

## **GATESHEAD MILLENNIUM BRIDGE 2011 VISITOR SURVEY RESULTS**

### **Background**

In 2008 the Council first commenced a daily tilt of the Gateshead Millennium Bridge. In 2011 the visitor tilts operated 30 May – 30 September, which coincided with the Gateshead Millennium Bridges 10<sup>th</sup> Anniversary Birthday events.

In 2008 Gateshead's Tourism Team carried out visitor surveys to establish if the visitor tilts were well received and if noon was the best time to showcase the bridge in action. 99.4% surveyed thought the bridge should tilt daily, 98.3% agreeing 12 noon was the right time. With these results we continued to carry out visitor tilts in 2009 and 2010.

In 2011 surveys were carried out over a four week period to gain a larger basis for the results (426 surveyed in 2011 as compared to 172 in 2008), and we also surveyed on both side of the Quayside and carried out the surveys online.

### **Headline Findings**

- 50.94% of those surveyed were local residents with the remainder visitors from overseas and the rest of the UK.
- 99.5% surveyed enjoyed viewing the tilt, 94% thought the bridge should tilt on a daily basis, 86% think 12 noon is the right time to tilt the bridge and

- 38.54% of respondents visited the quayside specifically to see the bridge tilt.
- Quite clearly the bridge visitor tilts remain a remarkable and interesting addition to the quayside.
- Respondents were more than happy to share a few minutes completing the surveys, marvelling at the regeneration and development of Gateshead Quays, providing 180 additional comments, with only as little as 7 comments out of those being slightly negative. These 7 comments mention signage and lack of seating leaving only 2 unhappy with the timing of the tilt over a lunchtime period being inconvenient for workers.

### **Promotion**

Visitor tilts were promoted through a wide range of sources including social media, websites and local press. The most popular responses from those surveyed are:

- Websites and social media (Gateshead Council/Facebook/via Google)
- Friends and Family
- Information Board located at Gateshead Millennium Bridge
- Tourist Information Centres