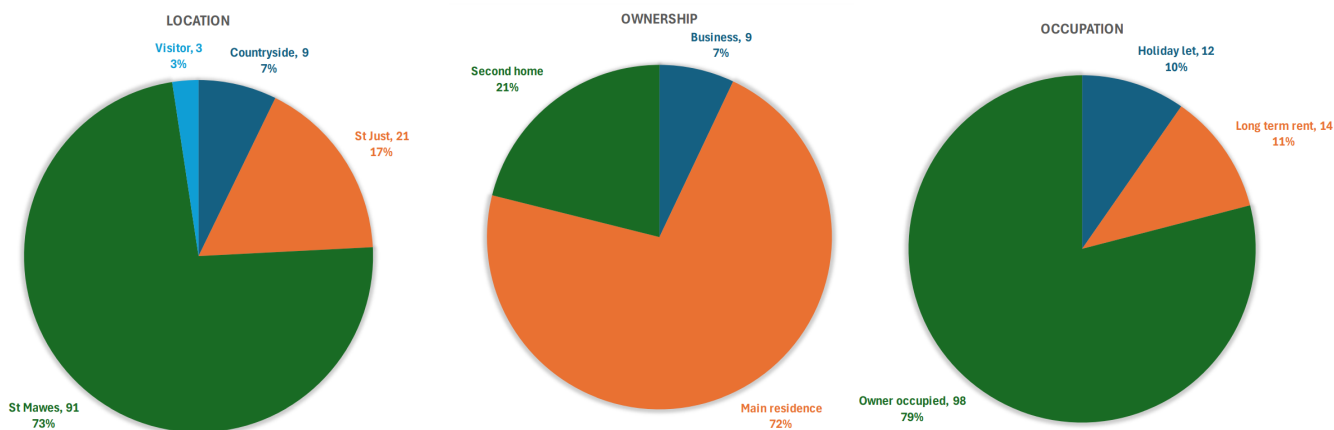


## TOURISM WORKING GROUP – SURVEY RESULTS

### OVERALL RESPONSES

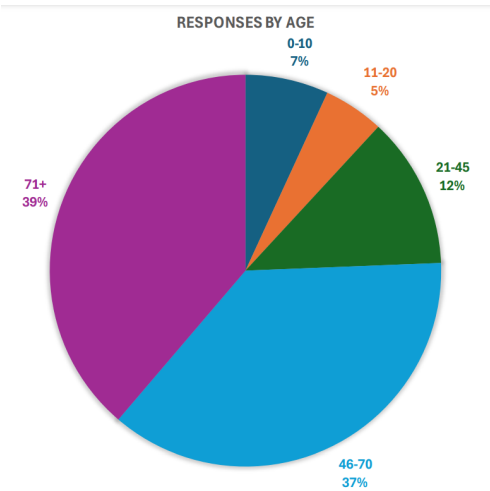
The first thing that most people will want to know is ‘what responses did we get’? There were 131 replies with 920 forms distributed. A ‘Membership’ organisation’s survey response rate is expected to be between 10 and 30% so, at 14%, we are in that bracket. The distribution of those replies is shown in pie charts (see below) of the various part of Section 1. From this you can see that there appears to have been a better response rate from: St Mawes, ‘Main Residences’ and ‘Owner Occupiers’. Whilst all the other categories are represented in the results, no one can suggest that Second Home Owners and those who let out their properties have ‘distorted’ the results. The results of this survey therefore do appear to reflect the views of those who live here.



The age profile registered in the responses is ‘interesting’ with Over 70s, 45 –70 and under 45 being roughly equally represented. This may (or may not) be a fair reflection of the population in the Parish but, if it is, it clearly shows the ‘challenge’ we face with a shortage of ‘young families’.

### SECTION 7 RESPONSES: TOURISM

There is significant ‘strong feeling’ about the impact of tourism on the local community so it is reassuring to see such a high level of recognition/support of: the importance of tourism – 91% (in the whole survey, only 4 questions achieved agrees in the 90%); and the benefits that would arise from increased use of the shoulder months - 78% (with disagree at only 5% & 8% respectively). Similarly, 77% feel that the local facilities should be better promoted. Whilst this provides no leads for specific suggestions develop tourism opportunities, they are useful figures to be able to push back at the detractors and to use in support of initiatives in this area.



What is quite surprising is that only 23 responses (20% of those who completed this section) agree that their income depended on tourism. I suspect that this says more about the demographic of those who submitted responses than it does about the dependency of the community on tourism! Working Group members may wish to consider how to play this in the Stage 2 Consultation.

Less encouraging is that only 14 respondees indicate a willingness to make their properties available for courses – although this 2 more than the total number of responses from those describing their property as a ‘Holiday Let’!

Whilst the pie charts provide little ‘direction’, they do offer clear support for this Working Group to develop

ideas for Stage 2 Consultation in November. I am disappointed by the lack of suggestions in the Comments: ‘festivals’ - but a start? The ball is in the Working Group’s court! Attached is a summary of all the comments made against section 7: please recall that, in question 7f, we invited respondees to cite here the downsides of tourism. Also included are comments under Section 11 (Closing Comments) - a few are pertinent to us.

