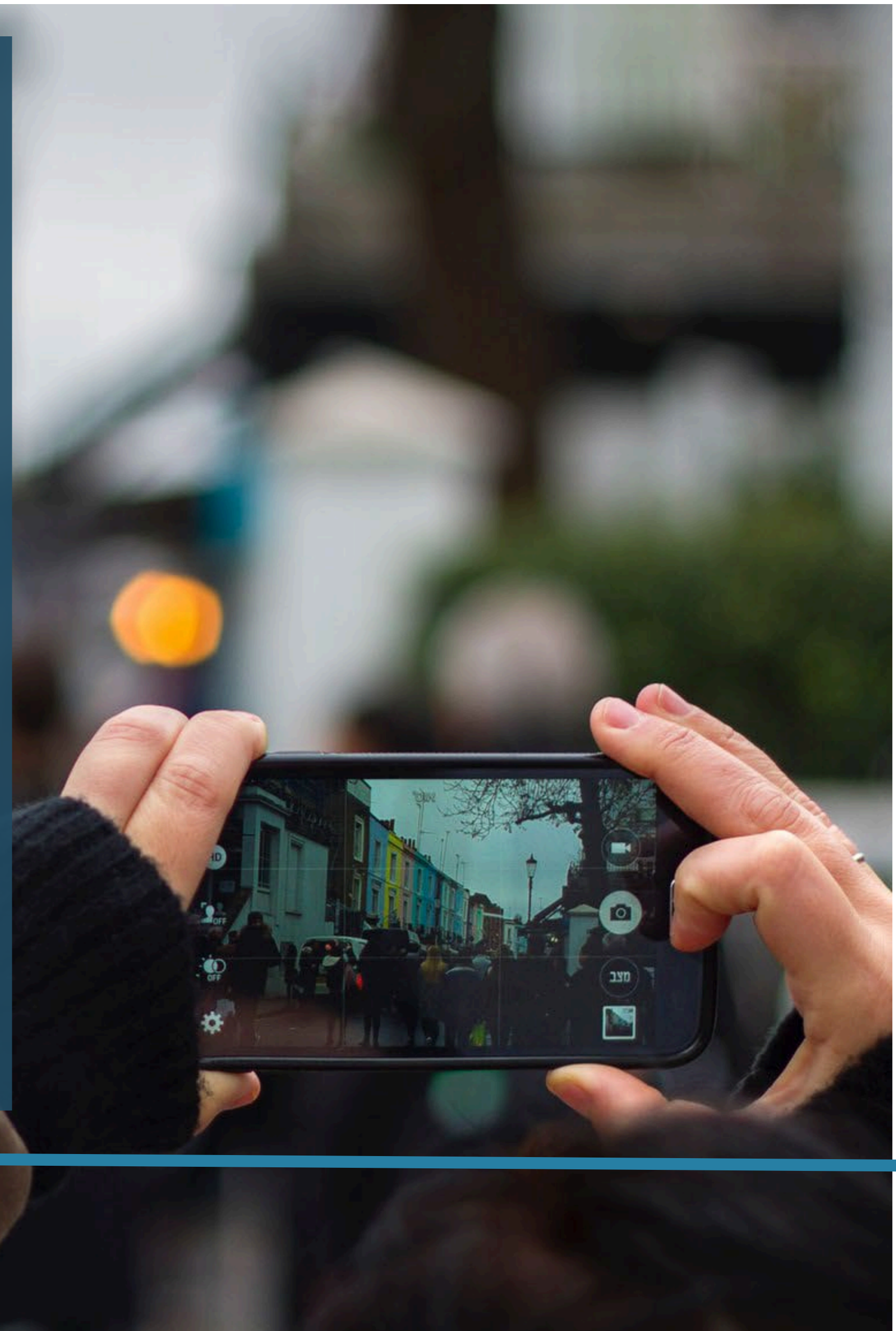


Activity: Conduct a place perceptions snapshot

10 July 2020



**HIGH
STREETS
TASK
FORCE**

Brief

What do people think of your place?

Are there common perceptions and reasons for visiting?

Or, for staying away?

This exercise provides a snapshot of recent views and relevant information that can reveal different perceptions of your place.

Depending on what you find, it may reveal strengths or weaknesses in your place brand and the sense of attachment visitors have to your high street(s).

You may need to react to the information you find – emphasising and building on the strengths, and addressing the weaknesses.

Each page will introduce one of three perceptions research tasks, drawing on information online – from TripAdvisor, social media, and other sites.

Things to do in...

Trip Advisor is a useful resource to understand perceptions of how much there is to do in your town or city and the quality of the experience.

Many of the attractions that the site lists, and that have been added by visitors, may not fit into your existing view of activities and offers that activate your place.

It will provide a starting point to evaluate perceptions of your place. What do people consider an attraction? Are there any big categories missing? Does the place come across as vibrant, busy, and with a diverse or unique offer?

1

TripAdvisor

Things to do in...

- 1. Go to Google and search:**
“visit <type place name>” (e.g. “visit Prestwich”)
- 2. Select the result: “Trip Advisor – X best things to do in...”**
- 3. Scroll down to the section “types of things to do in” and record the category names and number per category using the template overleaf**
Attractions are summarised in several boxes with a number noted for each category
- 4. Click through to each category and provide a short summary of what you find**
- 5. You may wish to repeat the exercise for a similar neighbouring town or city, or relevant benchmark place**

1

Instructions

See more ▾

Types of things to do in Prestwich

Nightlife (11)

Sights & Landmarks (3)

Fun & Games (2)

Classes & Workshops (1)

Concerts & Shows (1)

Transportation (1)

Outdoor Activities (1)

Food & Drink (1)

Commonly searched for in Prestwich

Good for a Rainy Day (5)

Free Entry (2)

Good for Kids (1)

Above ^

Categories displaying number of attractions in a place

Right >

Category listing once clicked from the list above

Examples

All Things to Do Outdoor Activities Attractions Concerts & Shows Food & Drink Classes & Workshops More ▾ [View map](#)

We found 1 result for you in Prestwich [Clear all filters](#) [View Map](#) Sort by: Traveller Favourites ▾ ?

Good for a Rainy Day X

Other
 Good for a Rainy Day

LOCAL WEATHER
Powered by Weather Underground F° | C°

| | | | |
|--|-------------------|-------------------|------------------|
| | 18° 10° Jul | 18° 11° Aug | 16° 8° Sep |
|--|-------------------|-------------------|------------------|

TRANSPORTATION
Heaton Park Tramway
★★★★ 13 reviews
"Fantastic heritage trams in a great setting"
"It runs through Heaton Park, which is one of the biggest in Europe and has been extended from a terminal stub of double track remaining from Manchester's first generation tramways - which closed in 1949 - to a new..."
[Learn More](#)

[Previous](#) 1 [Next](#)

Template for Trip Advisor research findings (duplicate this slide if required)

| Category Title | Attractions (#) | Notes <i>What's good? What's missing or needs improving?</i> |
|-------------------------|-----------------|---|
| e.g. Nightlife | e.g. 11 | |
| e.g. Outdoor Activities | e.g. 2 | |
| | | |
| | | |
| | | |
| | | |
| | | |

Public perceptions

Twitter provides what is essentially a searchable database of perceptions – often unfiltered and polemical, but useful when taken in context with other information.

In addition to the sentiment expressed through each relevant post, the volume and nature of tweets mentioning your place name or high street can provide an indicator of its vitality and relevance to locals and other visitors. Are people just tweeting about traffic and the weather? Or is there a conversation about local pride, placefulness and activity.

This activity has a necessary health warning – its results should be viewed in the round with other perspectives and sources of information. One negative tweet doesn't mean the place isn't serving its people, and vice versa!

2

Twitter

Public perceptions

1. Go to Twitter.com and sign in

2. Search for your place name

In the search field, enter '<place name>' (e.g. Prestwich)

3. Review and record search results

Scroll down the top results and enter details into the template overleaf of those which are particularly relevant to perceptions of your place. Copy and paste the tweet providing detail of the tweeter (e.g. 'Tweet from member of public'). If a photo is included, describe the photo.

4. Review 'latest' tweets

Click on 'Latest' tab and scroll down results to ascertain if any recent tweets are relevant/useful for inclusion.

2

Twitter

Template for Twitter research findings (duplicate this slide if required)

| Tweet | Tweeter | Notes <i>What's good? What's missing or needs improving?</i> |
|-----------|---------------------|---|
| Copy here | e.g. local resident | |
| Copy here | e.g. tourist | |
| | | |
| | | |
| | | |
| | | |
| | | |

Online place marketing

Place marketing websites (e.g. Visit...[place name]) provide a source of information and brand building for visitors and other stakeholders thinking of investing time or resources in a place.

If you work within a local authority, it's likely that you'll run such a site where it exists, or have close links to the organisation(s) that does. However, it's useful to research what search engines provide when looking for information on your place.

The latest winner of UK High Street of the Year, [Treorchy](#) in South Wales, was noted for its development of a strong online presence showcasing local food, retail and activities, which independents and smaller businesses could be listed on.

3

Visit...

Online place marketing

1. Go to Google and search “visit <place name>” (e.g. Visit Prestwich)

2. Does the place have one or more of the following:

- a marketing website
- a section or pages within a larger place’s website (e.g. Prestwich is mentioned on Visit Bury’s Website)

3. If a marketing site does exist:

- reflect on whether it represents the place and its offer in a way that is of interest to local people AND potential visitors
- is it ‘placeful’ – does it show what is special, unique, does it tell a compelling story?
- are there activities and attractions missing?
- does the photography and other branding likely to make locals proud or visitors want to visit?

4. If pages exist within a larger visit... site:

- is the place easy to find, and signposted from the homepage and its search listing?
- can the place be found with a site search or 2 to 3 clicks from the homepage?

3

Visit...



<https://www.highstreetstaskforce.org.uk>

in  @HighStreetsTF