

The Tattershall Church, Castle,  
Community, Heritage and Habitat Project;  
Living, Learning and Growing Together

# Consultation Report

October 2019



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## Introduction

Holy Trinity Church Tattershall together with Tattershall Castle and partnership with Heritage Lincolnshire to create a tourism plan. This plan needs to be informed by public consultation in order to be useful. To this end a consultation took place in July and August 2019 in which data has been collected using surveys. The survey was targeted towards tourists in the area and residents. Surveys were distributed in busy areas such as Holy Trinity Church, Tattershall Castle, the local Co-Op store and Tattershall Farm Park. These areas are frequented by both residents and tourists.

Boards were produced with some basic information about the area to encourage people to stop and engage with the surveys, and volunteers were on hand to ask people to fill out the forms. Forms were also left on tables at the café run in Holy Trinity Church throughout the survey period. To encourage engagement with a wide age range, sheets were also produced for people to draw their favourite thing about Tattershall or Coningsby.

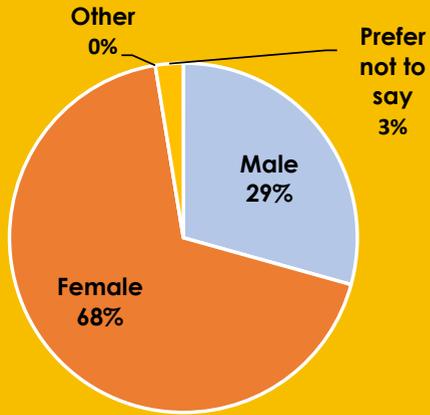
## Consultation aims

This consultation aimed to gather quantitative data such as gender, age, where they have travelled from and size of party. Understanding the demographics of who are most to least engaged, will determine advice given in the tourism plan.

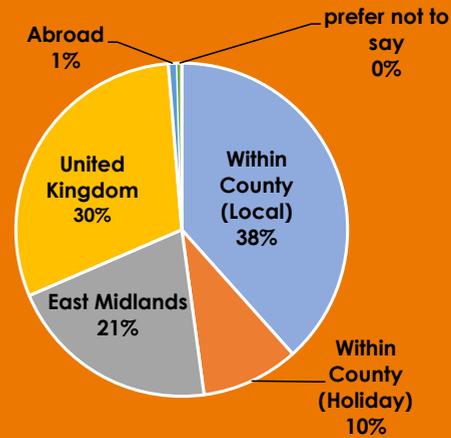
Other quantitative data included, 'primary reason for visiting the area', 'what they like about the area', 'improvements to be made in area', 'would they visit the area again' and 'how they found information about the area'. There were also boxes beneath these questions allowing those who participated in the survey to explain their reasoning or to make clear other reasoning which has not been included in the tick box sections of the questions. These answer boxes helped create new categories at the data imputing stage therefore creating clearer answers and trends.

This information will be used to create a tourism plan which hopes to drive visitors to stay longer and spend more money in the area. Other aims include creating partnerships which will enhance visitor experience and will overall boost the local economy.

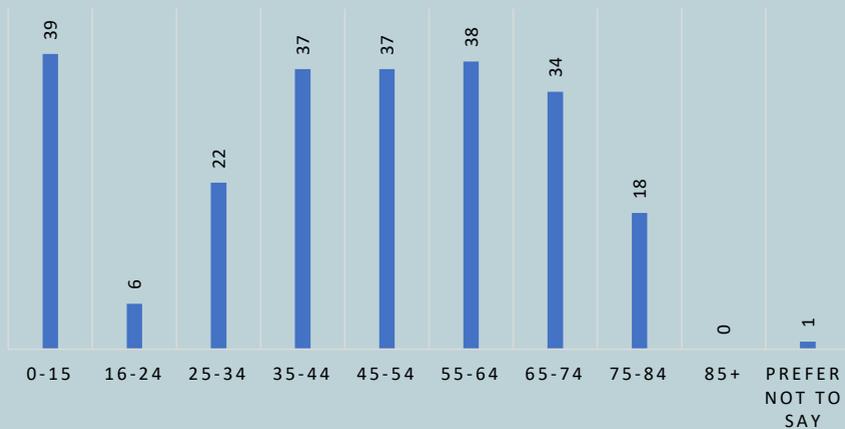
# GENDER

# TRAVELLING FROM

# AGE



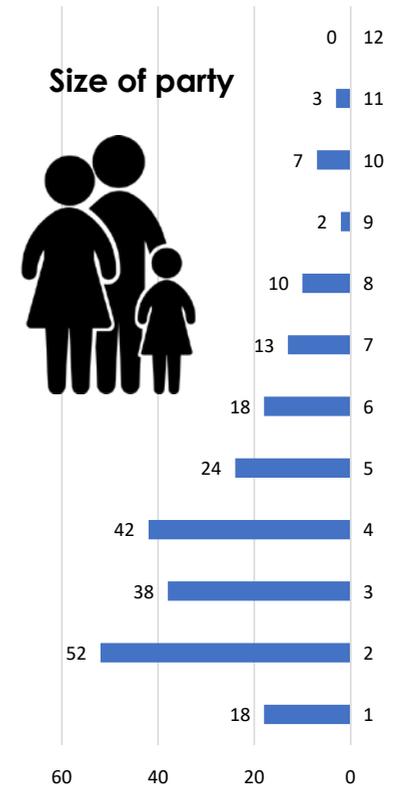
## Survey results

The most engaged survey takers were women at 68%, men at 29%, 3% of those who completed the survey preferred not to reveal their gender and no survey takers identified as other.

The most engaged ages were 0-15-year olds (39), 55-64 year olds (38), 35-44 (37) and 55-64 year olds (37). The least engaged ages were 85+ (0), 16-24 year olds (6) 25-34 years olds (22). Further research should be made to identify what the least engaged age groups think should be improved in the area and what they like about the area. This will then be a starting point on how to attract those who are less engaged.

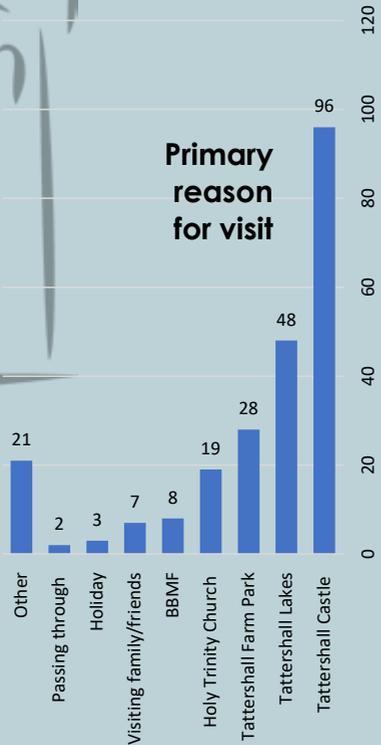
The most engaged visitors are from Lincolnshire (local) at 38% a further 30% have travelled to the area from across the United Kingdom and 21% of participants have travelled from across the East Midlands. The least engaged visitors at 10% are from the county but are on holiday in the area, 1% come from abroad and no participants marked prefer not to say.

As part of the survey contributors were asked about the size of party they were travelling with. 52 participants were in a party of 2; this was the highest number. Other popular party sizes were groups of 4, 3, 5, 6 and 1. Less common party sizes included groups of 8, 9, 10 and 11. Most participants travelled within smaller group from 1 to 6. Bigger groups were less common and ranged from groups of 8 to 11 and there were no groups higher than 11.



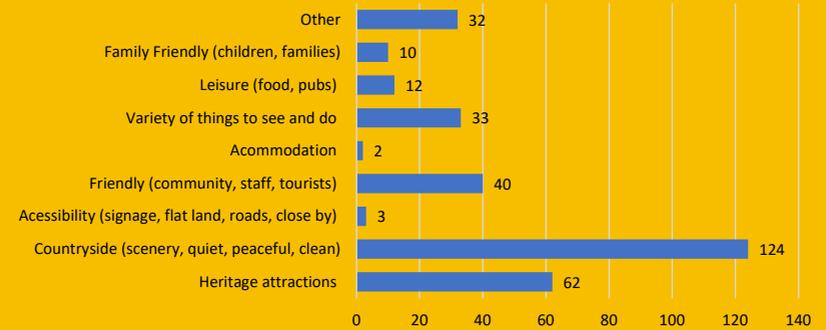


### Primary reason for visit



The most popular reason for visiting the area is Tattershall Castle. 96 participants were in the area to visit the castle, which corresponds with Trip Advisers top attraction in the area. Other popular reasons for visiting the area include Tattershall Lakes, Tattershall Farm Park, reasons and Holy Trinity Church. Less popular reasons for visiting are as follows; Battle of Britain Memorial Flight, visiting family and friends, on holiday and passing through. This data might have discrepancies as those who visited Tattershall Lakes may have stayed at the lake and were there on holiday. The locations of where surveys were distributed may also have effected this, as more were filled out at the church than any other site.

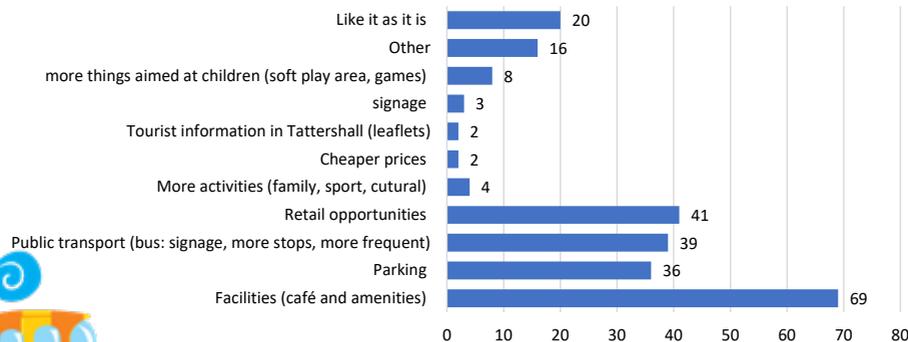
### What do you like about the area



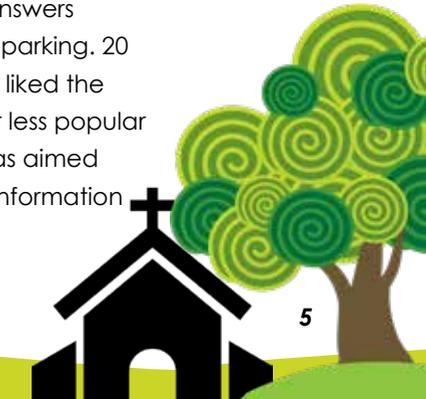
Participants were asked what they liked about the area, the feedback was positive and gave a greater insight as to why people visited. 124 participants liked the area for its rural setting and landscape, people had different reasons however they were grouped into 'countryside' as this is what they related to. Peoples answers included scenery, peacefulness, greenery, trees, nature, clean surrounding and quietness. Other popular reasons were the Heritage attractions in the

area including Tattershall Castle, Holy Trinity Church, Battle of Britain Memorial Flight and Dogdyke Pumping Station. Many contributors liked the friendliness and welcome they received when visiting the area, visitors found there was a range of things to see and do and 'other' likes about the area were recorded. Other less popular things that people liked about the area were 'Leisure', which included food and pubs, family friendly, accessibility and accommodation.

### What would you like to see improved in the area



Participants were asked what they would like to see improved in the area, the most popular answer was facilities which included cafés, public restrooms. Other popular answers included retail opportunities, public transport and parking. 20 people who contributed to the survey stated they liked the area 'as it is' which was a positive response. Other less popular answers included, more activities and or play areas aimed at children, more activities for all, signage, tourist information including leaflets and cheaper prices.





# Comments received in the key qualitative questions included:

## What do you like about the area?

**“The history, friendly  
people and lovely pubs”**

“The country feel, very family  
orientated”

“It’s fun and interesting”

“Very beautiful and well looked after”

“Very flat, full of history, nice people”



## What would you like to see improved in the area?

**“One flyer which tells me  
what I could do in a day”**

“Public toilets”

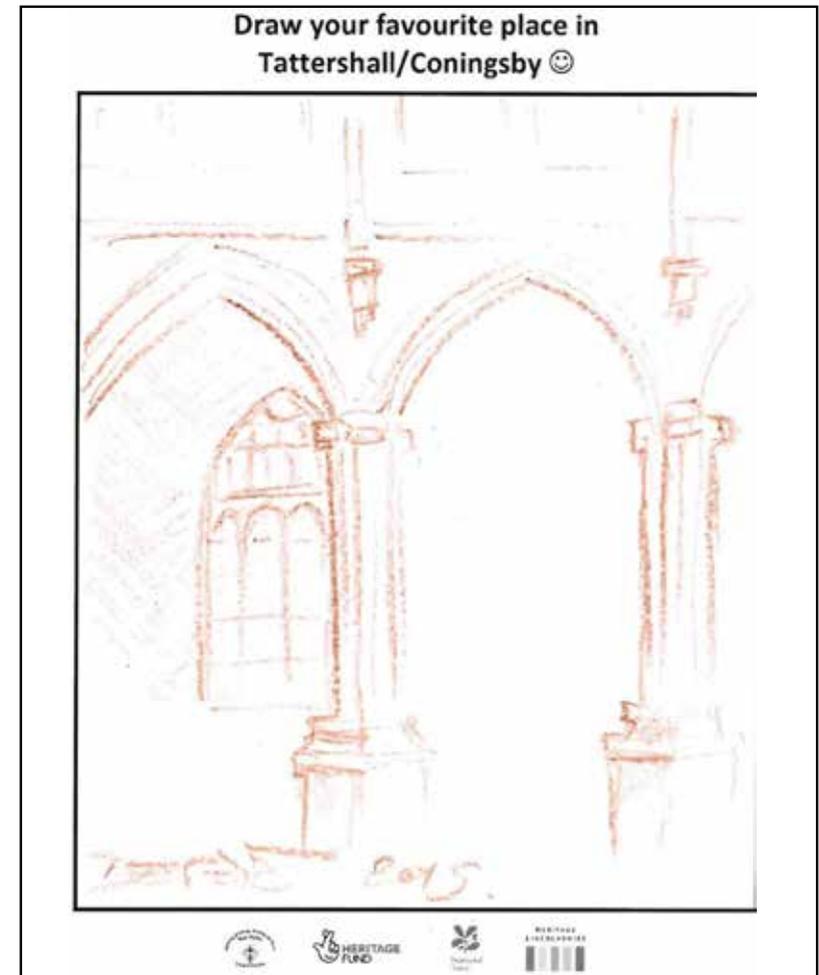
“Village shops”

“Play areas”

“Local area seems to be equipped for  
basic requirements. Parking is a little  
chaotic at times. Access to attractions is  
pricey for some families to enjoy”

## Drawn engagement

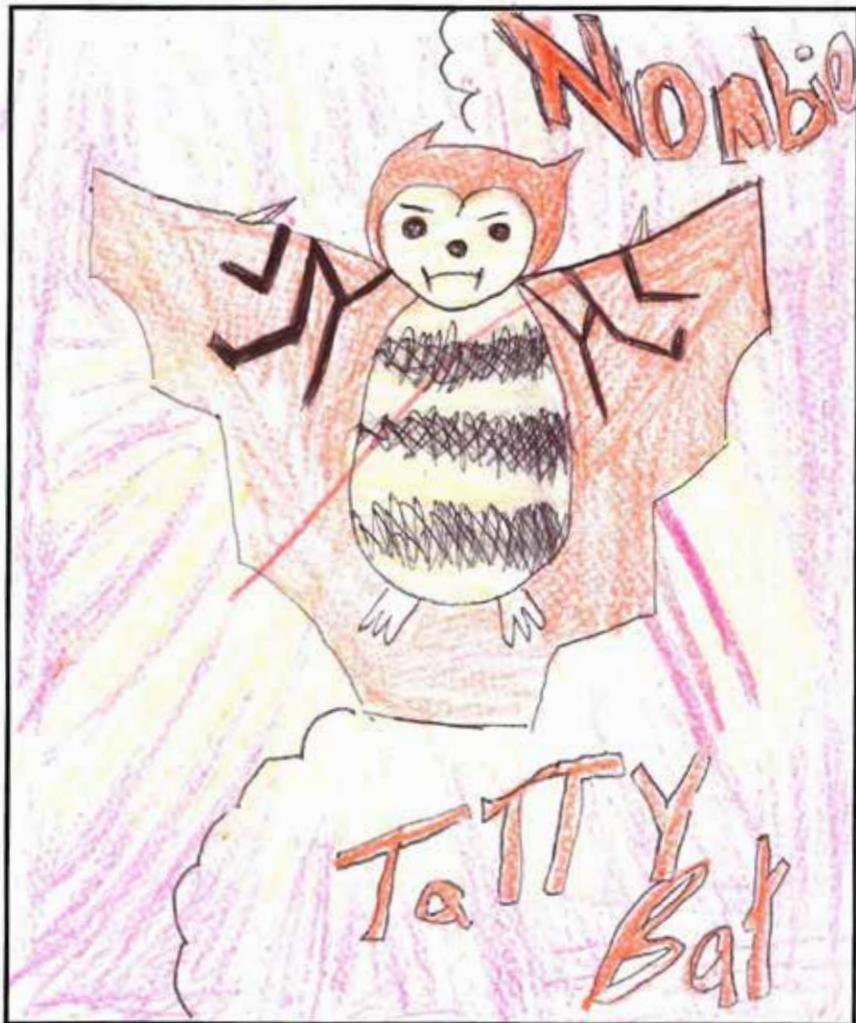
A small selection of drawings carried out over the course of the consultation are included below. Most drawings were from children, however adults also got involved in the activity.



Inside of Holy Trinity Church

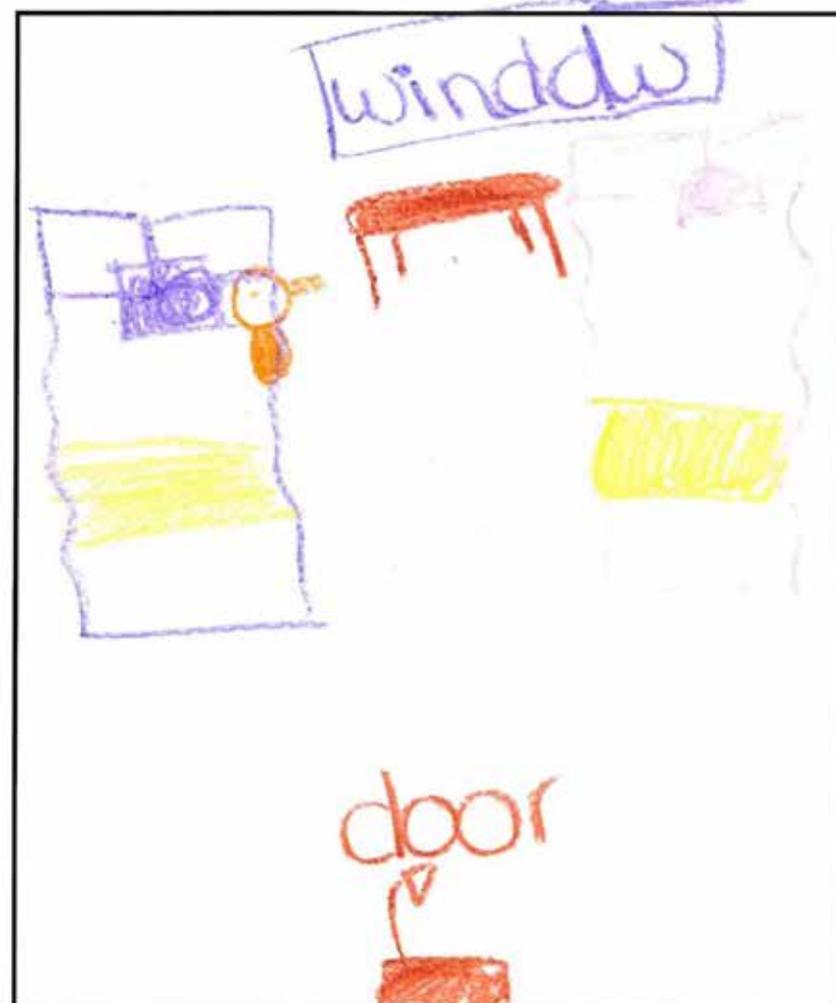
Max

Draw your favourite place in  
Tattershall/Coningsby ☺



Picture drawn inside Holy Trinity of the 'Tatty Bat'

Draw your favourite place in  
Tattershall/Coningsby ☺



Picture of a young girl's accommodation at Tattershall Lakes

## Draw your favourite place in Tattershall/Coningsby ☺



Tattershall Castle, which was the most popular choice for drawings

## Conclusions

Overall there were 233 participants who took part in the survey, however there were some answers left blank which meant that the data sets for some questions are of different sizes. The data is positive as it has allowed trends to be identified across all of the questions asked. Using the trends that have been found from the data, suggestions can be made on how to apply this information when attracting visitors and engaging with the local community.

### **Recommendations to take forward to plan development:**

- When looking at where people travelled from it was evident that marketing/advertising should be aimed across the county and the United Kingdom in general.
- The most engaged party sizes were small groups ranging from 2-5 however bigger group were less engaged. It could be beneficial to offer accommodation that is suited to bigger parties.
- The most popular methods for seeking information before visiting Tattershall are word of mouth, social media (mainly FaceBook), National Trust (website, book, app), visited before and Visit Lincoln website. These channels in

which people seek out information should be kept up to date as much as possible. Joined-up use of social media through one local page or cross promotional should be explored.

- Participants were asked what improvements they would like to see made in the area. 69 of those who partook ticked facilities which included cafes, toilet and amenities. This is where partnerships will be vital to offer these services to the community and tourists in the area. This also applies to retail opportunities.
- Other improvements which were popular included public transport and parking. Those who ticked public transport said that they would like clearer signage at bus stops, more frequent buses and more bus stops in the area. If some or all these improvements could be made it would have a greater impact on the community and tourists in the area. Discussions with local authorities about those issues would be beneficial.
- Those who opted for improved parking suggested clearer signage. Joined up marketing and day-visit offers may allow for a revision of signage which is both in-keeping with the aesthetic of the village and helpful for visitors.

## Appendix i: Survey Form

### The Tattershall Church, Castle, Community, Heritage and Habitat

#### Project: Living, Learning and Growing Together

**Question 1:** Are you? Male  Female  Other  Prefer not to say

**Question 2:** Age (please tick appropriate box)

0 – 15  16 – 24  25-34  35-44  45 – 54  55 – 64   
65 – 74  75 – 84  85+

**Question 3:** Where have you travelled from?

Within the County (local)  Within county (for holiday)

East Midlands  United Kingdom  Abroad

**Questions 4:** What is the size of the party you are travelling with today?

**Question 5:** What is your primary reason for visiting the area?

Tattershall Castle  Battle of Britain Memorial Flight (BBMF)

Holy Trinity Church  Tattershall Lakes  Tattershall Farm Park

Other:

**Question 6:** What do you like about the area?

PTO

**Question 7:** What would you like to see improved in the area?

Facilities (café and amenities)  Parking  Public transport   
Retail opportunities

Other:

**Question 8:** Would you visit the area again? YES / NO (Please Circle)

If not, why?

**Question 9:** Did you seek out any information before visiting the area?

Visit Lincoln website  Tourist information centre

Trip Advisor  Social media  Radio

Word of mouth  Newspaper/Magazine

Other please state:

Thank you for completing this questionnaire, the information you have provided goes towards improving tourism in the area.



## Appendix ii: Interpretation boards

# The Tattershall church, castle, community, heritage and habitat project: Living, learning and growing together

Tattershall is famed for its stunning 15<sup>th</sup> century architecture, the legacy of Ralph 3<sup>rd</sup> Baron of Cromwell who was Treasurer of England.

Conningsby is situated outside of Tattershall, the village takes its name from the Old Norse *Konungr* meaning 'King'.

There are many fun things to do in the area which reflect the use of the villages over time. Conningsby is home to the **Battle Of Britain Memorial Flight (BBMF)** a **Typhoon** and **fighter base**, with a mission to maintain the priceless artefacts of our national heritage in airworthy condition in order to commemorate those who have fallen in the service of this country. In Tattershall you can discover the Victorian gem of **Dogdyke Pumping Station**, as well as visitor attractions **Tattershall Lakes** and **Tattershall Farm Park**.



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# Tattershall Castle, College and Holy Trinity

Ralph de Cromwell inherited Tattershall Castle, his crumbling ancestral seat in 1430. He transformed the castle, the **Great Tower** (still standing today), the stables, kitchens and guardhouse.

**700,000 bricks** were used to build the castle. Early brick was only used on high status buildings and the castle has been described as the **finest piece of medieval brick work in England**.

Tattershall castle eventually fell into disrepair and in 1910 it was sold to an American consortium. The medieval fireplaces were ripped out and sold to an American collector.

**Lord Curzon of Kedleston** stepped in to save the castle. A nationwide hunt took place for the missing fireplaces, eventually being found in London they were returned back to their original home. The property was gifted to the **National Trust** and has remained open to visitors ever since.

The **3<sup>rd</sup> Baron of Cromwell** also built **Tattershall College** and **Holy Trinity Church**. The church was completed in 1480, and in its heyday there were 7 priests, 6 secular clerks and 6 choristers.

**Tom Thumb** the famed English folklore character is believed to be buried inside the church. His grave marker reveals that he died in 1620 at the age of 101.



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