



## **Bude Visitor Survey - Sustainable Tourism Project**

### Invitation to Tender

#### **Project Overview**

Bude Climate Partnership (BCP) is a collaboration between 13 local environmental and community organisations that have come together to deliver the project 'Resilient Bude'.

Funded by the National Lottery Climate Action Fund for five years to 31 December 2027, the programme of projects is designed to help residents and businesses in the Bude Community Network Area prepare for and protect themselves and our surroundings against the vast uncertainties that lie ahead because of climate change.

The six projects encompass: sustainable tourism; energy efficiency; a community jury on climate change and sea level rise; a community growing project; a library of things; and community storytelling. Read more about the projects at <https://www.budeclimate.org/our-projects>.

Our Sustainable Tourism project – The Bude Way - brings together businesses, the community and visitors to collaborate in building resilience and reducing emissions in the visitor economy. Tourism supports 73% of local businesses and 40% of our jobs, while generating around 50% of our community's carbon footprint. These factors and our geographical isolation, far from the extent of public services enjoyed in other parts of Cornwall and the UK, make our local economy highly vulnerable to climate change.

#### **Bude Visitor Survey Purpose**

The survey will have two sections;

- 1) **Section 1 Headliner questions (approx 25 questions)** with the main objective of gauging visitors' perception of **sustainable tourism in Bude** and to analyse this over the project's duration from now until December 2027.

We hope to track how tourists perceive Bude and understand what is lacking / what we as a project could focus on developing (e.g. if a lack of recycling bins is a recurring response we will have data to showcase to the local council).

#### **Aim of section 1:**

- gain an understanding of what the visitor perceives as sustainable tourism related to Bude
- how satisfied, or not, they are with sustainable tourism related to Bude (are they aware of the Bude Charter? Are they aware of sustainable facilities?)
- general motivators of sustainable behaviour (how well informed are they?)



- As the project's signposting increases we hope to track the progress of this from the visitors perspective and showcase how the town has evolved and developed into more of a resilient sustainable destination which is evident to all who visit.
- 2) **Section 2 - General visitor data (approx 45 questions)**, focused on broader questions on how, why, when tourists visit Bude.

**Aim of section 2:**

- Gather useful information regarding the visitors overall trip to Bude, with a range of questions from whether they are repeat visitors, to how much they spend on their accommodation.

**Survey target audience**

We want to ensure we capture a large target audience, both day visitors and overnight visitors, during peak season (summer), and in the off season (autumn/winter). We also want to ensure we have data to analyse and assess whether Bude receives a different demographic of visitors during seasons, and if so, whether they have a different perspective/approach of choosing Bude as their holiday destination. (e.g. is it a cheap caravan park beach holiday for families in the summer who are none-the wiser to Bude's sustainable tourism project as opposed to a walking holiday in October who choose Bude due to its growing green credentials/accreditation scheme and are aware and use the signposted walking/cycling routes.)

Crucial we capture general data such as:

- the groups of audiences i.e. family, individuals, solo traveller, friends
- Age range of visitor (so that we can then assess whether different visitors come during different seasons)
- where they have travelled from, purpose of their visit, accommodation type
- How long they are staying - day / overnigher
- Whether they have travelled to Bude before

We then aim to have more specific questions targeting their perception of sustainability within section 1:

- Awareness of Climate Change
- Awareness of Sustainable Tourism Project in Bude / Bude Climate Partnership's other projects
- Some project specific campaign questions (see additional document with questionnaire examples)



- Awareness of the Bude Charter

Some specific topics will then be touched on in section 1 before continuing to section 2:

- Transport
- Recycling
- Reusable water bottles

### **Timeframe**

This is a tender to work with us in creating and analysing the respondents data on an annual basis over the project's duration (2024 - 2027).

### **Requirements and scope**

- A survey with two sections to it; **Headliner questions** (approx 25) & **Overall visitor questions** (approx 45)
  - These questions would have a filter setting, so that if a question was not relevant to the participant, it would skip irrelevant questions.
- User Friendly online interface for questionnaire with the options to send via Bude Area Tourist Board's contact list and/or post on social media.
- **Collecting data:**
  - The entire questionnaire would be sent out annually during the peak summer season (July - September)
  - Headliner questions to be able to be filled in throughout the year - an option to split the questionnaire in two to enable us to collect data for the headliner questions (section 1) face to face throughout the year, through feet on the streets, posters with QR codes on etc.
- Varied response style; a mixture of multiple-choice/open-ended format/rating scale etc so that simple questions are quick and easy to fill in, and those which could have an insightful response have the opportunity to elaborate their thoughts on specific questions.
- For the questionnaire to be short and concise (not too lengthy, to focus on key topics which are relevant to the project).
- Remove IP addresses or add safe IP addresses - so that we can have TIC / BCP staff fill out on behalf of visitors.
- A combination of written and graphical reports with access to the data so that we can see reporting.
- Option of CSV so that we can analyse the responses further.
- Ensuring data security and compliance with data protection regulations.
- Requirements to review the questions each year and to ad/amend as relevant.



## **Application Process**

Please submit a proposal consisting of an overview of your approach and a timeline outlining:

- Examples of how you would approach building and presenting the questionnaire
- Examples of how you would analyse the data
- A cost breakdown
- Include deadlines for drafts, revisions, and final submission.
- Example of previous work and references from previous clients.

Proposals should be emailed to [millie@visitbude.info](mailto:millie@visitbude.info) by Friday 7th June.. Shortlisted applicants will be invited to an online interview during the week beginning 10th June 2024.