

Totnes wayfinding questionnaire results

Totnes wayfinding questionnaire

Project aims "For visitors to the town to have a more relaxing, fulfilling and enjoyable experience resulting in them spending more time & money in town, being more inclined to share positive remarks & photos via social media and word of mouth, and leaving feeling better informed about the area's history & heritage, local businesses & sustainability".

How effective do you think the existing signage is at encouraging locals and visitors to explore Totnes and fully engage with the towns offers and events?

- ☐ 1 Good
☐ 2 Okay
☐ 3 Poor

Any comments?

What are the most important Totnes offerings that would benefit from improved signage? Please tick three:

- ☐ 1 Shopping & Markets
☐ 2 Eating & Drinking
☐ 3 Health & Wellness
☐ 4 History & Heritage
☐ 5 Outdoor & Trails
☐ 6 Arts & Events

Any others [eg, transport hubs, facilities...]? ☐

How would you direct people to your favourite place in Totnes? If you own a business in Totnes how do you tell people how to find you?

149 / 149 answered

Good

10

Okay

33

Poor

106

0

28

55

83

110

Any comments?

- Signage from train station was well sign posted
- Like the map of Totnes from a high perspective
- Particularly difficult to find high street from Heaths Nursery & nursery carpark
- More signs to direct people to the library
- Upgrade the aged / weather affected information boards - particularly Steamer Quay towards Long Marsh
- Need more smart noticeboards for poster display

How effective do you think the existing signage is at encouraging locals and visitors to explore Totnes and fully engage with the towns offers and events?

☐ 1 Good

☐ 2 Okay

☐ 3 Poor

Any comments?

Totnes wayfinding questionnaire results

Totnes wayfinding questionnaire

Project aims "For visitors to the town to have a more relaxing, fulfilling and enjoyable experience resulting in them spending more time & money in town, being more inclined to share positive remarks & photos via social media and word of mouth, and leaving feeling better informed about the area's history & heritage, local businesses & sustainability".

How effective do you think the existing signage is at encouraging locals and visitors to explore Totnes and fully engage with the towns offers and events?

- ☐ 1 Good
☐ 2 Okay
☐ 3 Poor

Any comments?

What are the most important Totnes offerings that would benefit from improved signage? Please tick three:

- ☐ 1 Shopping & Markets
☐ 2 Eating & Drinking
☐ 3 Health & Wellness
☐ 4 History & Heritage
☐ 5 Outdoor & Trails
☐ 6 Arts & Events

Any others [eg, transport hubs, facilities...]?

How would you direct people to your favourite place in Totnes? If you own a business in Totnes how do you tell people how to find you?

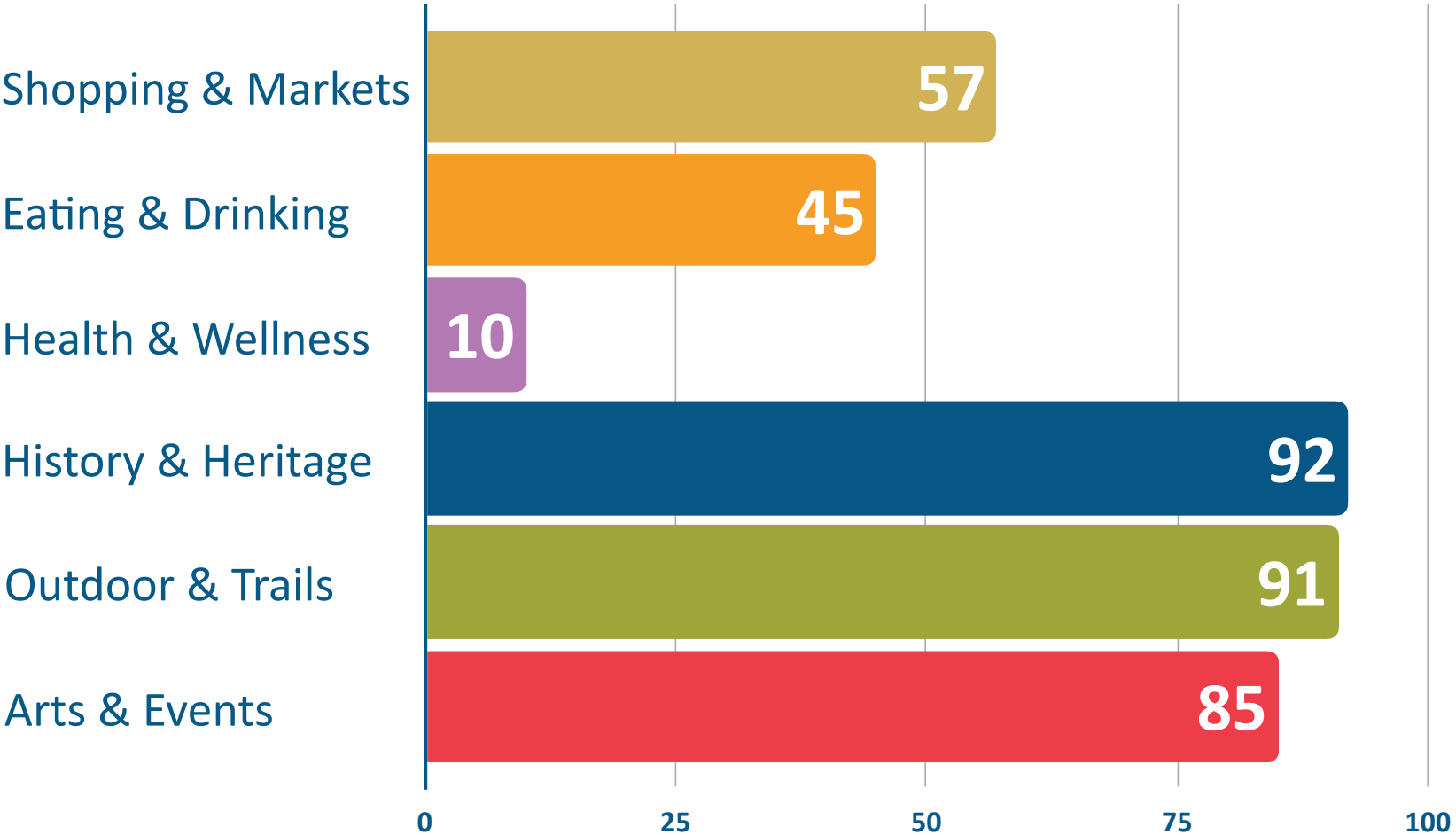
What are the most important Totnes offerings that would benefit from improved signage? Please tick three:

- ☒ 1 Shopping & Markets
☒ 2 Eating & Drinking
☒ 3 Health & Wellness
☒ 4 History & Heritage
☒ 5 Outdoor & Trails
☒ 6 Arts & Events

Any others [eg, transport hubs, facilities...]?

147 / 149 answered

5 people skipped the question and 8 ticked more or less than three



Any others [eg, transport hubs, facilities...]?

- All are important including Garden trail
- Extend Ticklemore 'food quarter' to other areas eg 'heritage quarter'
- Toilet facilities, garden trail, bus stops
- Key sites such as library, castle, cinema & open space

Totnes wayfinding questionnaire results

Totnes wayfinding questionnaire

Project aims “For visitors to the town to have a more relaxing, fulfilling and enjoyable experience resulting in them spending more time & money in town, being more inclined to share positive remarks & photos via social media and word of mouth, and leaving feeling better informed about the area’s history & heritage, local businesses & sustainability”.

How effective do you think the existing signage is at encouraging locals and visitors to explore Totnes and fully engage with the towns offers and events?

- ☐ 1 Good
☐ 2 Okay
☐ 3 Poor
- Any comments?

What are the most important Totnes offerings that would benefit from improved signage? Please tick three:

- ☐ 1 Shopping & Markets
☐ 2 Eating & Drinking
☐ 3 Health & Wellness
☐ 4 History & Heritage
☐ 5 Outdoor & Trails
☐ 6 Arts & Events
- Any others [eg, transport hubs, facilities...]? ☐

How would you direct people to your favourite place in Totnes? If you own a business in Totnes how do you tell people how to find you?

94 / 149 answered

55 people skipped the question or didn’t provide an answer

Many comments where the same, the below are a few examples which illustrate common themes:

- Visit **Totnes website / Web / Social Media**
- **Word of mouth / Verbally**
- For most visitors we direct them a certain distance up/down **Fore/High Street** and indicate the **shop/business** at the turning point if their destination is off this road or give examples of businesses that tell them they have gone too far along.
- Better signage for east gate and north gate and the **castle** and narrows and **townhall square**. The tourist brown signs don’t hit the eye
- I like the **planters**, more of those
- All directions start from the **Seven Stars**
- Reference from **Fore Street/High Street** or **The Plains** and lefts and rights
- Using **shops** as **landmarks**
- By **street names** and **notable buildings** and **places**, such as “**Barrel House**”, “**The Rotherfold**” the “**Old Bridge**” etc.
- Using next left first right that sort of thing, but signs mounted to different coloured posts would be handy, like turn left at the green signpost
- Finger posts. Directions from the **Plains** and the **station** and using **St Mary’s**, **The Arch**, and the **Market Place**.
- Describe the route via local **landmarks**, e.g. **the old bridge**, the **Plains**, the **Seven Stars**, **Fore St**, **East Gate arch**, **High Street**, the **church**, the **market place**
- As 90% of the shops are on one street I don’t feel the need to direct customers. **Totnes Castle**- up the hill and follow the signs

How would you direct people to your favourite place in Totnes?

If you own a business in Totnes how do you tell people how to find you?

Totnes wayfinding questionnaire results

Totnes wayfinding questionnaire

Project aims "For visitors to the town to have a more relaxing, fulfilling and enjoyable experience resulting in them spending more time & money in town, being more inclined to share positive remarks & photos via social media and word of mouth, and leaving feeling better informed about the area's history & heritage, local businesses & sustainability".

How effective do you think the existing signage is at encouraging locals and visitors to explore Totnes and fully engage with the towns offers and events?

- ☐ 1 Good
☐ 2 Okay
☐ 3 Poor
- Any comments?

What are the most important Totnes offerings that would benefit from improved signage? Please tick three:

- ☐ 1 Shopping & Markets
☐ 2 Eating & Drinking
☐ 3 Health & Wellness
☐ 4 History & Heritage
☐ 5 Outdoor & Trails
☐ 6 Arts & Events
Any others [eg, transport hubs, facilities...]? ☐

How would you direct people to your favourite place in Totnes? If you own a business in Totnes how do you tell people how to find you?

94 / 149 answered

55 people skipped the question or didn't provide an answer

- Signposting through **landmarks**
- I use the **arch** as a reference to most directions I give.
- I'd tell people to walk up and down the **high St** and look out for & explore the little alleyways
- Totnes is small, and everything on or not far from one street. Most everyone will have used the internet to locate harder to find locations
- We describe where we are using the **street** and postcode, and proximity to well known **landmarks**.
- Sending people to Leechwell usually requires the assistance of a map and descriptive **geographic markers**
- The Curator - At the bottom of the **high street**, just off the mini roundabout, with seating outside.
- Typically give directions from the **monument** at the bottom of the roundabout or from **Market Square**.
- The **civic square** is the key signage hub. From there you can sign people to the parks and gardens, riverside, and so on, with things to explore along the way.
- Below or above the **clock tower**/ in **the narrows** / Up/Down **the hill**/ near a specific **landmark**.
- Screen based / **digital** signage should be implemented
- The Narrows has no signage. We tell them to go to top of town. Poor

How would you direct people to your favourite place in Totnes?

If you own a business in Totnes how do you tell people how to find you?

Totnes wayfinding questionnaire results

Which of the systems shown here do you think best suits Totnes?
More information and images can be seen on the website linked below.

☐ 1 Wood clad frame with glass and engraved slate panels

☐ 2 Metal frame with inset wood panels

☐ 3 Vero-metal finish frame with enamel and powdercoat metal panels

Your views are important to us.
Please complete this postcard, or follow the link to the online survey:
www.totnes-towncouncil.gov.uk/visit-totnes/whats-on/news/

 **visit TOTNES**
visittotnes.co.uk

Which of the systems shown here do you think best suits Totnes?

- 1 Wood clad frame with glass and engraved slate panels
- 2 Metal frame with inset wood panels
- 3 Vero-metal finish frame with enamel and powdercoat metal panels

146 / 149 answered
3 people didn't tick any

