WIRKSWORTH HERITAGE CENTRE

RESIDENTS SURVEY 2021

The new Wirksworth Heritage Centre opened its doors in the summer of 2018. We want to find out more about what local residents think about the local area, their community and the new Wirksworth Heritage Centre. We would really appreciate it if you could answer a few questions – it will only take a few minutes to complete.

Enter the prize draw! **Two lucky winners** will **each**

win cake and a hot drink, plus a copy of our new souvenir Guide Book

# **ABOUT WIRKSWORTH HERITAGE CENTRE**

The new Wirksworth Heritage Centre is situated in a three-storey town house building in St John Street. It is the result of a £1.6m redevelopment project – supported by the National Lottery Heritage Fund – which created a new venue for Wirksworth’s heritage centre.

The new building has exhibitions, a museum collection, a studio and meeting room, a shop and a new café named after the Webster family who kindly bequeathed us the building in 2012. Exhibitions and displays illustrate Wirksworth’s long history and our museum rooms include spaces for temporary exhibitions, and we also borrow items from other museum collections to display on a regular basis. The studio is large enough and equipped to accommodate visiting groups and school trips.

The centre has also been the base for a big programme of new heritage, learning and cultural events and activities over the last few years. This has helped to attract thousands of new visitors to Wirksworth, widening the economic impact of our project amongst local shops and tradespeople.

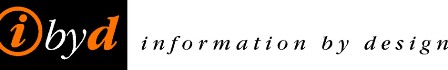
Volunteers support the management of the heritage centre and the delivery of the organisation’s activities.

A programme of events and activities bring collection alive for local people, schools and visitors.

We are doing this survey to help us to monitor our impact on the town and to make sure that we take the views of local people into account.

We are being helped to do this by Information by Design, who are a research company and members of the Market Research Society. Please be assured that we will treat your data confidentially and in line with the Data Protection Act. You can see our data privacy policy on our website.

|  |  |
| --- | --- |
| [Image result for website icons](https://www.bing.com/images/search?view=detailV2&ccid=/db1FnfK&id=D8BB0C98A66E0DC61B855E1C205493941DEF1542&thid=OIP._db1FnfKMG-9r5JisJIk4AHaHa&q=website+icons&simid=608036778475783615&selectedIndex=0) | http://wirksworthheritage.co.uk |
| Image result for twitter logo | https://twitter.com/wirks\_heritage |
| [Image result for facebook logo](https://www.bing.com/images/search?view=detailV2&ccid=4e08eduq&id=F9EB5758A57BA16959585B850183E91DBE7BB5A8&thid=OIP.4e08eduq7xVDyFeDlpF8wAHaE_&q=facebook+logo&simid=608008079506866267&selectedIndex=0) | https://www.facebook.com/WirksworthHeritageCentre/ |
| https://www.edigitalagency.com.au/wp-content/uploads/instagram-logo-png-transparent-background.png | https://www.instagram.com/wirks\_heritage/ |



**ABOUT THE WIRKSWORTH AREA**

The following questions ask about the local area, how you feel about the new Wirksworth Heritage Centre and then some questions about you. Please follow the instructions on the questions carefully.

1. How much do you agree or disagree with the following statement? ***Please tick ✔ one box on each line***

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly  agree | Agree | Neither agree  nor disagree | Disagree | Strongly  disagree |
| This is a good place to live | 🖵1 | 🖵2 | 🖵3 | 🖵4 | 🖵5 |
| I am proud to live in the Wirksworth area | 🖵1 | 🖵2 | 🖵3 | 🖵4 | 🖵5 |

1. How much would you say this area has changed in the last year as a place to live? Would you say this area is: ***Please tick ✔ one box***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| A lot better | A little better | Neither better nor worse | A little worse | A lot worse |
| 🖵1 | 🖵2 | 🖵3 | 🖵4 | 🖵5 |

1. How strongly do you feel that you belong to your local area? Would you say: ***Please tick ✔ one box***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Very strongly | Fairly strongly | Not very strongly | Not at all strongly | Don’t know |
| 🖵1 | 🖵2 | 🖵3 | 🖵4 | 🖵5 |

1. Would you say this neighbourhood is a place where neighbours look out for each other? ***Please tick ✔ one box***

|  |  |  |
| --- | --- | --- |
| Yes | No | Don’t know |
| 🖵1 | 🖵2 | 🖵3 |

1. If you were talking to someone **not from Wirksworth**, which of the following phrases best describes how you would talk about the town. Would you say: ***Please tick ✔ one box***

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| I would speak highly without being asked | I would speak highly if asked | I would be neither  positive nor critical | I would be critical if asked | I would be critical without being asked | None of  these |
| 🖵1 | 🖵2 | 🖵3 | 🖵4 | 🖵5 | 🖵6 |

**ABOUT HISTORY, HERITAGE and THE ARTS**

1. In the 12 months before COVID-19, did you visit any of these places? ***Please tick ✔ all that apply***

|  |  |
| --- | --- |
| A museum | 🖵1 |
| An art gallery | 🖵1 |
| A theatre | 🖵1 |
| A city or town with historic character | 🖵1 |
| A historic building open to the public (non-religious) | 🖵1 |
| A historic park or garden open to the public | 🖵1 |
| A place connected with industrial history (e.g. an old factory, dockyard or mine) or historic transport system (e.g. an old ship or railway) | 🖵1 |
| A historic place of worship attended as a visitor (not to worship) | 🖵1 |
| A monument such as a castle, fort or ruin | 🖵1 |
| A site connected with sports heritage (e.g. Wimbledon) (not visited for the purposes of watching sport) | 🖵1 |
| A site of archaeological interest (i.e. Roman villa, ancient burial site) | 🖵1 |
| None of these | 🖵1 |

1. How do you rate your level of knowledge about Wirksworth's heritage and history, on a scale of 0 to 5, where 0 is very low and 5 is very high? ***Please tick ✔ one box on each line***
   * + - **Heritage** - this means valued objects and qualities such as historic buildings and cultural traditions that have been passed down or preserved from previous generations.
       - **History** - this means past events connected with a particular person or thing.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Very Low |  |  |  |  | Very High |
|  | 0 | 1 | 2 | 3 | 4 | 5 |
| a) Heritage | 🖵1 | 🖵2 | 🖵3 | 🖵4 | 🖵5 | 🖵6 |
| b) History | 🖵1 | 🖵2 | 🖵3 | 🖵4 | 🖵5 | 🖵6 |

1. Thinking about the following parts of Wirksworth's history and heritage how much knowledge do you have of each, on a scale of 0 to 5 where 0 is no knowledge at all, and 5 is a high level of knowledge? ***Please tick ✔ one box on each line***

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | No  knowledge |  |  |  |  | High  knowledge |
|  | 0 | 1 | 2 | 3 | 4 | 5 |
| Geology and geography of the area | 🖵1 | 🖵2 | 🖵3 | 🖵4 | 🖵5 | 🖵6 |
| The story of Wirksworth people, and how their lives have been influenced through the changing industries of lead mining, quarrying, textiles | 🖵1 | 🖵2 | 🖵3 | 🖵4 | 🖵5 | 🖵6 |
| The impact of global events including the two Great Wars | 🖵1 | 🖵2 | 🖵3 | 🖵4 | 🖵5 | 🖵6 |
| The influence of lead mining and quarrying on the shaping of the town | 🖵1 | 🖵2 | 🖵3 | 🖵4 | 🖵5 | 🖵6 |
| Well dressing and traditional celebrations | 🖵1 | 🖵2 | 🖵3 | 🖵4 | 🖵5 | 🖵6 |
| The recent regeneration of Wirksworth as a centre for culture and the arts | 🖵1 | 🖵2 | 🖵3 | 🖵4 | 🖵5 | 🖵6 |

1. In the 12 months before COVID-19, did you go to any of the following? ***Please tick ✔ all that apply***

|  |  |
| --- | --- |
| Film at a cinema or other venue | 🖵1 |
| Exhibition or collection of art, photography or sculpture | 🖵1 |
| Craft exhibition (not crafts market) | 🖵1 |
| Event which included video or electronic art | 🖵1 |
| Event connected with books or writing | 🖵1 |
| Street arts (art in everyday surroundings like parks, streets or shopping centres) | 🖵1 |
| Play/drama/pantomime/musical/opera/operetta | 🖵1 |
| Classical music performance/jazz performance/other live music event | 🖵1 |
| Ballet/contemporary dance/African people’s /South Asian /Chinese dance/other live dance event | 🖵1 |
| Culturally specific festival (for example, Mela, Baisakhi, Navrati) | 🖵1 |
| None of these | 🖵1 |

**ABOUT WIRKSWORTH HERITAGE CENTRE**

1. Before today, had you heard of the Wirksworth Heritage Centre? ***Please tick ✔ one box***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Yes, definitely | Yes, possibly | No, possibly not | No, definitely not | Don’t know |
| 🖵1 | 🖵2 | 🖵3 | 🖵4 | 🖵5 |

1. Before today, had you seen this logo representing the Wirksworth Heritage Centre?

***Please tick ✔ one box***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Yes, definitely | Yes, possibly | No, possibly not | No, definitely not | Don’t know |
| 🖵1 | 🖵2 | 🖵3 | 🖵4 | 🖵5 |

1. Before today, had you heard anything about the new centre on any of the following? ***Please tick ✔ all that apply***

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Newspaper | Radio | Local TV | Information through the door | Facebook | Twitter | Instagram | Other |
| 🖵1 | 🖵1 | 🖵1 | 🖵1 | 🖵1 | 🖵1 | 🖵1 | 🖵1 |

1. Have you ever visited the new Wirksworth Heritage Centre? ***Please tick ✔ one box***

|  |  |  |
| --- | --- | --- |
| Yes | No | Don’t know |
| 🖵1 | 🖵2 | 🖵3 |

1. Did you ever visit the previous Wirksworth Heritage Centre in the Old Silk Mill or ‘Webster’s’? ***Please tick ✔ one box on each line***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Yes |  | No | Don’t know |
| The Old Silk Mill | 🖵1 |  | 🖵2 | 🖵3 |
| Webster's | 🖵1 |  | 🖵2 | 🖵3 |
|  |  |  |  |  |
|  | ***Please go to Q15*** |  | ***Please go to Q16*** | |

1. ***If you answered ‘yes’ to Q13 and ‘yes’ to either option in Q14****, w*ould you say that the new Heritage Centre is better or worse than the old one? ***Please tick ✔ one box***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| A lot better | A little better | Neither better nor worse | A little worse | A lot worse |
| 🖵1 | 🖵2 | 🖵3 | 🖵4 | 🖵5 |

1. What difference do you think that the new Wirksworth Heritage Centre has made to the town of Wirksworth? Would you say that it has make it: ***Please tick ✔ one box***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| A lot better | A little better | Neither better nor worse | A little worse | A lot worse |
| 🖵1 | 🖵2 | 🖵3 | 🖵4 | 🖵5 |

1. Would you say that the new Wirksworth Heritage Centre has made Wirksworth a better or worse place for: ***Please tick ✔ one box on each line***

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | A lot better | A little better | Neither better nor worse | A little worse | A lot worse |
| Visitors and tourists | 🖵1 | 🖵2 | 🖵3 | 🖵4 | 🖵5 |
| Local businesses | 🖵1 | 🖵2 | 🖵3 | 🖵4 | 🖵5 |

1. How much do you agree or disagree that the new Wirksworth Heritage Centre: ***Please tick ✔ one box on each line***

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Strongly  Agree | Agree | Neither agree  nor disagree | Disagree | Strongly  Disagree | Don’t  know |
| Helps to make this a good place to live | 🖵1 | 🖵2 | 🖵3 | 🖵4 | 🖵5 | 🖵6 |
| Helps to make this area look attractive | 🖵1 | 🖵2 | 🖵3 | 🖵4 | 🖵5 | 🖵6 |
| Provides me with a peaceful place to relax | 🖵1 | 🖵2 | 🖵3 | 🖵4 | 🖵5 | 🖵6 |
| Is a place where there is lots going on | 🖵1 | 🖵2 | 🖵3 | 🖵4 | 🖵5 | 🖵6 |
| Provides me with an important connection to this area‘s history | 🖵1 | 🖵2 | 🖵3 | 🖵4 | 🖵5 | 🖵6 |
| Is a good place to meet friends | 🖵1 | 🖵2 | 🖵3 | 🖵4 | 🖵5 | 🖵6 |
| Is easy for me to visit if I want to | 🖵1 | 🖵2 | 🖵3 | 🖵4 | 🖵5 | 🖵6 |
| Is a place I feel safe visiting during the day | 🖵1 | 🖵2 | 🖵3 | 🖵4 | 🖵5 | 🖵6 |
| Is a place I feel safe visiting at night | 🖵1 | 🖵2 | 🖵3 | 🖵4 | 🖵5 | 🖵6 |
| Is important in making this part of the country special | 🖵1 | 🖵2 | 🖵3 | 🖵4 | 🖵5 | 🖵6 |
| Is a place I will feel proud of | 🖵1 | 🖵2 | 🖵3 | 🖵4 | 🖵5 | 🖵6 |

1. How likely or unlikely would you say that **you personally** are to use the following facilities in the new Heritage Centre? ***Please tick ✔ one box on each line***

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Very Likely | Fairly Likely | Neither likely  nor unlikely | Fairly Unlikely | Very Unlikely |
| Café | 🖵1 | 🖵2 | 🖵3 | 🖵4 | 🖵5 |
| Museum | 🖵1 | 🖵2 | 🖵3 | 🖵4 | 🖵5 |
| Meeting rooms | 🖵1 | 🖵2 | 🖵3 | 🖵4 | 🖵5 |
| Studio (for larger groups) | 🖵1 | 🖵2 | 🖵3 | 🖵4 | 🖵5 |
| Exhibition space | 🖵1 | 🖵2 | 🖵3 | 🖵4 | 🖵5 |

1. Does the annual entrance fee of £5 to visit the exhibitions at the new centre deter you or encourage you to visit? Note that visiting the café area does not incur a charge. ***Please tick ✔ one box***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Encourage  me a lot | Encourage  me a little | Neither encourage  nor discourage me | Discourage  me a little | Discourage  me a lot |
| 🖵1 | 🖵2 | 🖵3 | 🖵4 | 🖵5 |

1. How likely or unlikely would you be to recommend the new Wirksworth Heritage Centre to a friend or family member on a scale of 0 to 10 where 0 is ‘not recommend at all’ and 10 is ‘recommend very highly? ***Please tick ✔ one box***

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Not at all |  |  |  |  |  |  |  |  |  | Very highly |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 🖵1 | 🖵2 | 🖵3 | 🖵4 | 🖵5 | 🖵6 | 🖵7 | 🖵8 | 🖵9 | 🖵10 | 🖵11 |

**SHARING SKILLS AND KNOWLEDGE**

We would like to know more about what skills and knowledge there are in the area. This might be skills you have from your job, knowledge of a subject, or something you do as a hobby such as a craft or playing an instrument.

1. Do you have any skills or knowledge that you would like to share with others in the community? ***Please tick ✔ one box***

|  |  |  |  |
| --- | --- | --- | --- |
| Yes |  | No | Don’t know |
| 🖵1 |  | 🖵2 | 🖵3 |
|  |  |  |  |
| ***Please go to Q23*** |  | ***Please go to Q24*** | |

1. ***If you answered ‘yes’ in Q22***, what would you like to share? ***Please write in the box***

|  |
| --- |
|  |

1. To what extent would you like to be involved in helping out at the new Wirksworth Heritage Centre? ***Please tick ✔ one box***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| A lot | A little |  | Not at all | Don’t know |
| 🖵1 | 🖵2 |  | 🖵3 | 🖵4 |
|  |  |  |  |  |
| ***Please go to Q25*** | |  | ***Please go to Q26*** | |

1. ***If you answered ‘a lot’ or ‘a little’ in Q23***, how would you like to get involved? Would it be: ***Please tick ✔ one box***

|  |  |
| --- | --- |
| Helping out regularly, perhaps a bit of time each week | 🖵1 |
| Helping out a couple of times a month | 🖵2 |
| Helping out a few times a year | 🖵3 |
| Helping once a year, with a particular project or event | 🖵4 |
| I’m already involved in Wirksworth Heritage Centre | 🖵5 |

**ABOUT YOU**

The next questions are about you. This will help us to make sure that we have the right balance of people responding to the survey. We are also asking some of the questions we want to use to measure our impact in the future. Just a reminder that we won’t pass these details on to anyone else and will only use them for the purpose of the research.

1. Are you: ***Please tick ✔ one box***

|  |  |  |  |
| --- | --- | --- | --- |
| Male | Female | Transgender | Other |
| 🖵1 | 🖵2 | 🖵3 | 🖵4 |

1. Which of the following age bands do you fall into? ***Please tick ✔ one box***

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 16-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ |
| 🖵1 | 🖵2 | 🖵3 | 🖵4 | 🖵5 | 🖵6 | 🖵7 |

1. How many people live in your household in total including yourself? ***Please enter the total number adults aged 18 or over and children aged under 18***

|  |  |  |
| --- | --- | --- |
| Number of adults  (18 and over) |  | Number of children (under 18) |
|  |  |  |

1. Does your household own or rent the accommodation you live in? ***Please tick ✔ one box***

|  |  |
| --- | --- |
| Owns outright | 🖵1 |
| Owns with a mortgage or loan | 🖵2 |
| Pays part rent and part mortgage (shared ownership) | 🖵3 |
| Rents | 🖵4 |
| Lives here rent free | 🖵5 |

1. Which of these activities best describes what you are doing at present? ***Please tick ✔ one box***

|  |  |  |  |
| --- | --- | --- | --- |
| Employee in full-time job (30 hours plus per week) | 🖵1 | Unemployed and available for work | 🖵6 |
| Employee in part-time job (under 30 hours per week) | 🖵2 | Permanently sick/disabled | 🖵7 |
| Self-employed full or part-time | 🖵3 | Wholly retired from work | 🖵8 |
| On a government supported training programme | 🖵4 | Looking after the home | 🖵9 |
| Full-time education at school, college or university | 🖵5 | Doing something else | 🖵10 |

1. Which of the following describes the sort of work you do/did. If you are not working now, please tick a box to show what you did in your last job. ***Please tick ✔ one box***

|  |  |
| --- | --- |
| Modern professional occupations such as: teacher – nurse – physiotherapist – social worker – welfare officer – artist– musician – police officer (sergeant or above) – software designer | 🖵1 |
| Clerical and intermediate occupations such as: secretary – personal assistant – clerical worker – office clerk – call centre agent – nursing auxiliary – nursery nurse | 🖵2 |
| Senior managers or administrators (usually responsible for planning, organising and co-ordinating work, and for finance) such as: finance manager – chief executive | 🖵3 |
| Technical and craft occupations such as: motor mechanic – fitter – inspector – plumber – printer – tool maker – electrician – gardener – train driver | 🖵4 |
| Semi-routine manual and service occupations such as: postal worker – machine operative – security guard – caretaker – farm worker – catering assistant – receptionist – sales assistant | 🖵5 |
| Routine manual and service occupations such as: HGV driver – van driver – cleaner – porter – packer – sewing machinist – messenger – labourer – waiter/waitress – bar staff | 🖵6 |
| Middle or junior managers such as: office manager – retail manager – bank manager – restaurant manager – warehouse manager – publican | 🖵7 |
| Traditional professional occupations such as: accountant – solicitor – medical practitioner – scientist – civil/mechanical engineer | 🖵8 |

1. Do you have any long-term illness, health problem or disability which limits your daily activities or the work you can do? ***Please tick ✔ one box***

|  |  |  |  |
| --- | --- | --- | --- |
| Yes | 🖵1 | No | 🖵2 |

1. What is your postcode? ***Please write in the box***

|  |
| --- |
|  |

1. Which of the following best describes your ethnic origin? ***Please tick ✔ one box***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **White** |  |  | **Asian or Asian British** |  |
| British | 🖵1 |  | Bangladeshi | 🖵9 |
| Irish | 🖵2 |  | Indian | 🖵10 |
| Any other White background | 🖵3 |  | Pakistani | 🖵11 |
|  |  |  | Any other Asian background | 🖵12 |
| **Mixed** |  |  | **Black or Black British** |  |
| White and Asian | 🖵4 |  | African | 🖵13 |
| White and Black African | 🖵5 |  | Caribbean | 🖵14 |
| White and Black Caribbean | 🖵6 |  | Any other Black background | 🖵15 |
| Any other Mixed background | 🖵7 |  |  |  |
| **Chinese** |  |  |  |  |
| Chinese | 🖵8 |  | Any **other** ethnic background | 🖵16 |
|  |  |  | *(Please say below)* |  |
|  |  |  |  |  |

**PLEASE TURN OVER TO ENTER THE PRIZE DRAW AND TO LET US KNOW IF YOU WOULD LIKE TO BE KEPT INFORMED ABOUT THE WORK OF WIRKSWORTH HERITAGE CENTRE**

**ENTER THE PRIZE DRAW and KEEPING YOU INFORMED**

1. This question asks:

* If you would like to enter the prize draw
* If you would like us to let you know about the work we are doing at the Wirksworth Heritage Centre. We will occasionally send you information using your preferred method.
* If you are willing to help with our research in the future by letting us, or our evaluation partners, Information by Design (IbyD) contact you. We will occasionally invite you to participate in surveys like this, or in other research such as discussion groups.
* Just to reassure you, we won’t pass your details on to any other organisation and will only use it for the things you have agreed we can (by ticking the box). ***Please tick ✔ ‘yes’ or ‘no’ on each line***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Please enter me in the prize draw | Yes | 🖵1 | No | 🖵2 |
| Please let me know about the work of the WHC in the future | Yes | 🖵1 | No | 🖵2 |
| Please contact me about other research from WHC or IbyD | Yes | 🖵1 | No | 🖵2 |

1. ***If you ticked ‘yes’ to any of the three options above***, please give your contact details below.

|  |  |
| --- | --- |
| Name |  |
| Address |  |
| Postcode |  |
| Telephone number |  |
| Email address |  |
| Which of these can we use to contact you? | Email 🖵 Text 🖵 Post 🖵 |

1. Do you require materials in large print, or need a hearing loop? ***Please tick ✔ all that apply***

|  |  |  |  |
| --- | --- | --- | --- |
| Large print | 🖵1 | Hearing loop | 🖵1 |

1. If you would like to make any other comments, please write them in the box below.

|  |
| --- |
|  |

**THANK YOU FOR COMPLETING THE SURVEY.**

Remember, all the information you give is completely confidential and your   
individual details will only be used for the purposes of the research.

**PLEASE HAND THIS BACK TO THE PERSON WHO GAVE IT TO YOU, SEND IT BACK TO INFO@WIRKSWORTHHERITAGECENTRE.ORG OR POST IT BACK TO WIRKSWORTH HERITAGE CENTRE, 31 ST JOHN STREET, WIRKSWORTH, DERBYSHIRE, DE4 4DS.**