

Day Visitors

Introduction

1. This paper seeks views on whether using Annual Business Inquiry data as a proxy for visitor data is a worthwhile approach to explore, and whether there are other alternative sources of data etc we could consider.

Background

2. In several formulae, we take into account not only the resident population but also the number of visitors to an authority's area, as these can place additional demand on some local services. Visitors can be split as net in-commuters, day visitors and overnight visitors (both domestic and foreign). In the current formulae, a 'day visitor' indicator is used in the EPCS block and the Highway Maintenance block. The indicators used in these two blocks exclude visits to friends and family.
3. Unlike the other visitor indicators, there is no consistent reliable source on the number of day visitors to an authority from another authority. So the indicator has to use models to estimate the number of day visitors, using data from a number of sources. The current indicator (which has not been updated since 1993) was constructed using various information including the 1998/99 Leisure Day Visits Survey, the 1991 Census, the 1991 Census of Employment and the 1991 survey of visits to tourist attractions and other information about the area. It is accepted that this indicator is now out of date.
4. As part of the 2005 review, research was commissioned to update the day visitors indicator to include information from the 2002/03 Great Britain Day Visits Survey (GBDVS), the 2001 Census, the 2003 Labour Force Survey, and Ordnance Survey, and distances from the ONS.
5. We consulted on the new day visitor data in the July 2005 "*Local Government Finance: Formula Grant Distribution*" consultation paper. 28% of authorities responding agreed with using the new indicator data, whilst 29% of authorities responding preferred to continue using the existing indicator. It was generally agreed that an update to the data was long overdue, but there were a number of concerns with the new data. Many authorities believed that the new data were unreliable, and so the indicator could not be robust. The results of the new indicator were in some cases counter-intuitive. Even a number of those who agreed to the inclusion of the new data completed their response with a proviso that the data should be proved to be reliable before going ahead with its introduction. Many of the authorities who rejected the indicator gave support for further research to be undertaken.

Options for further work

6. During the Settlement Working Group meetings in 2005, it was suggested that we might look at the Annual Business Inquiry data and select those categories of businesses that relate to visitors as proxies for visitors themselves. In other words, if there are high numbers of restaurants, bars and shops, for example, then there are

likely to be a high number of visitors using these facilities. Annex A gives an analysis of the Standard Industrial Classification (SIC) codes that appear to relate to the different categories of reasons for visitors as given in the day visits survey.

- Q1. Do you agree that the categories specified at Annex A are correct?**
- Q2. Do you agree that it is worthwhile continuing with this approach?**
- Q3. Are there any other data sources/approaches that it would be worthwhile investigating?**

Leisure Trip Classifications from Day Visitor Surveys compared to Standard Industrial Classifications

Trip Purpose	Trip Type	SIC	SIC Description
Long walk, hike, ramble (minimum 2 miles)	O		
Short walk/stroll (inc dog-walking for leisure – up to 2 miles)	O		
Hill walking	O		
Cycling	O		
Mountain biking	O		
Swimming - sea	O		
Swimming – lake/loch/river/inland water	O		
Fishing – sea angling, coarse fishing, game fishing	O	92.72	Other recreational activities not elsewhere classified
A park or gardens in a town or city	P		
Horse riding, pony trekking	O		
Water sports – sailing (motor or sail), rowing, canoeing, jet biking	O		
Other water sports – windsurfing, surfing, body-boarding, water-skiing	O		
			<p>This class includes:</p> <ul style="list-style-type: none"> - activities related to recreation not classified elsewhere in this division: . activities of recreation parks and beaches including renting of facilities such as bath houses, lockers, chairs, etc. . activities related to recreational fishing . recreational transport facilities such as pedalos, riding stables, etc. . training of pet animals . motion picture, television and other theatrical casting activities <p>This class excludes:</p> <ul style="list-style-type: none"> - personal theatrical or artistic agency activities cf. 74.84/9 - other entertainment activities, e.g. circus production or activities of dancing schools cf. 92.34

Trip Purpose	Trip Type	SIC	SIC Description
Field sports – hunting, shooting etc Going to the gym, aerobics class, yoga class etc	O P	92.62/9	<p>Other sporting activities not elsewhere classified</p> <p>This subclass includes:</p> <ul style="list-style-type: none"> - organisation and operation of sports events, outdoor or indoor, for professionals or amateurs by organisations with or without own facilities: . football clubs, bowling clubs, swimming clubs, golf clubs, boxing, wrestling, health or body building clubs, winter sport clubs, chess, draughts, domino or card clubs, field and track clubs, shooting clubs - activities related to promotion and production of sporting events - activities of individual own-account sportsmen and athletes, judges, timekeepers, instructors, teachers, coaches, etc. - activities of sport and game schools - activities of racing stables, kennels and garages - activities of riding academies - activities of marinas - hunting for sport or recreation - related service activities <p>This subclass excludes:</p> <ul style="list-style-type: none"> - rental of sporting equipment cf. 71.40/1 - park and beach activities cf. 92.72
Motor sports	O		
Air sports – gliding, flying, microlites, ballooning, parachuting	O		
Bird watching, nature study	O	92.53	<p>Botanical and zoological gardens and nature reserves activities</p> <p>This class includes:</p> <ul style="list-style-type: none"> - operation of botanical and zoological gardens including children's zoos - operation of nature reserves including wildlife preservation, etc.
Nature reserve/wetlands	Q		
Zoo, wildlife or safari park	Q		
Botanical garden or arboretum	Q		
An outdoor fair or exhibition – country fair, agricultural show	O		
Country park, managed to provide informal public recreation	O		
Other gardens or parkland in the countryside	O		
Went for drive/sightseeing	O		
Relax/sit in car	O		
Had a picnic	O		
Hired a rowing/paddle boat	O		
Went on a river/lake boat trip	O		
Informal sport (e.g. rounders, football)	O		
Sunbathe/sit	O		
Beach, sunbathe, paddle	O		

Trip Purpose	Trip Type	SIC	SIC Description
Barbecue	O		
Car boot sale	O		
Watching a sports event/match on TV in a pub/club	P		
Religious activities	P	91.31	Activities of religious organisations
Cathedral/ancient church	Q		This class includes: - activities of religious or similar organisations - activities of organisations furnishing monastery and convent services This class excludes: - education provided by such organisations cf. 80 - health activities by such organisations cf. 85.1 - social work activities by such organisations cf. 85.3
Craft centres	P		
Go for a drink in a pub/club/hotel	P	55.4	Bars
Go for a meal in a pub/club/hotel	P		Bars
Went to a disco/nightclub	P		Licensed clubs Independent public houses and bars Tenanted public houses and bars Managed public houses and bars
Go for a meal in a restaurant/café	P	55.30	Restaurants
Go for a snack at a fast-food outlet	P		Licensed restaurants Unlicensed restaurants and cafes Take-away food shops Take-away food mobile stands
Went to a play/concert/opera/ballet	P	92.31/1	Live theatrical presentations This subclass includes - production of live theatrical presentations, concerts and opera or dance productions and other stage productions: - activities of groups or companies, orchestras or bands - activities of individual artists such as actors, directors, musicians, stage set designers and builders, etc.
Went to the cinema	P	92.13	Motion picture projection This class includes: - motion picture or video tape projection in cinemas, in the open air or in other projection facilities This class also includes: - activities of cine-clubs
Went to bingo, casino	P	92.71	Gambling and betting activities This class also includes: - sale of lottery tickets

Trip Purpose	Trip Type	SIC	SIC Description
Went to a factory outlet/went to a major out-of-town shopping centre	P	52	<p>Retail trade, except of motor vehicles and motor-cycles; repair of personal and household goods</p> <p>This division includes:</p> <ul style="list-style-type: none"> - re-sale (sale without transformation) of new and used goods to the general public for personal or household consumption or utilisation, by shops, department stores, stalls, mail-order houses, hawkers and peddlers, consumer co-operatives, etc. <p>This division also includes:</p> <ul style="list-style-type: none"> - repair and installation of personal or household goods whether or not done in combination with retail sale - retail sale by commission agents <p>This division excludes:</p> <ul style="list-style-type: none"> - sale of motor vehicles, motorcycles and their parts and of fuel for these articles cf. 50 - trade in cereals, grains, ores, crude petroleum, industrial chemicals, iron and steel and industrial machinery and equipment cf. 51 - sale of food and drinks for consumption on the premises and sale of take-away food cf. 55.30, 55.40, 55.51 - renting and hiring of personal and household goods to the general public cf. 71.40
Visited a town or city for shopping for non-essential items (do NOT include food and groceries)	P		
Food shopping	P		
Going to a garden centre	P		
Visiting health or beauty centre/spa for leisure (e.g. having a massage or beauty treatment)	P		<p>Dance halls, discotheques and dance instructor activities</p> <p>This subclass also includes:</p> <ul style="list-style-type: none"> - children's discotheques - mobile discotheque units <p>This subclass excludes:</p> <ul style="list-style-type: none"> - licensed clubs cf. 55.40/1
Dancing	P	92.34/1	
Choir Practice	P		
Party	P		

Trip Purpose	Trip Type	SIC	SIC Description
A live match or a live sports event – football, rugby, cricket, athletics meeting, car rally, etc	Q	92.61/1	Operation of ice rinks and roller skating rinks
Swimming – indoor pool	O	92.61/9	Operation of other sports arenas and stadiums not elsewhere classified This subclass includes: - operation of the facilities for outdoor or indoor sports events: . football stadiums . swimming pools and stadiums . golf courses . boxing arenas . winter sport arenas and stadiums . field and track stadiums, etc. . private and local authority owned leisure centres The facilities may be enclosed or covered and may have provision for spectator seating or viewing.
Swimming – outdoor pool	O		
Playing indoor sports – 5-a-side football, badminton, basketball etc	P		
Playing outdoor sports – football, rugby, hockey, cricket, golf, running, jogging etc	P		
An exhibition such as the Motor Show, Ideal Homes, holiday exhibition, etc	Q	92.33	Fair and amusement park activities This class also includes: - operation of theme parks and preserved railways
Historic/stately home	Q		
Castle, ancient monument/site	Q		
Theme/amusement park	Q		
Steam or heritage railway	Q		
Went to a fairground/carnival	Q		
Heritage or visitor centre	Q	92.52	Museum activities and preservation of historical sites and buildings
Museum or art gallery	Q		
Other industrial heritage sites or workplaces such as a distillery, mill etc	Q		
Working farms/rare breeds centre	Q		
Science or technology centre	Q		