

ATTRACTION APPRAISAL - FOREDOWN TOWER - MAY/JUNE 2008

	FACTUAL DESCRIPTION	Comments
Background		
Name of attraction	Foredown Tower Countryside Centre	
Branding	None obvious	"Quirky Folly" has been a brand in the past
Product	Camera Obscura, Astronomy and Countryside Centre	Disparate mix of product linked through "Nature and Optics" - unconvincing
USP	Only one of 2 Camera Obscuras in the South East	Other one on the pier at Eastbourne
Recent history	Falling visitor numbers	Falling numbers due to changing markets compounded by reduction in days open
Development plans	None at present	
Opening times & tickets		
Months of the year	16th February - 31st October	Open all year for booked school/group visits - building cold in winter
Days of the week	Saturday, Sunday and Bank Holidays; in August Thursday - Sunday + Bank Holiday Mondays	
Opening hour	10.00 am	
Closing hour	5.00 pm	
Last admission time	Not fixed - last CO demo 4 pm	
Admission price structure	For CO and Viewing Tower Adults £3, Under 16 £1.70, Concessions/Groups (20+) £2.20, Family: 2 adults/2 children - £7.70; 1adult/2 children £4.70	Free entry to Brighton and Hove schools. Free parking for all visitors.
Season tickets	Not on offer	
Three year trend	Variable pricing - reduced to attract visitors then raised again	

Visitor numbers		
Last year - 07-08	1570 paying visitors, c. 1 - 2,000 non paying (ground floor only)	Non-paying mainly walkers using toilets and buying drinks/ice creams
This year projection	none available	
Last three years	06/07 1,432, 05/06 967, 04/05 1,073 (includes astronomy group)	
Repeat visitors %	not recorded	
Monthly figures	not recorded	
Peaks and troughs	Peak Month is August - quietest in shoulder months	
Most popular days of week	Sundays, but depends on weather	
Peaks and troughs	Peaks on Event Days; Troughs on wet days	
Length of stay	Estimate about 45 mins maximum	
Site capacity	60 max; 20 for Camera Obscura	
Visitor research		
Customer feedback	None carried out recently	No recent formal customer satisfaction surveys or feedback forms
Complaints	Only five recorded complaints over last 10 years	
Shop		
Average spend per head	Estimated less than £1.00	
Product price range	Ice creams, booklets/guides to area, astronomy books, low cost stationary, frisbees	"Foredown Branded" stock left over from Hove BC ownership - not enough footfall to justify investment in new branded stock
Location	Ground Floor opposite entrance	Simply a section of the counter alongside admissions desk
Catering		
Style	No formal catering offer	Astronomy Group has tea/coffee, group funded
Average spend per head	n/a	
Product price range	Coca cola, Water & Ice creams sold (45p to £1.10)	
Location	Ground floor by admissions desk	

Market Segments and Profiles		
Tourists - UK and overseas	Very few, difficult to get Brighton seafront visitors to Foredown	
Day visitors	Very few from outside local catchment	
Local residents	Main visitor group	
Coaches	2 in 2007 - W Sx MG Club + Shoreham Society	Not marketed to Group Operators
Groups	Astronomy Groups meets 6 times a year	Local Society using Tower as base - Tower Manager leader of Group
Schools	Schools Groups (6 in 07/08)	Falling market due to changes in school visit practice and short dwell time at Tower
Special events	Mix of Astronomy and Countryside events in summer - 6 planned for 2008, 1 family art day planned for August	Centrally planned and run by Museums Service Team
Trends	Visitor numbers in slow decline over 10 - 15 years, school visits low base but decline in last year down from 13 to 6	Decline partly due to a mixture of changing market needs, reduction in days open and low staffing levels unable to service some school/group requests
Travel cohort	Main cohort retired couples/small groups	Anecdotal observation by Tower staff
Age	Not recorded	
Children's ages	Not recorded	
Social class	Not recorded	
Education level	Not recorded	
Where they live	Paying visitors overwhelmingly local residents	
How travel	Primarily car, but also bus and by foot for local residents	
Length of journey, time	Not recorded	Bus time from central Brighton - 30 minutes
Length of stay	Estimate about 45 mins maximum	
Spend per head	c. £2.00	No recorded figures - rough estimate based on entry cost + ave secondary spend
Repeat visitors	Not recorded	
Book ahead, lead time	Need to book in advance for Groups, very short lead time if Tower open	
Product USP	No clear USP	

Impact of weather	Camera Obscura entirely weather dependent (needs sun to work)	Building cold in winter/hot in summer
Competition		
Nearest attractions	Brighton Museums (inc Hove Museum + Pavillion), Stanmer Park, Blatchington Windmill	Many other attractions within 20/30 mile radius competing for day and staying visitors
Nearest similar product	Camera Obscura - Eastbourne, Countryside Centre - Stanmer Park	Planned Brighton i360 will offer spectacular views
Other (not attractions)	City Centre and Sea Front, Devils Dyke, Ditchling Beacon	
Joint marketing	Carried out as part of Council Museums Service campaigns	Main marketing route through joint campaigns inc. web site and print
Joint ticketing	Not available	Some museums in the portfolio are free entry
Signposting		
White on brown signs	Yes, good signage once off trunk road	
Accessibility	Only ground floor accessible, main attractions not accessible	
Walk in trade	Very little paid walk in trade	Passing trade from walkers to buy cold drinks & ice creams in summer
Visibility	On edge of City, difficult to reach	Visible from A27 link road, free car parking
Tourist Information		
On site kiosk	No	
On site panel	No	
On site brochure rack	Some info about Brighton museums/attractions/events	
Reciprocal arrangements	Yes - within Museums group	
Marketing		
Strategy and objectives Budget	Collective museums service strategy. Foredown budget 06/07 £2,655 (not including web site costs)	Total Service marketing budget only £60,000 for 6 attractions
Who plans, who does it	Museums Service Marketing team	
Agencies and suppliers	None at Foredown	

Brand and management	Group brand "Brighton and Hove Museums"	
Corporate image	None for Foredown	Foredown "odd one out" of Museums portfolio both in location and offer
Brochures, print run, shelf- life, wastage	DL flyer, compendium guides to Brighton Museums and events	
Brochure distribution - who, when, quantity	Compendium print distributed thru Impact and Brochure Connect. Individual flyer circulated within B&H via council outlets	
TIC's	Yes	
Accommodation	Vis distribution companies	Concentrated on Brighton
Attractions	Within group	
Public venues	Council owned	
Places of work	No	
Schools	Schools marketing via newsletter and Museums Education Service advice teams	
Households	No	
Advertising	None	
Customer databases and mailings	Via schools marketing	
Trade database and mailings	None	
Coach operator relations	None	
Exhibitions	None	
Website	Website part of Brighton Museums site	Link from VisitBrighton
Content management	Museums Marketing service	
Search engines	Museums Marketing service	
Public relations	Events related PR only	
Local	Yes	
Regional	No	
Specialist	No	
External sponsorship	None currently	Original sponsorship in 1991 from American Express+Southern Water

