
Shrewsbury Flaxmill Maltings Evaluation

Appendix A – Primary Research Summary

1. Introduction

AMION Consulting were commissioned by Historic England to undertake an evaluation of the Shrewsbury Flaxmill Maltings (SFM) project.

The first two buildings (Smithy and Stables) were converted in 2015 with a European Regional Development Fund (ERDF) grant and Historic England funding as part of a Stage 1 project. The Stage 2 project restored the Grade I listed Main Mill and Grade II listed Kiln, completed in 2023. This project is the core focus for this evaluation.

This restoration was unlocked by **£20.7 million of investment from The National Lottery Heritage Fund** – one of the largest single awards ever provided. When combined with Stage 1 investment and Stage 2 match-funding contributions from Historic England, Shropshire Council, and volunteer time, the **total eligible project cost supported by The National Lottery Heritage Fund amounts to £30.0 million**. There were additional project costs from Historic England in-kind staff time and operational costs of £3.6 million. The overall investment has transformed the site, bringing it back into productive use, and saved a unique building for the nation. The project has created an interpretation space, cafe and offices alongside enhanced outdoor area around the site.

The aim of this commission is to deliver an evaluation of the Shrewsbury Flaxmill Maltings project that assesses The National Lottery Heritage Fund outcomes and provides valuable learning for stakeholders. Delivering a research-based evaluation is a natural step for a Heritage Fund project of this scale and standing. As part of this, we applied a mixed-method approach consisting of primary data collection, secondary data collection, and social cost benefit analysis including a bespoke contingent valuation survey.

This appendix has been produced to provide **a summary of the primary research approaches** used within the evaluation, namely:

- Stakeholder consultations
- Visitor surveys
- Contingent valuation study

The key findings from the surveys and consultations informed the assessments in **Section 3 Project Performance** of the Final Evaluation Report, as well as **Section 5 Delivery and Management**.

The key findings from the bespoke contingent valuation survey informed the calculations in **Section 4 Value for Money Assessment** of the Final Evaluation Report.

2. Consultations

Overview

We used a comprehensive stakeholder consultation process to inform the final evaluation of the Shrewsbury Flaxmill Maltings project. The consultations were largely undertaken on Microsoft Teams, with some undertaken in-person during site visits. Some stakeholders were grouped into wider workshops if deemed appropriate.

Our team produced semi-structured Topic Guides for each group of stakeholders identified for engagement. Historic England and The National Lottery Heritage Fund project teams were provided with a copy of the draft semi-structured Topic Guides for review in advance of consultations.

The consultations were undertaken in line with **Market Research Society Code of Conduct**. The consultations were confidential and voluntary. Consultees were informed that any views they choose to share would be anonymised and they would not be named or otherwise identified. They were also informed that notes were being taken and that they could highlight anything particularly sensitive that they did not want to feature in our reporting. Lastly, our research team explained that their information would be used solely for the Evaluation Report, stored in line with AMION's code of conduct and GDPR policy, and destroyed once the final report is approved.

Key stakeholder groups

As part of the submission of the Method Report in June to September 2024, the following stakeholder groups were identified for consultation:

- SFM staff;
- Historic England project team and senior staff;
- The National Lottery Heritage Fund project consultants;
- Members of the Friends of the Flaxmill Maltings;
- Current volunteers;
- Businesses and partner organisations; and
- Occupying businesses.

A variety of individuals were identified for engagement within these stakeholder groups. The stakeholder groups, consultation process, and number of consultees in each group is presented in the table below. The consultations took place from August 2024 to March 2025.

Table 1: Primary Research Plan

Engagement group	Engagement method	Consultees (No.)
SFM Staff	MS Teams interviews	3
HE project team and senior staff	MS Teams interviews and workshops	12
The National Lottery Heritage Fund project consultants	MS Teams workshops	2
Members of the Friends of the Flaxmill Maltings	MS Teams interviews	5
Current volunteers	MS Teams and in person interviews	5
Businesses and partner organisations	MS Teams interviews	5
Occupying businesses	Telephone and in person interviews	4
Total	-	32

Topic Guides

As set out above, the Topic Guides were tailored to each stakeholder group to ensure the process was as effective as possible. However, the main topics covered across most consultations included:

- Individual's role, background and involvement with the project
- Opinion on the redevelopment
- What worked well and what could have been improved
- Historic England's relationship with the Friends¹
- Governance, management and delivery arrangements
- Collaboration with partner organisations
- Marketing of office space
- SFM's interaction with local community
- Perceptions of the town as a place to work, live and visit
- Main impacts and benefits
- Key learnings from the project
- How impacts and benefits could be maximized in the future

The findings from all stakeholders were collated to inform the main assessments within the Evaluation Report.

¹ This topic was only asked to relevant stakeholders such as Historic England, The National Lottery Heritage Fund, and Members of the Friends of the Flaxmill Maltings

3. Visitor Surveys

Overview

Visitor surveys were implemented to gather key data primarily for the outputs and outcomes assessment. The surveys explored how visitors engaged with Shrewsbury Flaxmill Maltings (SFM), what they valued about the site, and the difference the project made to their perceptions, knowledge, and intentions.

The visitor surveys were primarily conducted by Spirul, who have extensive experience of delivering similar projects with AMION. Spirul operates strict quality procedures, with all research conducted under Market Research Society codes of conduct. Interviewers wore photo ID badges and high-visibility tabards at all in-person events.

Survey templates were jointly developed by Spirul and AMION and approved by Historic England and The National Lottery Heritage Fund before fieldwork began.

Approach

Spirul undertook in-person surveys at the SFM Creates Festival, Halloween events, and on normal exhibition days over eight-month period (July 2024- February 2025). These were supplemented by QR code café visitor surveys, which captured additional feedback from visitors not reached through the exhibition exit survey.

The surveys focussed on:

- Individual's background including demographics and residence
- Engagement with heritage and Shrewsbury Flaxmill Maltings over previous 12 months
- Primary reason for visit
- Net promoter scores for the project
- Whether their visit has enhanced their knowledge about heritage
- Whether their visit has helped developed skills
- Whether their visit has changed their perceptions of heritage and the area
- Whether they felt safe during the visit
- Intention to visit Shrewsbury Flaxmill Maltings and Shrewsbury generally in the future
- Intention to engage with heritage in the future

In addition to these activities, **SFM had been collecting online survey responses from all ticket purchasers since its reopening in 2022**. These existing surveys covered a broad range of visitor feedback, including Likert scale ratings on specific activities and qualitative feedback on their experience. We agreed with SFM in September 2024 to expand the survey to include key questions for our evaluation of The National Lottery Heritage Fund outcomes. These questions related to learning about the area's history, developing skills and knowledge, enhancing perceptions of the area, and intention to revisit Shrewsbury. The findings from this ongoing dataset were incorporated alongside the new visitor surveys to strengthen the evidence base.

Findings

The online visitor survey led by SFM collected 645 responses since 2022, including 52 responses since the expansion of the survey to include new questions related to key outcomes. The in-person survey by AMION and Spirul collected 146 responses. Therefore, in total, **nearly 800 responses from visitors informed our assessment of key outcomes.**

The Evaluation Report used key insights from these surveys as part of the assessment in **Section 3 Project Performance**. A summary of these findings is presented as follows:

Awareness and Overall Experience

- Nearly 94% of visitors were aware of the restoration works.
- Around 94% rated their overall experience as at least good, with 64% rating it very good.
- Qualitative comments reinforced this positive feedback, with visitors praising the exhibition, interactive elements, tours, and the restoration of the building.

Net Promoter Scores (NPS)

- NPS before the regeneration was -83.6, indicating high dissatisfaction.
- NPS after restoration was 78.6, demonstrating very strong satisfaction and loyalty.

Heritage and Educational Impact

- Heritage was a key motivation – 58% cited interest in the historic building, 38% the exhibition, and 26% learning something new².
- 90% of visitors reported being more likely to visit other heritage sites in future, with 78% very likely.
- 97% of exhibition visitors and 94% of Guided Tour attendees rated their experience as good or very good.
- Around 80% of exhibition and tour visitors learned about the local area's history, with 68% reporting they learned "a lot".
- Educational benefits were strongest for exhibition/tour attendees: 93% reported improved skills/knowledge, compared to 18% at festivals.

Influence on Perceptions of Shrewsbury

- Around 53% said their visit improved perceptions of Shrewsbury as a place to live; 54% as a place to visit. No negative changes were recorded.
- Among visitors from outside Shrewsbury, 60% were more likely to return to the town, with 48% very likely.

Audience Profile and Reach

- The site acts as a community hub, with the café especially popular.
- Visitor profile is primarily local with 52% of exhibition/event visitors live in the town and 87% have a SY (Shrewsbury) postcode.

² Visitors were allowed to select multiple motivations for their visit to the site therefore, the proportions add up to over 100%. This is not an error.

- The project has engaged people not typically active in heritage, but not more than baseline levels. Around 67% of visitors had attended a similar site in the past year, compared to 68% in the baseline assessment.

All data from the visitor survey is provided in **Annex A** of this document.

4. Contingent Valuation Survey

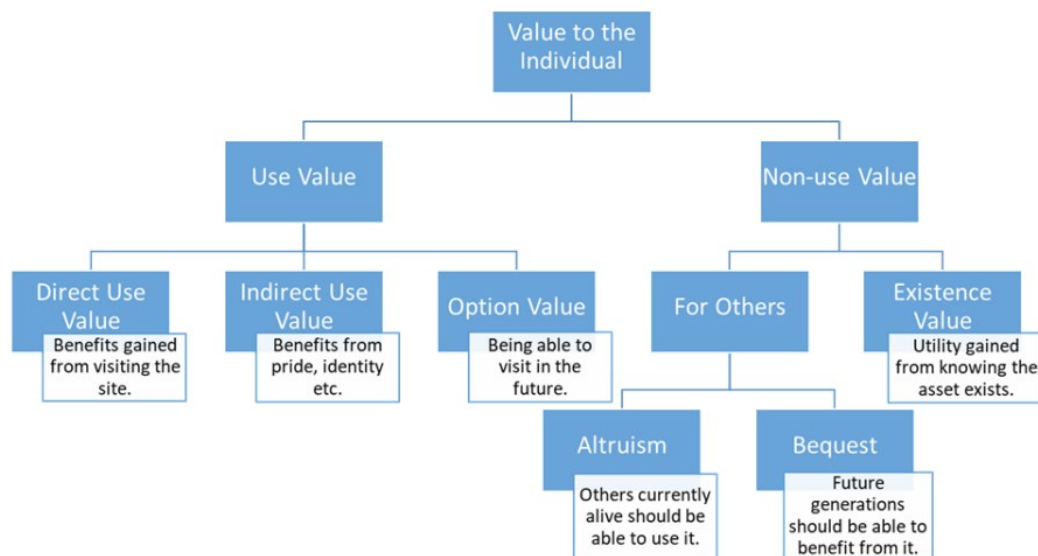
Overview

The **Department of Culture, Media and Sport (DCMS) Cultural and Heritage Portal**³ presents an evidence base for measuring the value to individuals. To estimate the value of a cultural or heritage assets to an individual, we must look beyond market prices for three reasons. Firstly, admissions are often subsidised and not reflective of market powers: for example, many museums in England are free at the point of use. Secondly, heritage and culture are often consumable without entry: for example, admiring a historic building during your commute. Thirdly, people attribute value to culture and heritage without directly consuming it themselves (i.e. non-use value). We must therefore look at both market and non-market values to capture the full range of benefits.

This understanding of value, as the reflection of individual preference, is at the root of the UK Government’s concept of value for use in decision-making. To inform this willingness to pay, DCMS has collated previous research that values the benefits of cultural and heritage capital and published the results of these studies within the “**DCMS Rapid Evidence Assessment: Culture and Heritage Valuation Studies**” report⁴.

Individuals gain value from the benefits of culture and heritage in many ways, as shown in **Figure 1**.

Figure 1: Types of values for culture and heritage assets to an individual



Source: DCMS (2021), *Valuing culture and heritage capital: a framework towards informing decision making*

The definition of use and non-use values, and their relevance to the Shrewsbury Flaxmill Maltings project, are as follows:

- 1. Use values** measure the direct and indirect value of consumption and the value of having the option to consume. In the case of this project, use value measures the value of:

³ <https://www.gov.uk/guidance/culture-and-heritage-capital-portal>

⁴ DCMS (2022), *Rapid Evidence Assessment: Culture and Heritage Valuation Studies* and its Culture and Heritage Capital Evidence Bank

- Attendance at site for cultural and visitor experience purposes (i.e. Mill Exhibition, Guided Tours, and Jubilee Tower Tours)
 - Attendance at a heritage site (all visitors)
 - Participants in volunteering programmes; and
 - Participants in education programmes.
2. **Non-use values** measure the value to the general population of the event and/or asset even if they never intend to visit now or in the future physically. This value can arise from altruism, bequest, or existence value. In this case of this project, this heritage non-use value could arise within the local and/or regional resident catchment area due to a historic site being safeguarded and brought back into productive use.

Our review of the DCMS Rapid Evidence Assessment database and Green Book Wellbeing Guidance during the Method Report concluded that benefit transfer methodologies⁵ were appropriate for the use value relating to cultural use, volunteering, and educational purposes. This conclusion was made as previous studies measured similar benefits in comparable contexts. These values could be adapted and robustly used in the Shrewsbury Flaxmill Maltings context.

Our review judged that the existing heritage valuation studies were unsuitable for transfer and use in economic analysis of Shrewsbury Flaxmill Maltings. While some economic heritage valuation studies exist, they focus on other types of heritage assets and tended to be smaller in nature. Therefore, they were likely to underestimate the benefits given the project's scale and the site's significance. To address this, we proposed a contingent valuation survey⁶.

This survey was not part of the original proposal and can often be resource intensive. Our team agreed to include the survey to ensure bespoke and accurate values for the value for money assessment. To minimise resources, Historic England agreed that questions would focus only on these values, without collecting detailed demographic or socio-economic data for further statistical analysis. The survey was limited to 350 responses and no formal appendix would be produced. This section therefore only provides a concise summary of the process and results.

Approach

We undertook an online panel survey to gain bespoke values from Shropshire and West Midlands residents. The panel survey was held on the Cint platform by our market research partner Spirul.

Overall, 350 responses were collected as planned, with 100 from Shropshire residents and 250 from West Midlands residents. The responses from Shropshire residents represented the maximum feasible completions on the panel platform.

The word version of the survey is provided in **Annex B** of this document. The picture quality was enhanced as part of the upload to the Cint platform.

Findings

The 350 responses were analysed by our team using standard approaches for contingent valuation studies as set out by DCMS. In line with guidance, exclusions are applied to ensure the dataset is

⁵ Benefit transfer methodologies are approaches used in evaluations and economic appraisals to apply existing evidence of benefits (or values) from one context to another, rather than conducting new, primary research.

⁶ A contingent valuation survey estimates the monetary value people place on specific goods, services, or outcomes – often non-market ones -- by asking them directly how much they would be willing to pay or accept under hypothetical scenarios.

consistent and can be weighted to match the wider population on key characteristics such as age and gender. The main potential exclusions are listed below:

- **Time** – The use of timers for pictures and information were robust enough to ensure that no time exclusions were necessary;
- **Attention checks** – No removals were necessary for failed attention checks;
- **Answer truthfully** – No removals were necessary for inability to answer truthfully;
- **Gender** – Three removals for gender (“prefer not to say”) to enable consistent weighting to the wider population; and
- **Inconsistent response** – One removal was made as they stated that they would be willing to pay but gave no value.

The results for use and non-use values were weighted by age and gender to ensure representativeness of both the Shropshire and West Midlands resident populations. The findings from the contingent valuation survey are provided in **Table 2**. The application of these results is presented below:

- **Heritage Use Value** – Mean willingness to pay (WTP) value of £10.46 for Shropshire residents and £13.56 for residents elsewhere in the West Midlands Combined Authority were applied to the visitors from each area.
- **Heritage Non-Use Value** – Mean WTP values of £15.49 for Shropshire residents and £19.55 for residents elsewhere in the West Midlands Combined Authority were applied to the residents within each area. A 24% optimism bias has been to the West Midlands Combined Authority residents to account for the size of this catchment within the analysis.

Table 2: Contingent Valuation Values

User Group	No. of Respondents	Mean WTP	Zeros	Median WTP	Member of heritage organisation
Users					
Shropshire	32	£10.46	12.5%	£6.19	43.8%
West Midlands	65	£13.56	16.9%	£5.53	49.2%
Non-users					
Shropshire	67	£15.49	34.3%	£2.91	13.4%
West Midlands	182	£19.55	26.4%	£4.56	23.1%

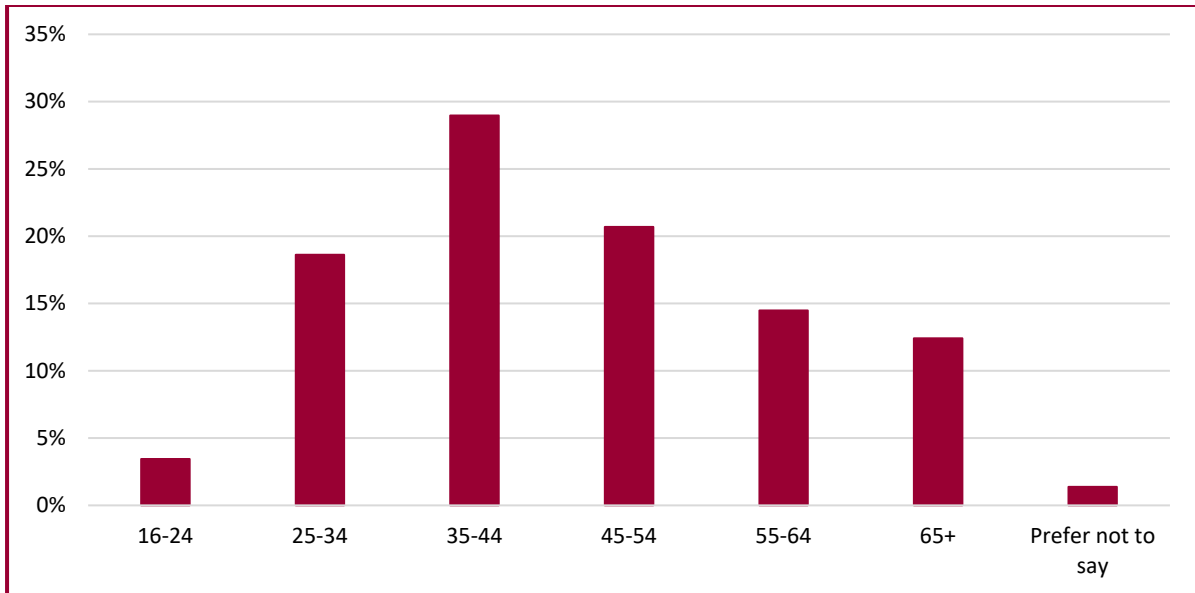
The study has highlighted interesting differences between users and non-users, as well as between Shropshire and wider West Midlands residents. Differences between users and non-users may reflect users already feeling they have contributed to the site, while variations among residents may be explained by socio-economic factors, including income levels. However, as this was a small-scale exercise designed to generate bespoke data, detailed statistical analysis cannot be undertaken to test potential explanations. AMION would be interested in conducting a larger, more detailed study in the future, incorporating statistical analysis of key characteristics to provide further context on the factors influencing willingness to pay.

Annex A: Visitor Survey Data

Demographics

The largest group of respondents are those aged 35-44 (29%), followed by 45-54 (21%) and 25-34 (19%). Smaller proportions are seen among 55-64 (14%) and 65+ (12%). Few respondents are aged 16-24 (3%).

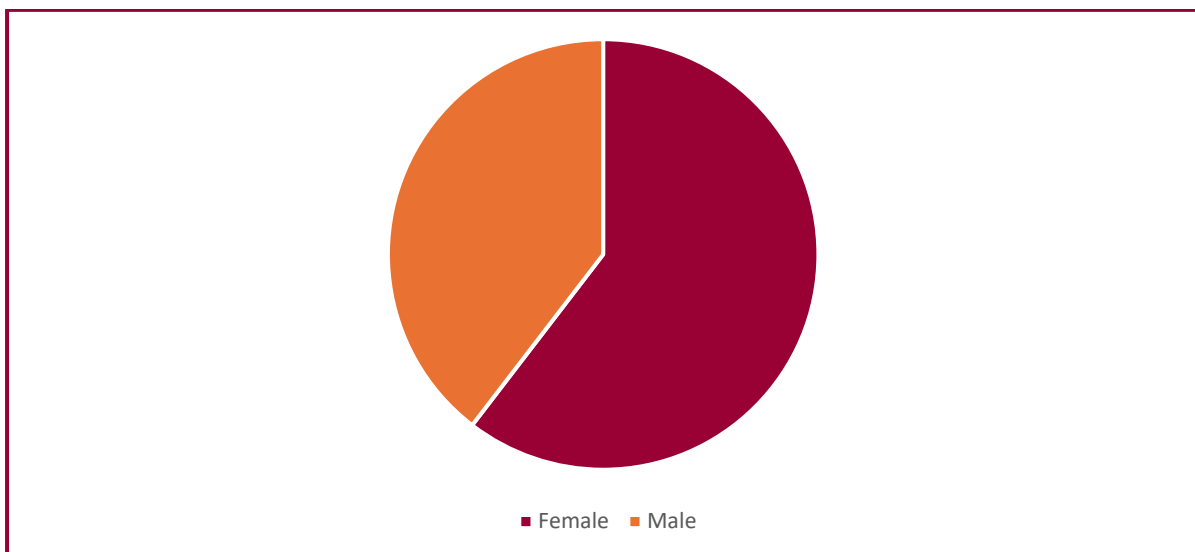
Figure A1 Age of respondents



Source: SFM face-to-face survey (2025), n=145

The majority of respondents identified as female (60%), with a smaller proportion identifying as male (40%)

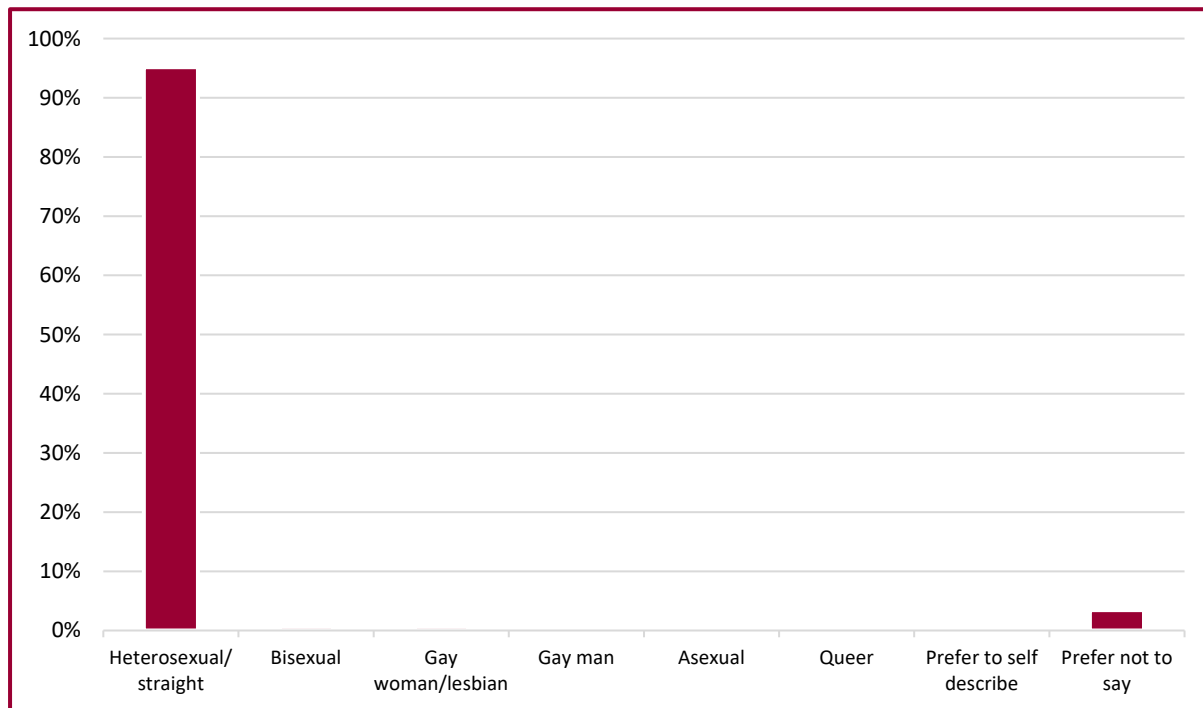
Figure A2 Age of respondents



Source: SFM face-to-face survey (2025), n= 144

Around 95% of respondents identified as heterosexual or straight, 1% identified as bisexual, 1% identified as gay/lesbian, and 3% preferred not to say.

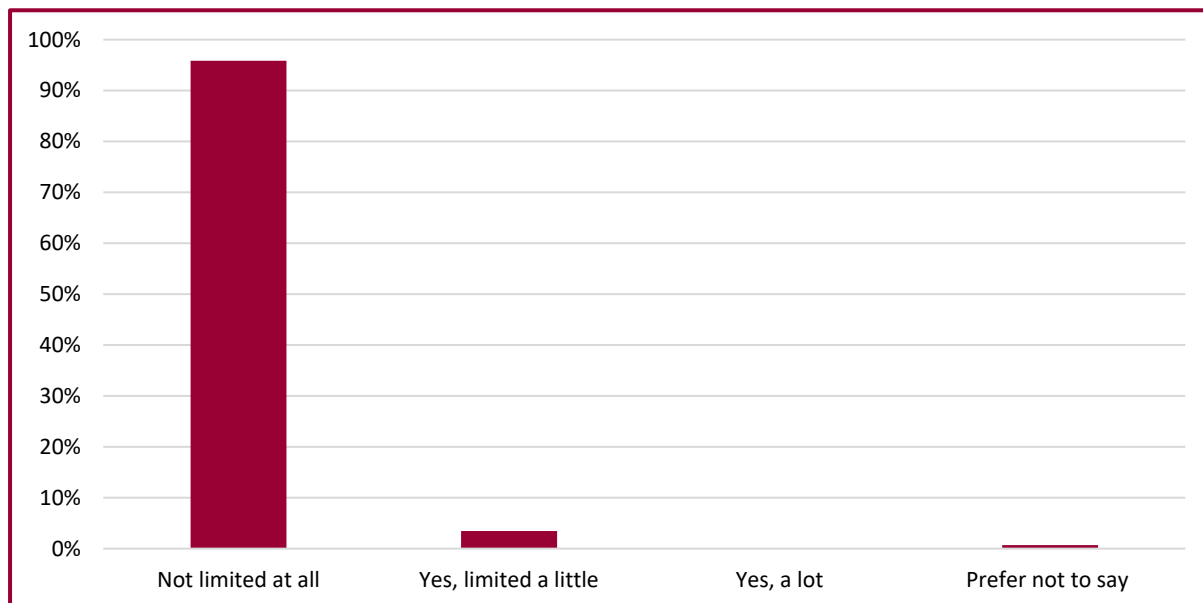
Figure A3 Sexual orientation



Source: SFM face-to-face survey (2025), n= 145

Most respondents reported that their daily activities are not limited at all by health conditions (96%), with only 3% reporting that they are limited a little.

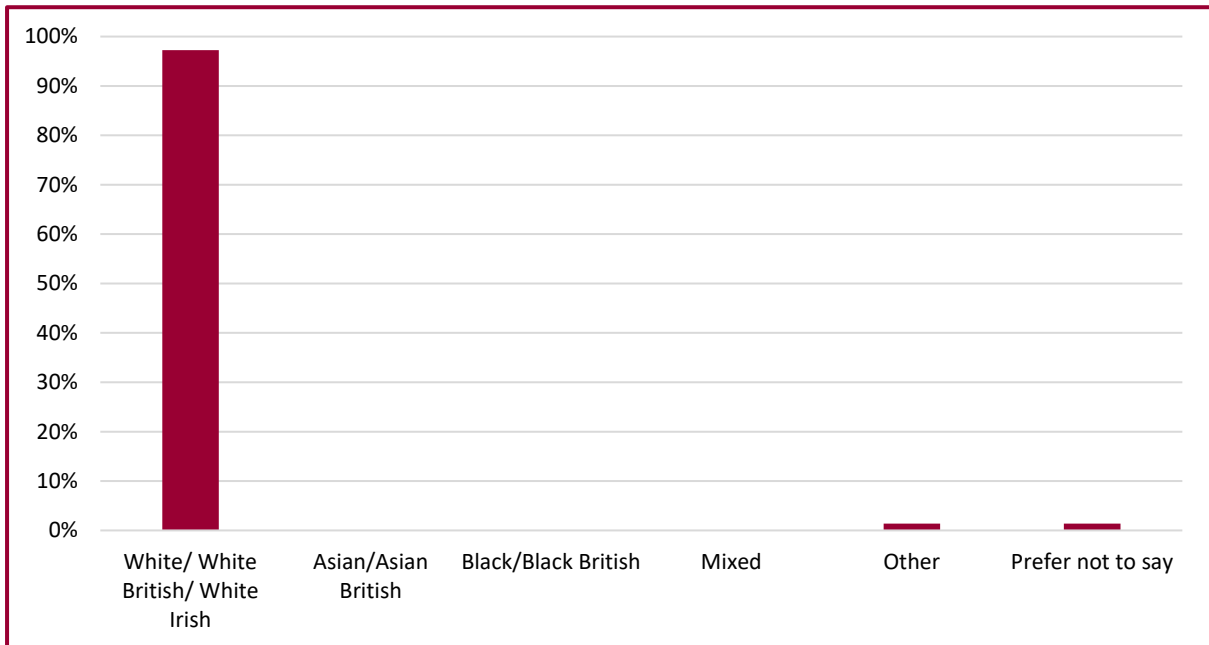
Figure A4 Extent to which health conditions limit respondents' daily activities



Source: SFM face-to-face survey (2025), n= 145

Around 97% respondents identified as White, White British, or White Irish, with only 1.5% of respondents identifying as 'Other' and 1.5% of respondents stating that they would prefer not to say.

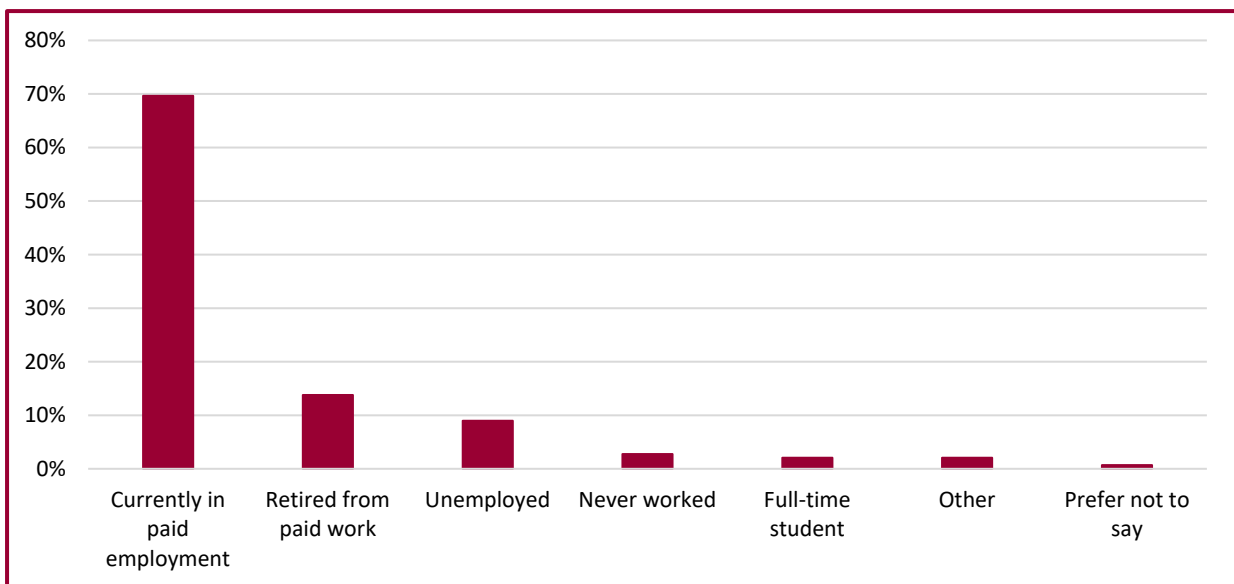
Figure A5 Ethnicity



Source: SFM face-to-face survey (2025), n= 145

Around two thirds of respondents were in paid employment, followed by those retired from paid work (14%). Smaller proportions were unemployed (9%), had never worked (about 3%), were full-time students (2%), or selected other (2%).

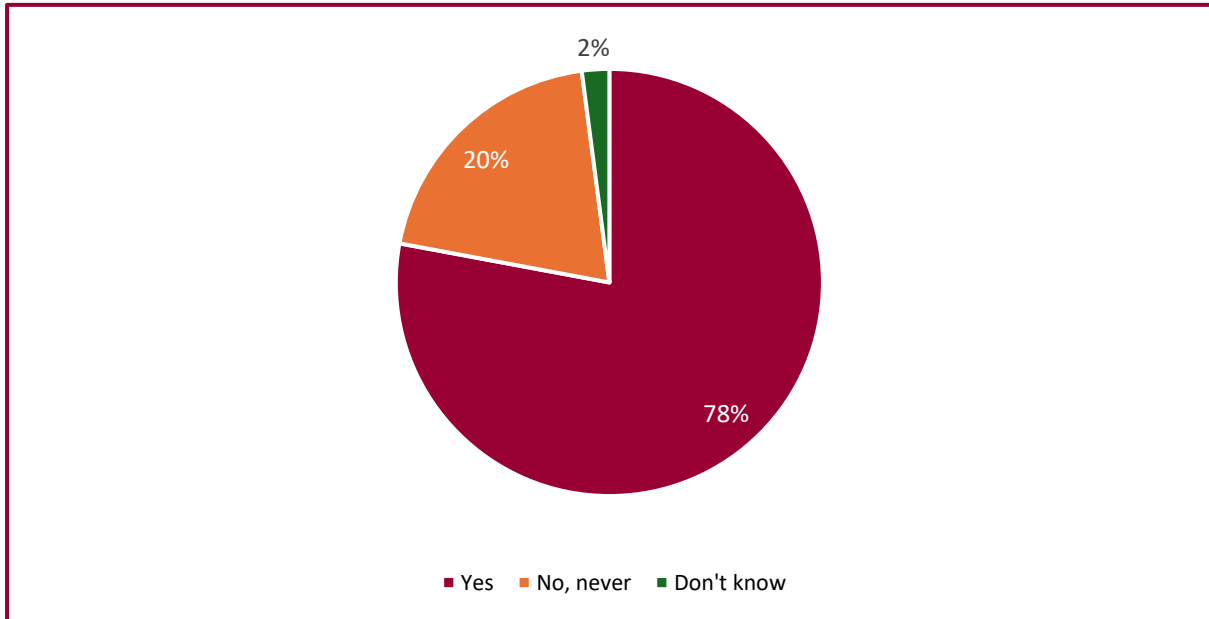
Figure A6 Employment status of survey respondents



Source: SFM face-to-face survey (2025), n= 145

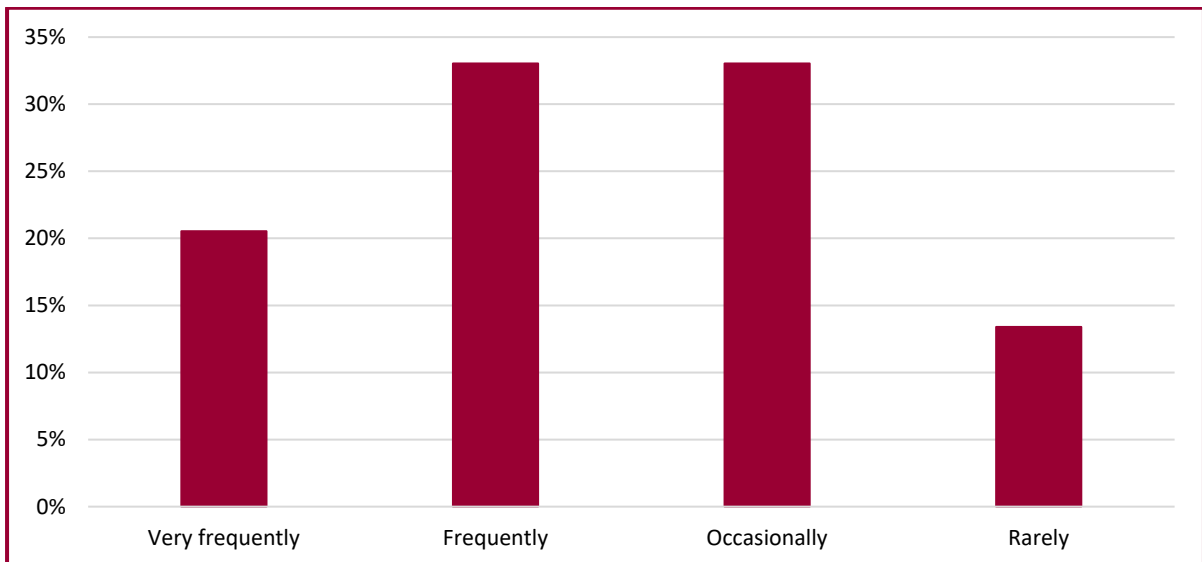
Most respondents had visited a similar heritage site in the past year (just under 80%), while around one-fifth had not. Among those who had visited similar heritage sites, around one-third said they do so frequently, a similar proportion occasionally, one-fifth very frequently, and a smaller share rarely visit them.

Figure A7 Have you visited any similar heritage sites in the past 12 months?



Source: SFM face-to-face survey (2025), n= 145

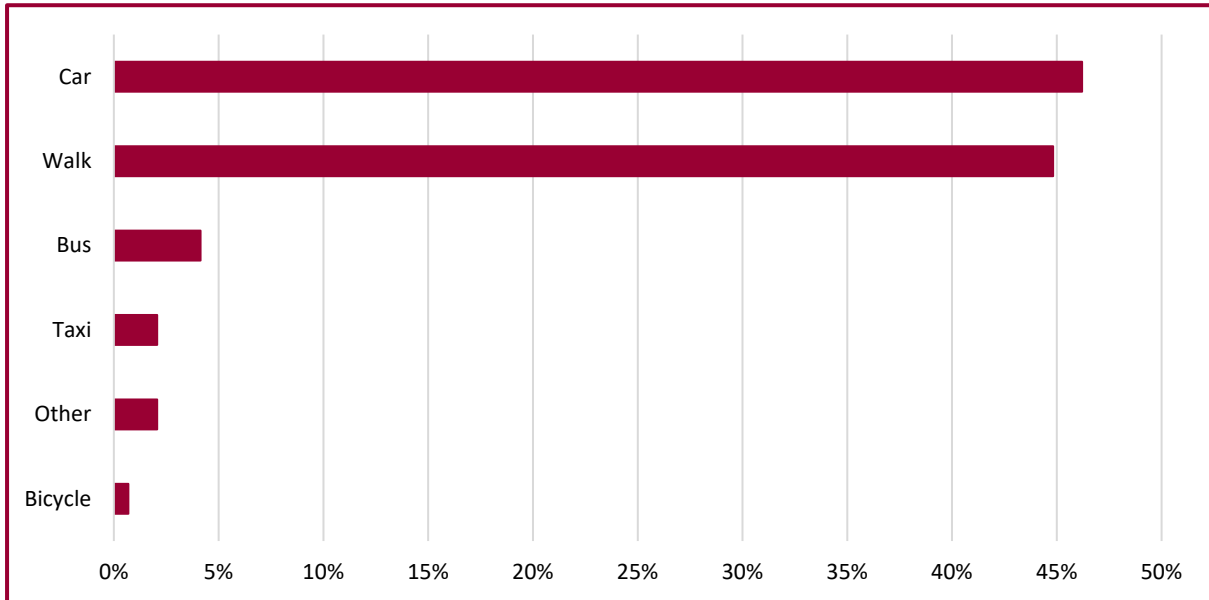
Figure A8 If yes, how frequently?



Source: SFM face-to-face survey (2025), n= 112

Almost half of respondents travelled to the site by car, with a similar proportion arriving on foot. Only small minorities used other forms of transport such as bus, taxi, bicycle or other means.

Figure A9 How did you travel to the site today?

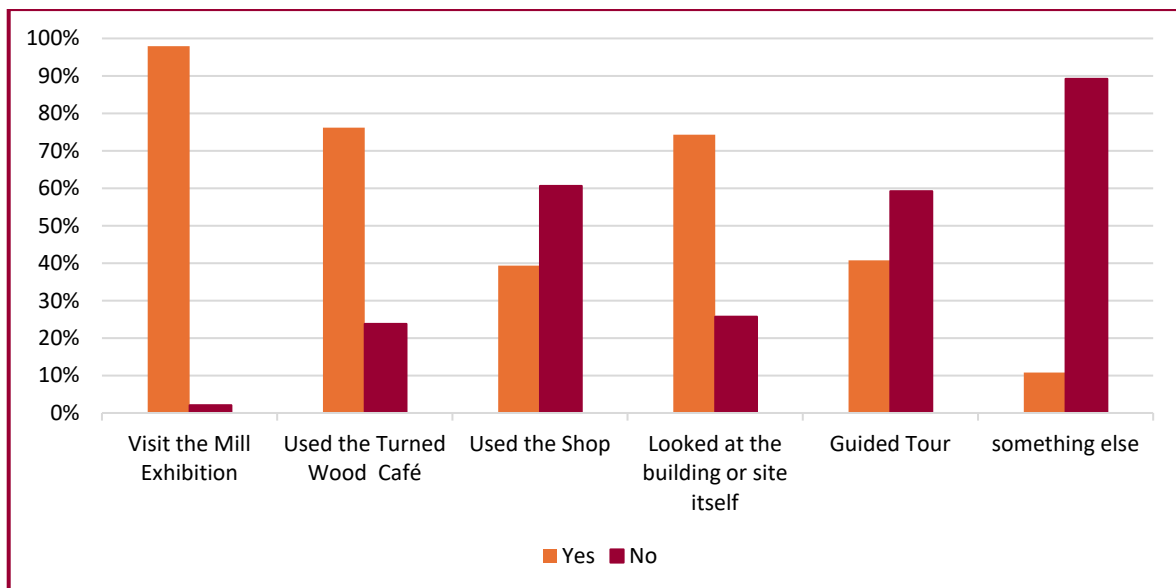


Source: SFM face-to-face survey (2025), n= 145

Visitor Engagement with SFM

Most respondents reported visiting the Mill Exhibition, making it the most common activity. A majority also used the Turned Wood Café and looked at the building or site itself. Smaller but notable numbers visited the shop or joined a guided tour.

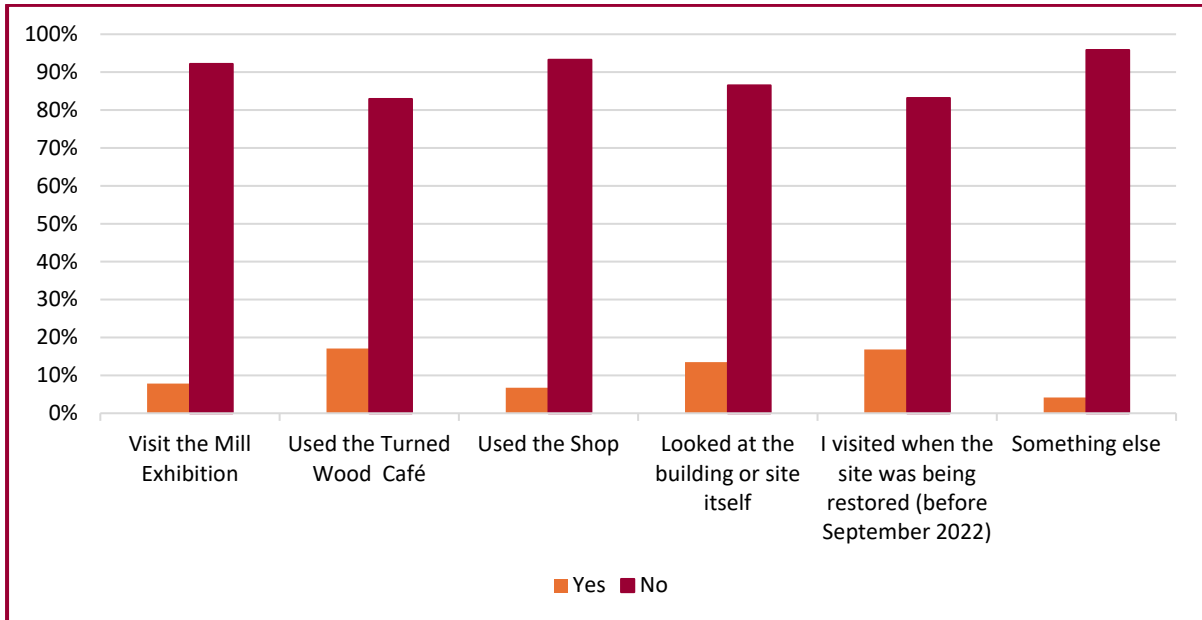
Figure A10 What survey respondents did during their visit to SFM



Source: SFM online survey (2025), n varies by response option

Most respondents had not visited SFM prior to their most recent trip. Across all activities, including the Mill Exhibition, the Turned Wood Café, the shop, and the building itself, only a small proportion had done these before, while the overwhelming majority indicated it was their first time.

Figure A11 Whether respondents had visited SFM before their most recent visit

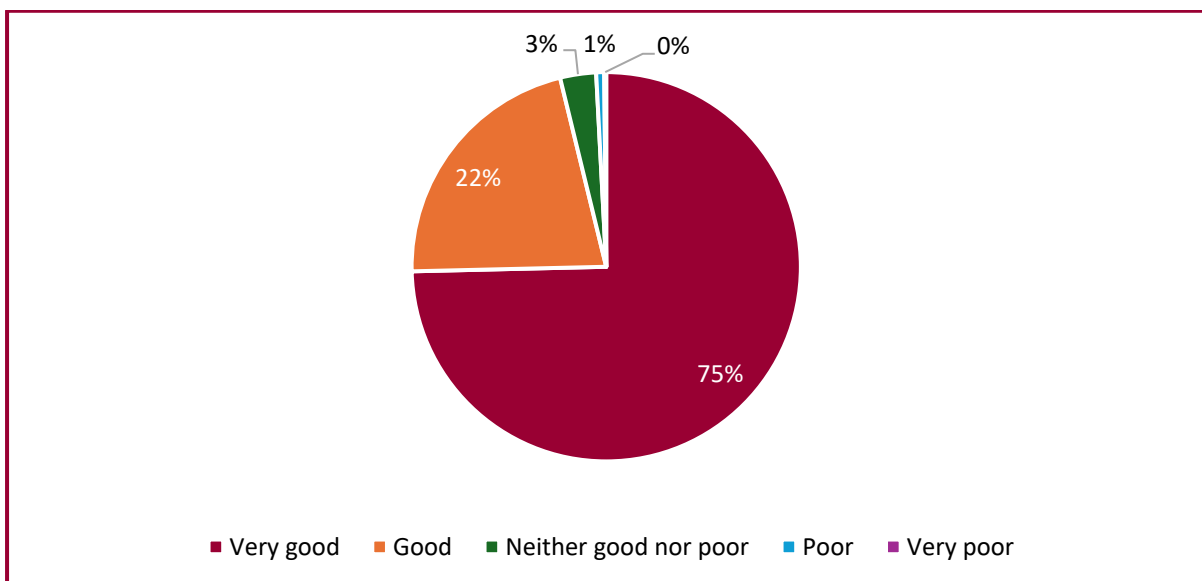


Source: SFM online survey (2025), n varies by response option

Visitor Experience

The Mill Exhibition was rated very positively by respondents. Three-quarters described it as very good, and around one in five rated it good. Only a small number of respondents gave neutral or negative ratings.

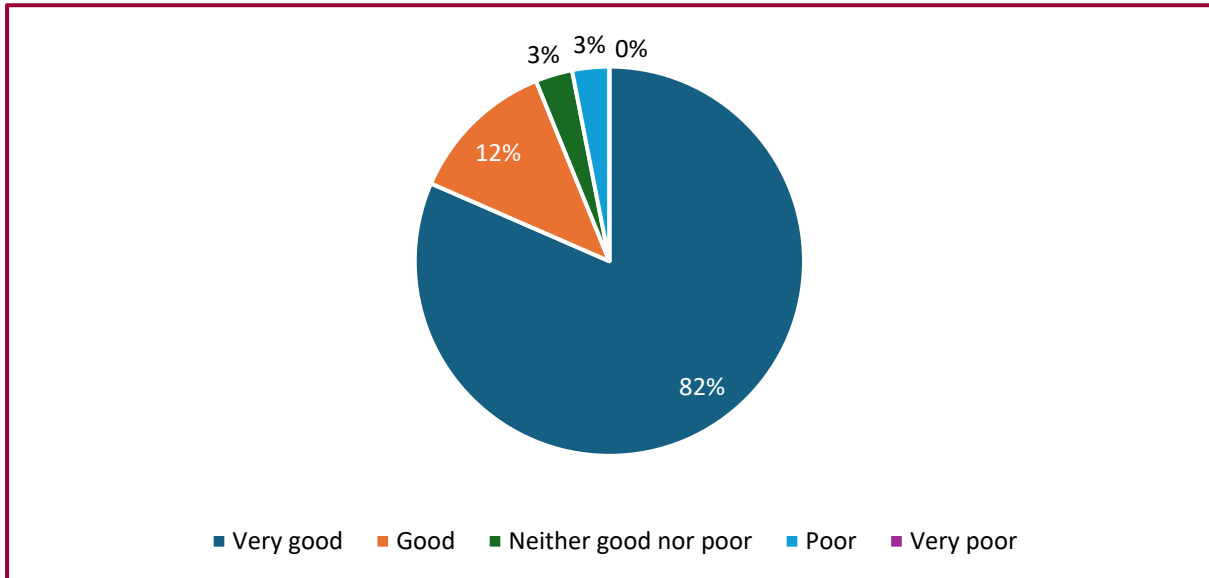
Figure A12 Ratings of the Mill Exhibition



Source: SFM online survey (2025), n=621

Of those who took a guided tour, around 82% rated it very good and 12% rated it good. There were only a few neutral or negative responses.

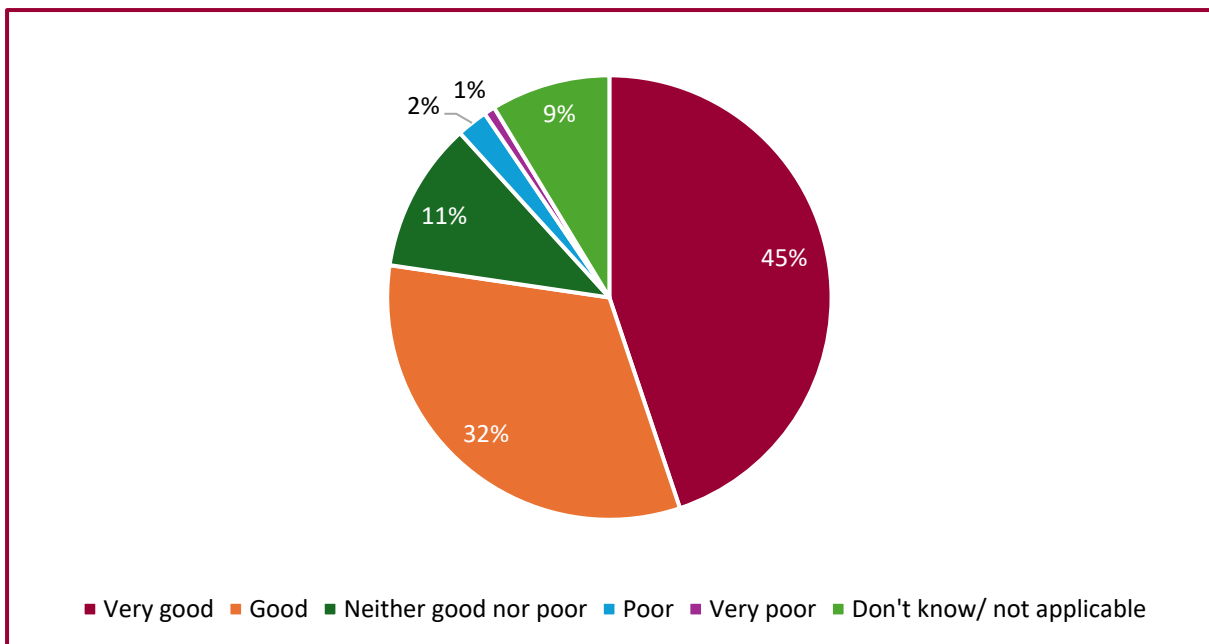
Figure A13 Ratings of the Guided Tours



Source: SFM online survey (2025), n=137

Almost half of respondents rated the value for money of tickets as *very good*, with a further one-third rating it *good*. Around one in ten respondents felt it was neither good nor poor, while only small proportions rated it as *poor* or *very poor*.

Figure A14 Ratings of the value for money of tickets

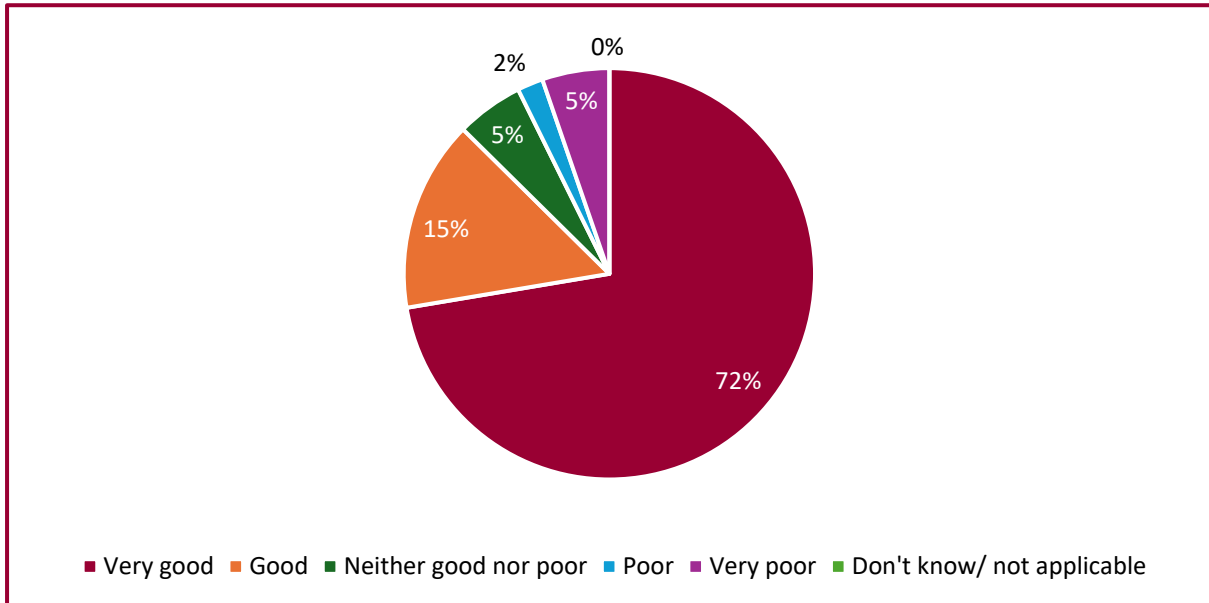


Source: SFM online survey (2025), n= 622

The ticket booking experience was viewed very positively by respondents, with the clear majority describing it as very good (72%) and only a small minority providing neutral or negative ratings. This

indicates that the booking process worked smoothly for most visitors. However, 5% of respondent did view it to be very poor, suggesting some difficulties were experienced.

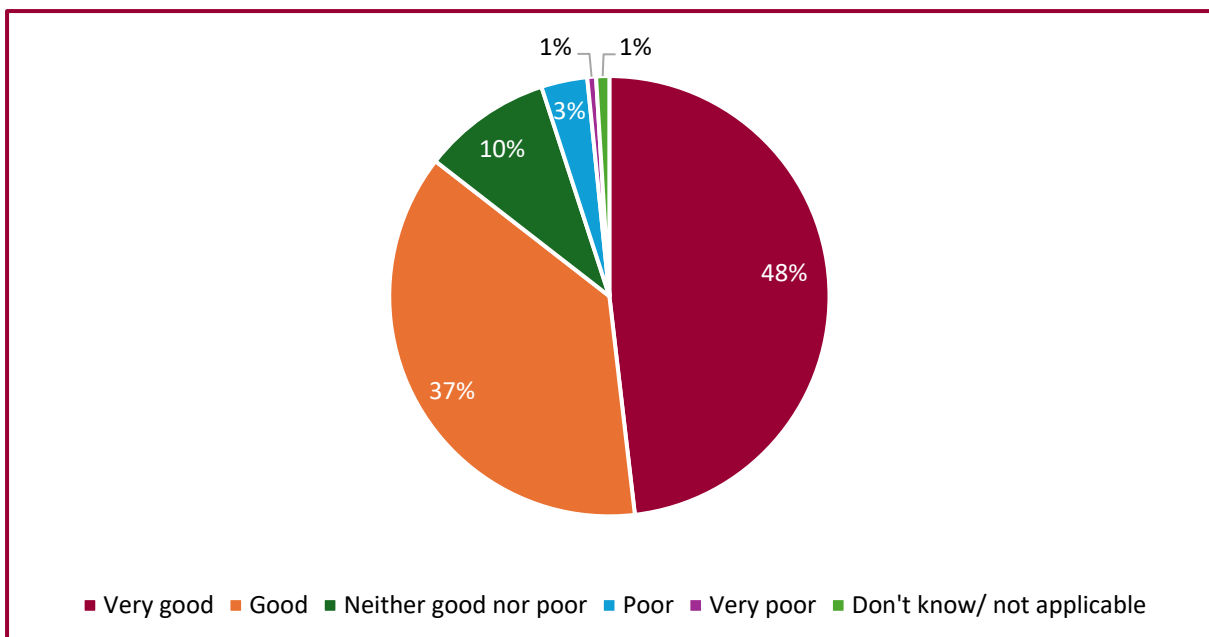
Figure A15 Ratings of ticket booking experience



Source: SFM online survey (2025), n=246

Almost half of respondents (around 48%) rated navigation of the SFM site as very good, with over a third describing it as good. Around one in ten felt it was neither good nor poor, and only a very small minority gave negative ratings. This suggests that most visitors found the site easy to navigate.

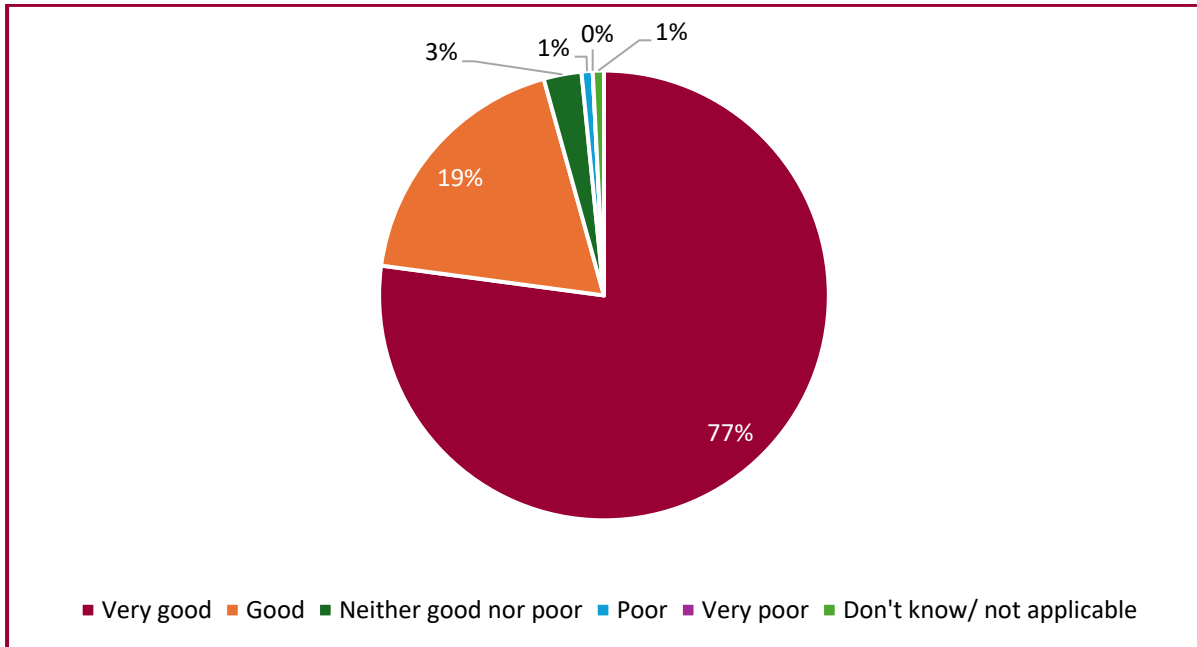
Figure A16 Ratings of how easy it was to navigate the SFM site



Source: SFM online survey (2025), n=621

A large majority of respondents rated the on-site team as welcoming, with around three-quarters selecting *very good*. Only a small number of respondents provided neutral or negative scores, showing that visitors were overwhelmingly positive about their interactions with the on-site staff.

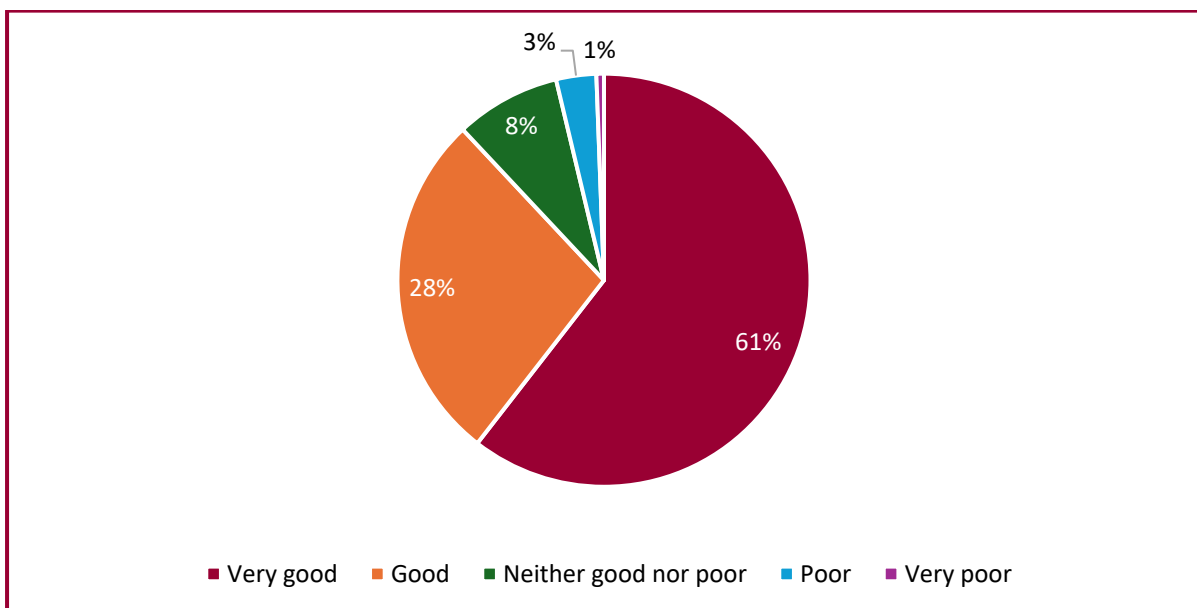
Figure A17 Ratings of how welcoming the on-site team were



Source: SFM online survey (2025), n=625

Around 18% of respondents stated they did not use the café. Of those who visited the café, 88% rated their experience either very good or good. Around 8% had a neutral experience, whilst 4% had a poor or very poor experience.

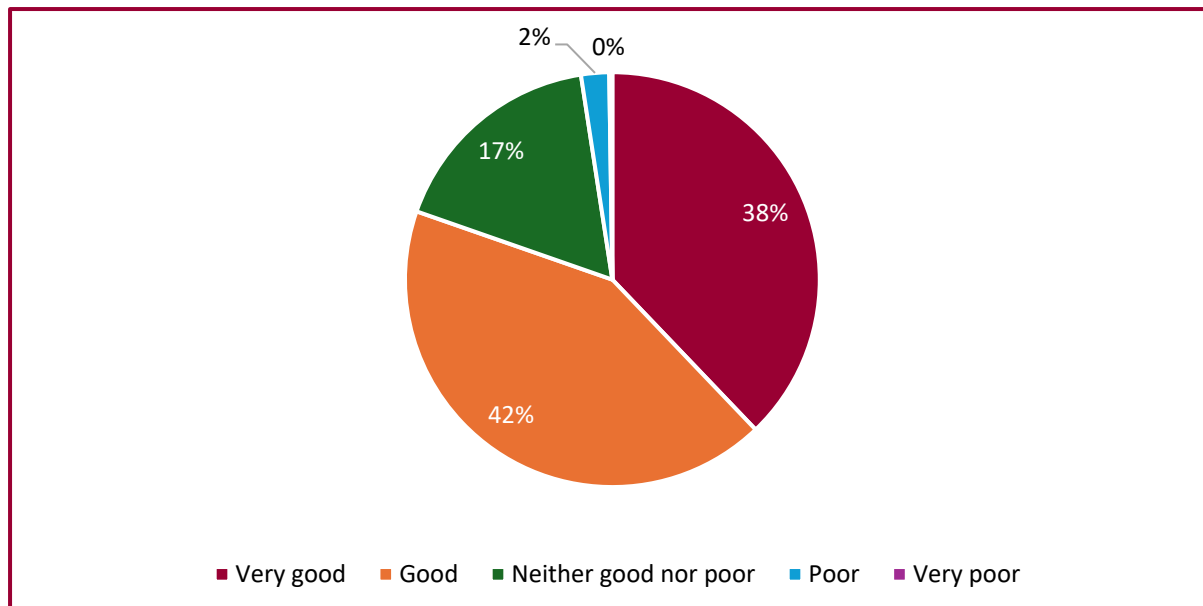
Figure A18 Ratings of the Turned Wood Café



Source: SFM online survey (2025), n=509; note n/a has been excluded to enhance visual results

Around a third of all respondents did not use the shop. Of those who visited the shop, 80% rated their experience very good or good. Around 17% had a neutral experience, and 2% rated their experience poor.

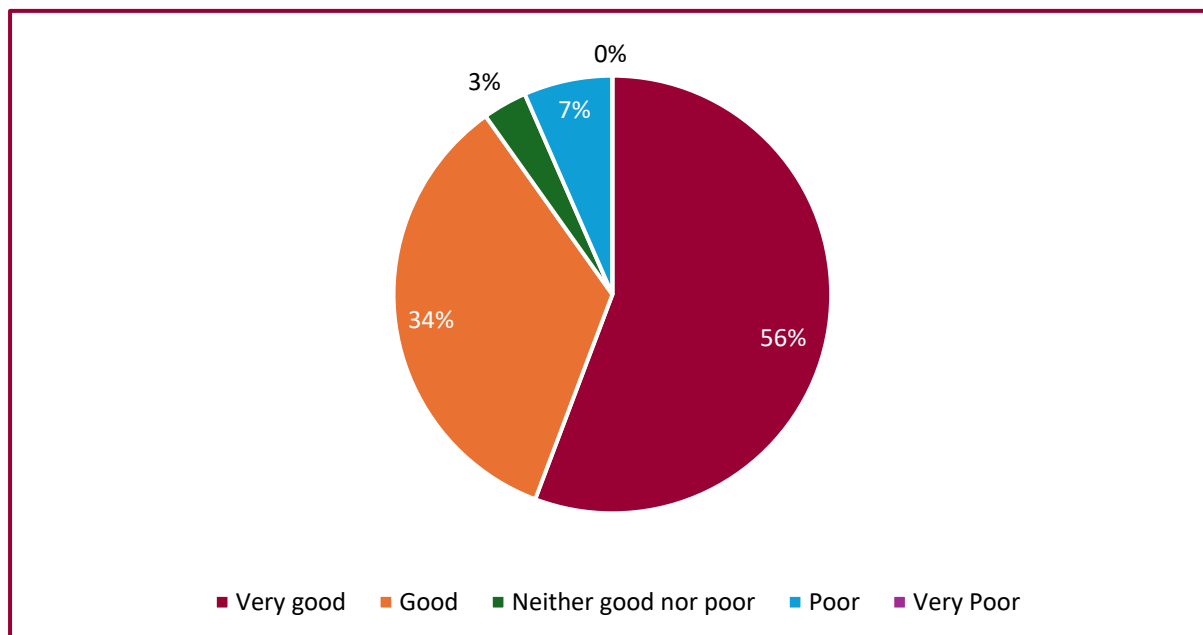
Figure A19 Ratings of the shop



Source: SFM online survey (2025), n=412; note n/a has been excluded to enhance visual results

More than half of respondents rated SFM’s accessibility as *very good*, with around a third describing it as *good*. Only a small minority gave neutral or negative scores, showing that most visitors were satisfied with how accessible the site was.

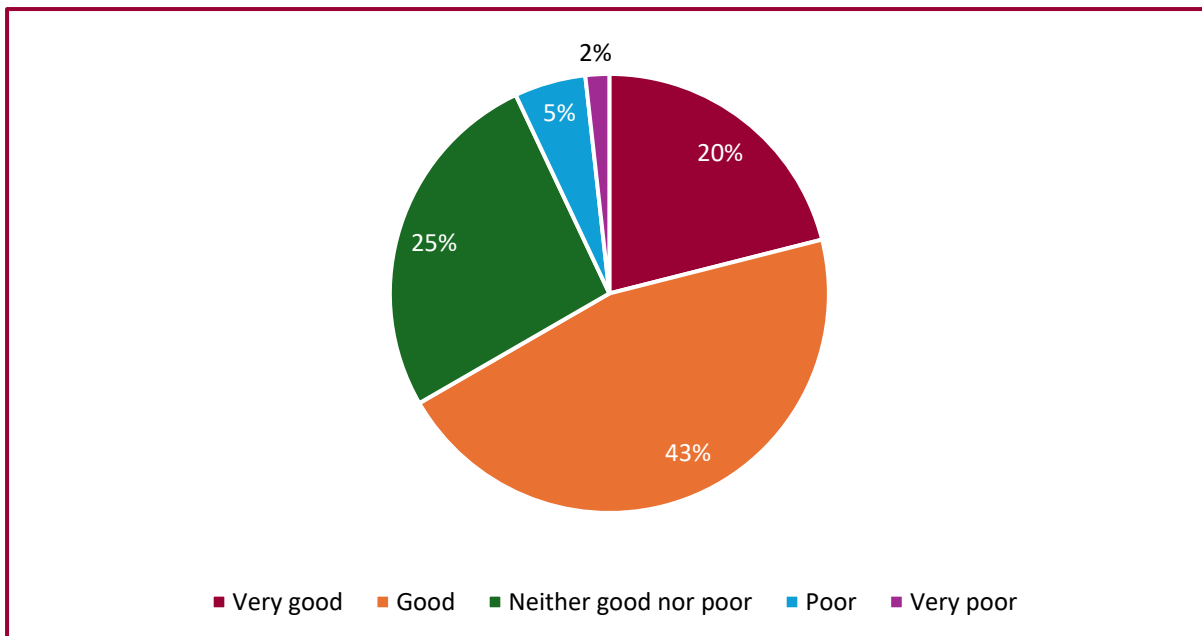
Figure A20 Ratings of accessibility



Source: SFM face-to-face survey (2025), n= 61

Just under half of respondents rated the range of activities on offer at SFM as *good*, with around one in five saying they were *very good*. Around a quarter felt it was neither good nor poor, while only small minorities gave negative ratings.

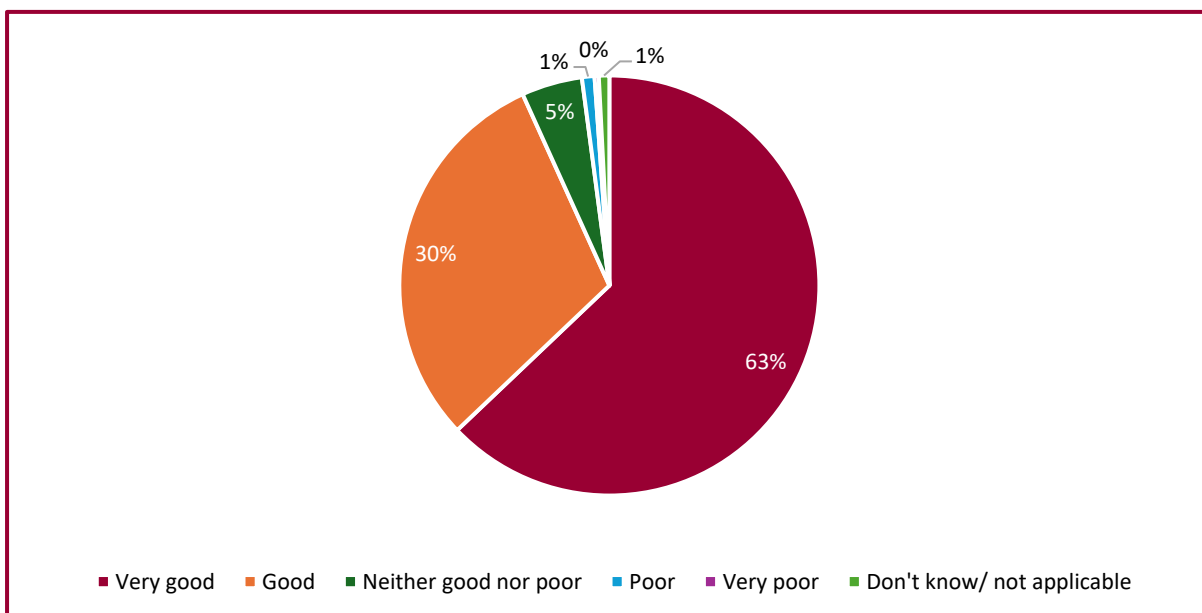
Figure A21 Ratings of range of activities on offer at SFM



Source: SFM face-to-face survey (2025), n= 60

Nearly two-thirds of respondents rated their whole experience of SFM as *very good*, while 30% described it as *good*. Only around 5% gave neutral or negative ratings, showing that overall satisfaction with the visit was extremely high.

Figure A22 Ratings of the whole experience

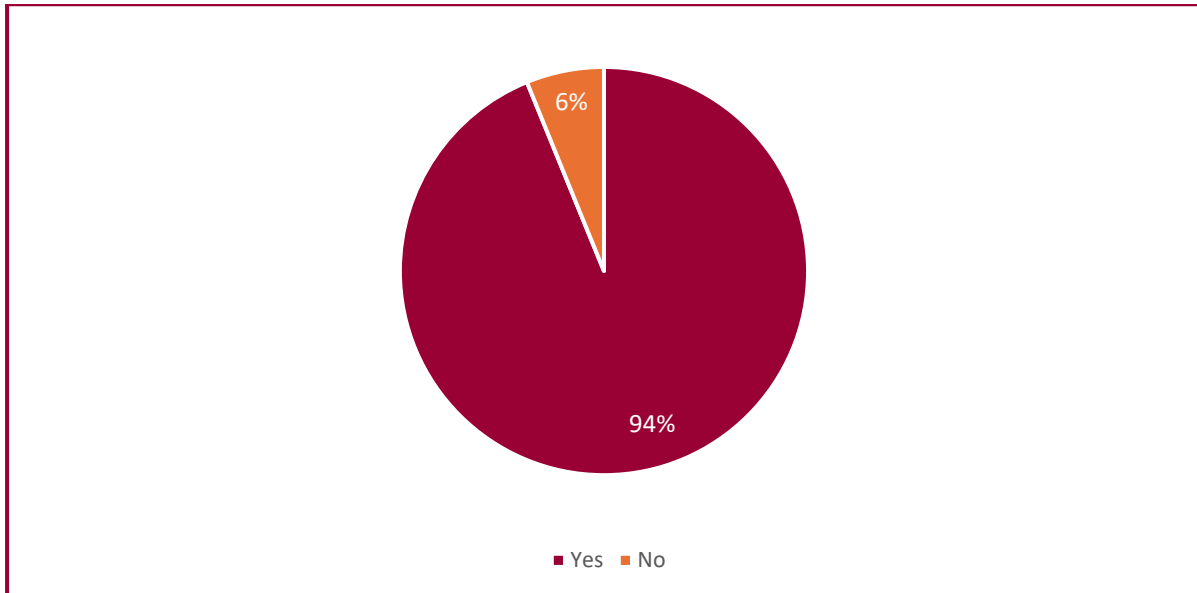


Source: SFM online survey (2025), n=620

Awareness and Engagement with SFM

Almost all respondents (94%) said they were aware of the recent restoration works at SFM, while only a small minority (6%) were not.

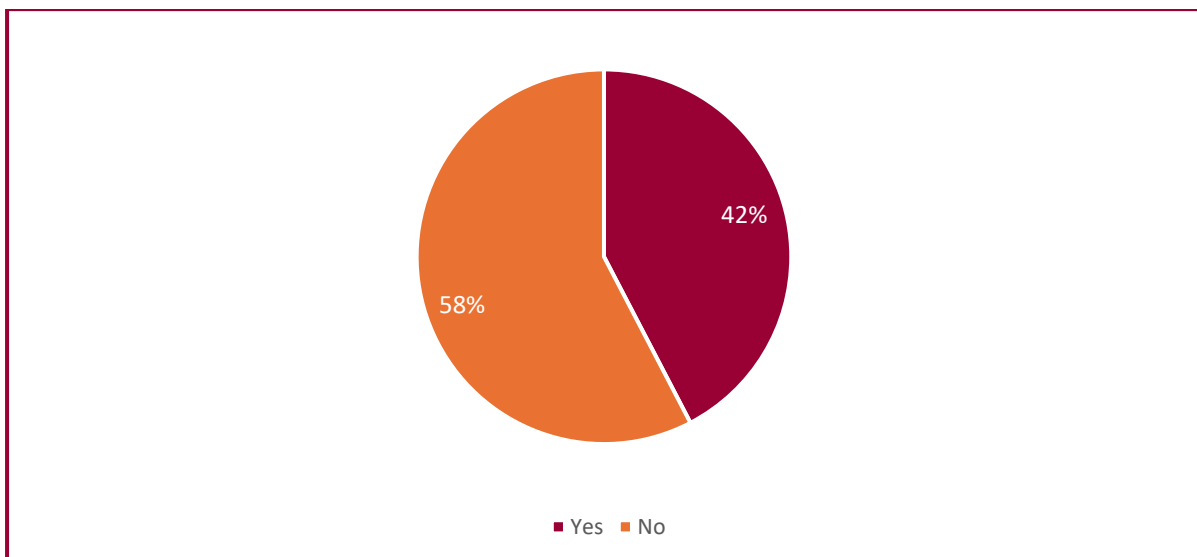
Figure A23 Awareness of recent restoration works at SFM



Source: SFM face-to-face survey (2025), n= 146

Just under half of respondents (42%) said they had visited Shrewsbury Flaxmill Maltings since it re-opened, while a majority (58%) had not.

Figure A25 Have you visited Shrewsbury Flaxmill Maltings since it re-opened?



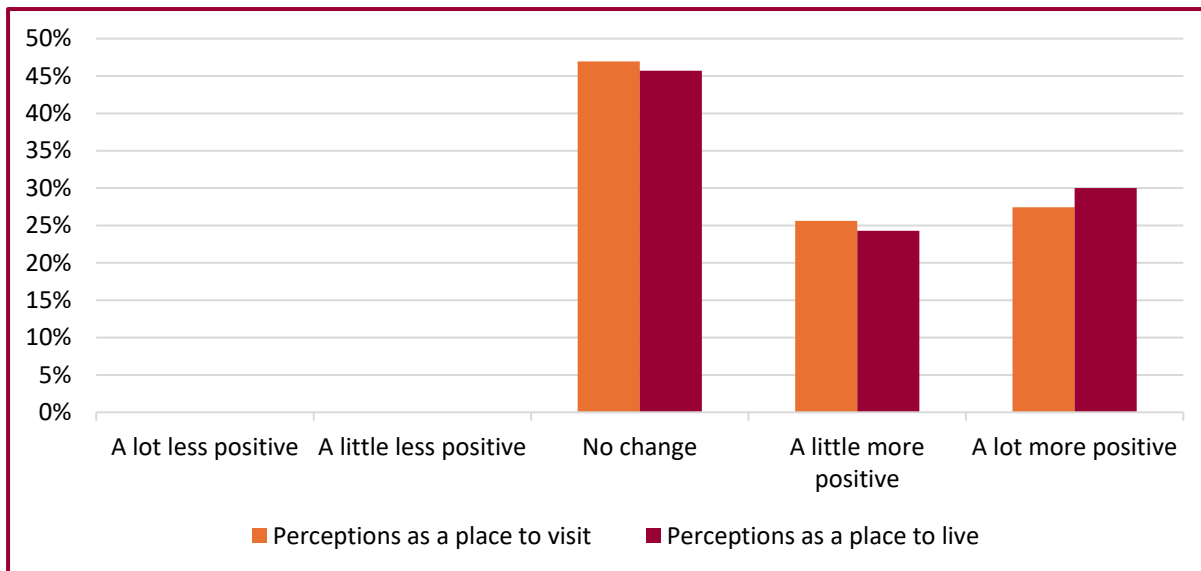
Source: SFM face-to-face survey (2025), n= 144

Impact on visitor perceptions

The visitor feedback indicates this positive effect on pride and perceptions of the area, with 53% of respondents stating that their visit had improved their perceptions of Shrewsbury as a place to live

and 54% stating their visit had improved their perceptions of Shrewsbury as a place to visit. All other respondents stated 'no change' with no negative responses in terms of perceptions.

Figure A26 Has your experience today made you feel more or less positive about Shrewsbury as a place to live?

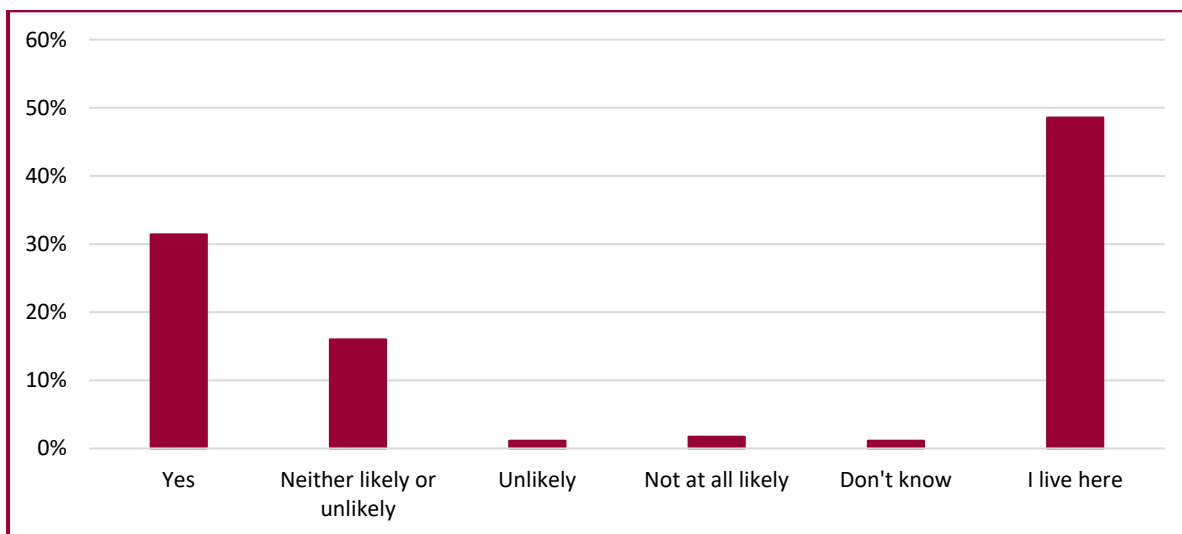


Source: SFM face-to-face and online survey (2025), n= 146 for live and n=174 for visit

Around one in three respondents said they were likely to make future visits to Shrewsbury as a result of their trip to SFM. A smaller proportion were neutral or unlikely to do so, while around half of respondents indicated they already live locally.

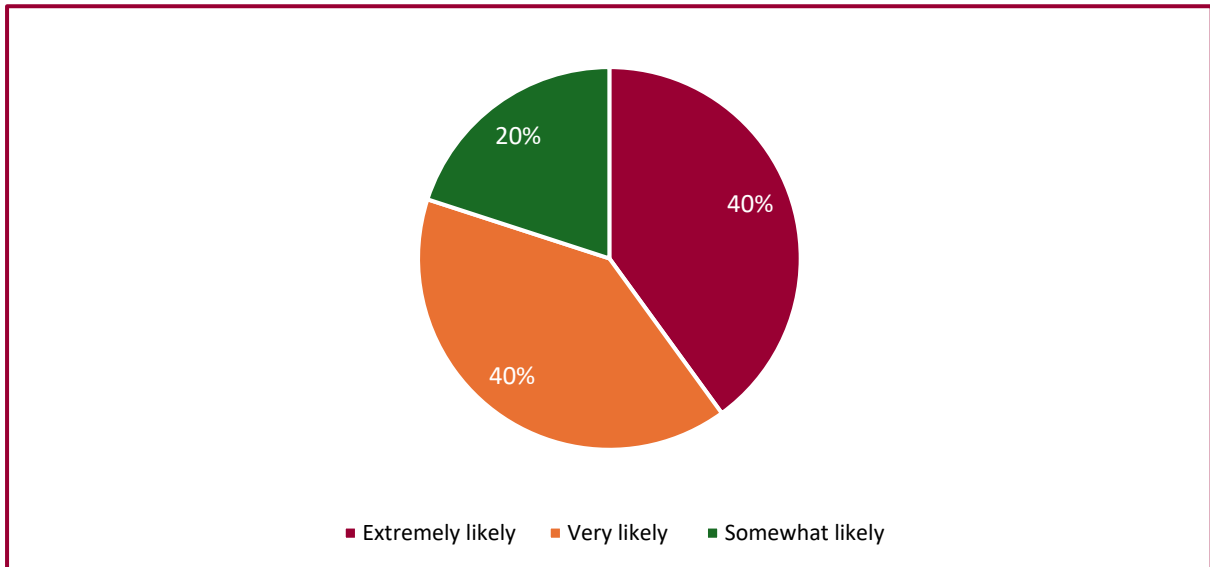
Among those who did express an intention to return, four in ten said they were extremely likely, another four in ten very likely, and the remainder somewhat likely, highlighting a strong positive effect on repeat visits.

Figure A27 Has your visit today made you more or less likely to visit Shrewsbury (the town) in the future?



Source: SFM face-to-face survey and online survey (2025), n= 175

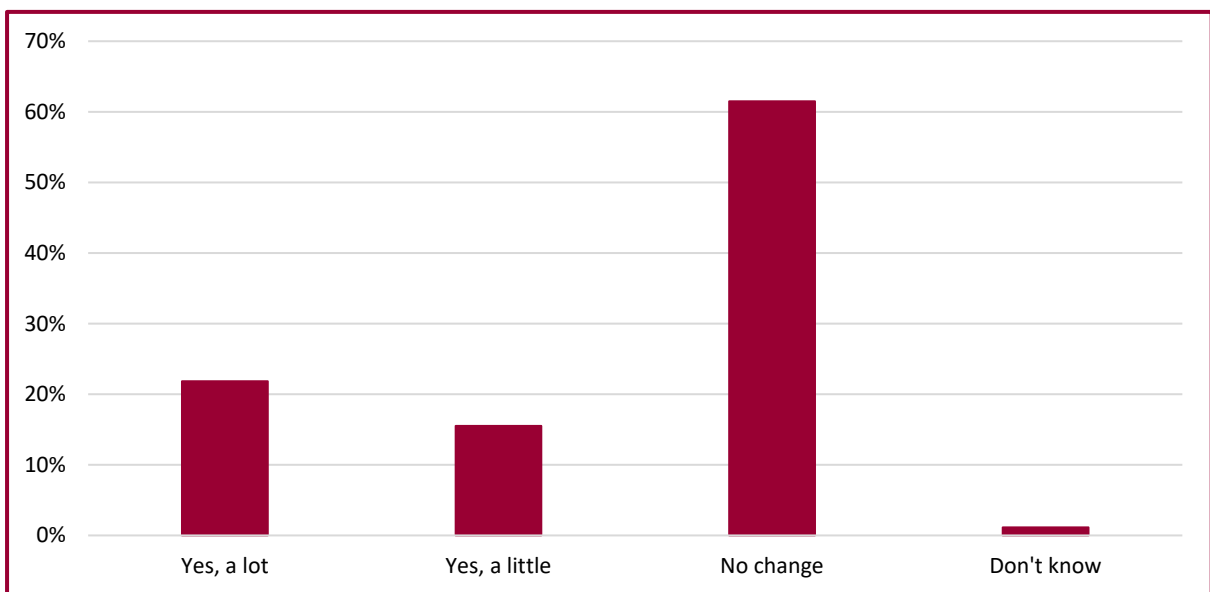
Figure A28 How likely?



Source: SFM face-to-face survey and online survey (2025), n= 55

Over six in ten respondents said their knowledge of local history had not changed following their visit to SFM. However, more than a third reported learning more, with around one in five saying they had learned a lot and a smaller proportion a little.

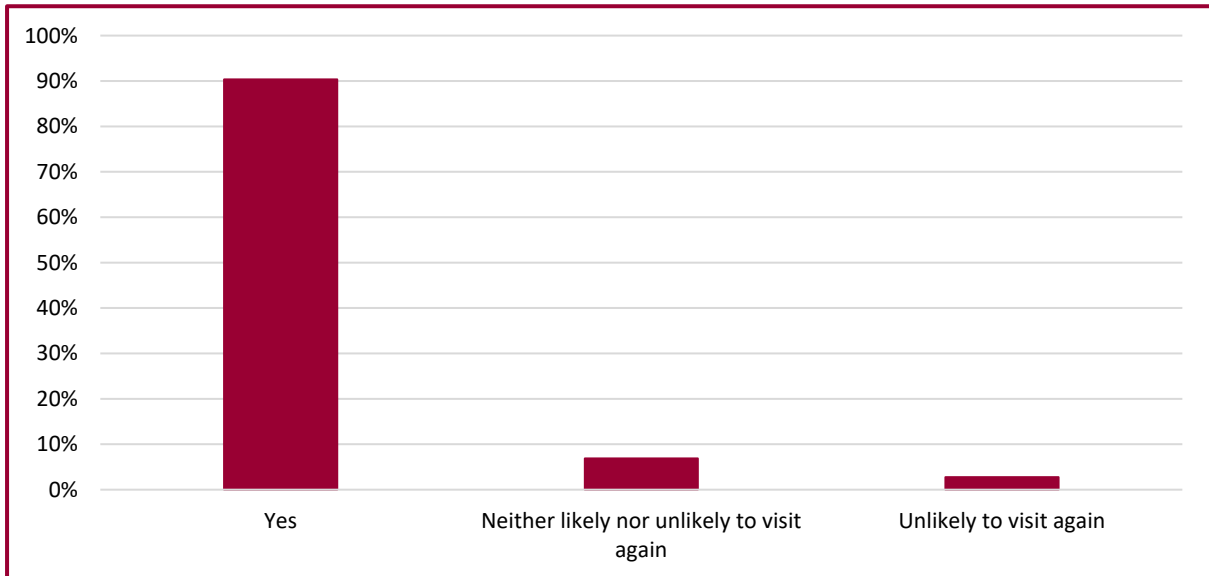
Figure A29 Do you think you have learned more about your local area's history as a result of your visit to



Source: SFM face-to-face survey and online survey (2025), n= 174

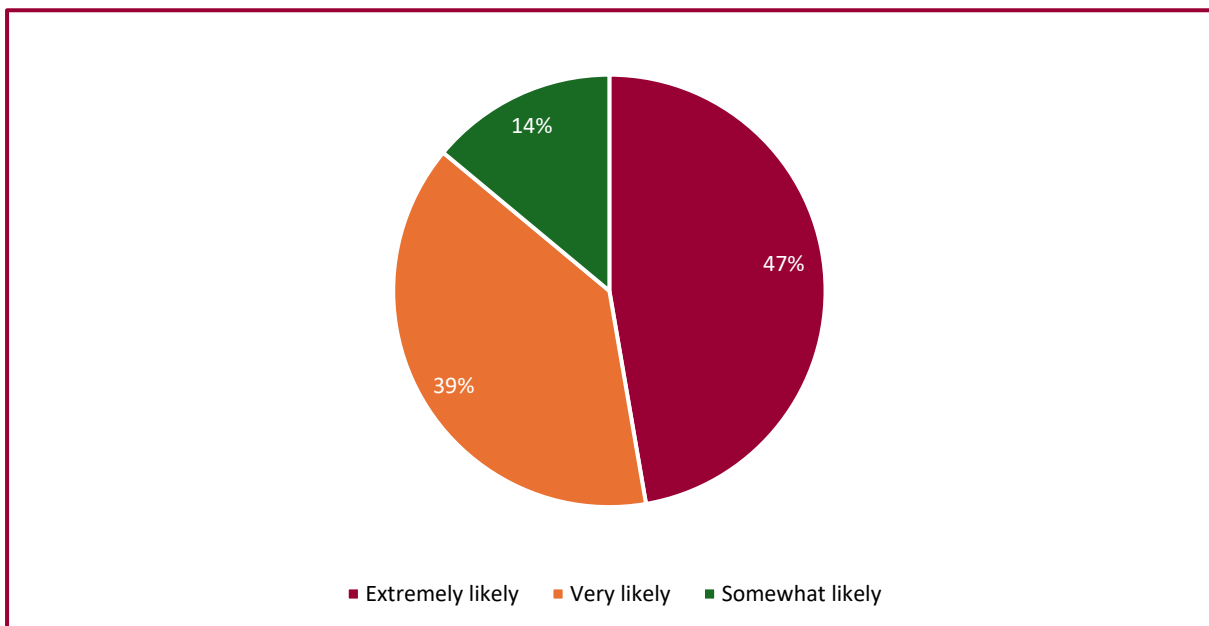
The vast majority of respondents (around 90%) said that they were likely to visit SFM again in the future, with only a very small minority neutral or unlikely to return. Among those who expected to revisit, nearly half said they were *extremely likely* to do so, almost four in ten were *very likely*, and a smaller group (14%) were *somewhat likely*. This shows a very strong intention among visitors to return.

Figure A30 Are you likely to visit SFM again in the future?



Source: SFM face-to-face survey (2025), n= 145

Figure A31 How likely?



Source: SFM face-to-face survey (2025), n= 129

Annex A: Contingent Valuation Survey Questions

Section 1 – Aim of Survey

This survey aims to understand the impact of heritage restoration investment at Shrewsbury Flaxmill Maltings, which is being led by Historic England, The National Lottery Heritage Fund and other delivery partners.

This is a hypothetical survey to help the researchers understand how people feel about the investment that has been made. During this survey, we will present a hypothetical scenario to you, which will require you to imagine how much money you would be willing to pay for something. You will not be asked to pay any money at the end of this survey.

We would like you to answer the questions in the survey as openly and honestly as you can, as if the scenarios presented were real. It should only take you around 5 minutes to complete.

[include a 15 second timer for this section]

Section 2 – Preliminary/Screening Questions

1. People are often busy and might not take the time to read things properly. We're checking if people really read questions. To prove you've read this far, select both "Moderately interested" and "Slightly interested".

- Extremely interested
- Very interested
- Moderately interested
- Slightly interested
- Not interested at all

[If Attention Check 1 is not "Moderately interested" & "Slightly interested" go to question 2]

[If Attention Check 1 is is "Moderately interested" & "Slightly interested" go to question 3]

2. You didn't select the correct answers to our last question. Your attention to this survey is very important for our research, so we'd like to give you another chance to respond. To show that you are paying attention, select both "Extremely interested" and "Very interested".

- Extremely interested
- Very interested
- Moderately interested
- Slightly interested
- Not interested at all

[If Attention Check 2 is not "Extremely interested" & "Very interested" then fail screening and exclude respondent from further participation]

[If Attention Check 2 is is "Extremely interested" & "Very interested" go to question 3]

3. How old are you?

- I am 16 years old, or above.
- I am under 16 years old.

[If answer to question 3 is "I am under 16 years old" then fail screening and exclude respondent from further participation]

Section 3 – General Attitudes

4. Are you a member of any cultural, conservation, heritage or environmental organisation?
 - Yes.
 - No.
5. How often do you visit heritage sites for leisure and recreational purposes?
 - At least once a month
 - At least 3 times a year
 - Once or twice in a year
 - Less than once a year
 - Never

Section 4 – Site and Investment Summary

The Main Mill at Shrewsbury Flaxmill Maltings is the first iron-framed building in the world, making the Maltings an internationally important industrial heritage site. Known as the grandparent of skyscrapers, the Main Mill opened in 1797 as a purpose-built flax mill. Since then, the site has grown and been repurposed and adapted many times. It was a maltings from 1897 to 1987, but also served as a temporary army barracks during the Second World War. After the Maltings closed in 1987, the future of the site and its important buildings became increasingly uncertain. Lying derelict for many years, a big challenge has been to identify a future for the site that protects and conserves the historic buildings while providing it with a viable and sustainable economic future.

****[15 second time for the above paragraph and image]****



6. Since it re-opened in 2022, have you seen or visited Shrewsbury Flaxmill Maltings?
 - Yes, I have been to the museum.
 - Yes, I have been to the site (café, general site area) but not the museum.
 - Yes, I work there

- I have seen it, but not visited the museum or site.
- I have not seen it or visited.
- I'm not sure.

Historic England bought the freehold for Shrewsbury Flaxmill Maltings in 2005 and later partnered with Shropshire Council and the Friends of the Flaxmill Maltings to save these important heritage buildings.

The key objective for the project was to restore and conserve a group of 'at risk' buildings on this unique and important industrial heritage site. The project aimed to deliver cultural exhibition and interpretation space on the ground floor alongside a public-facing café, as well as four floors of offices for local businesses and partners. The ground floors were brought back into use in September 2022, with the Main Mill and Kiln fully opened in May 2023. The site is now a working cultural attraction and café with a programme of events.

The below images show the condition of Shrewsbury Flaxmill Maltings, both before and after restoration works have been carried out. Before pictures are shown on the left, and after pictures are shown to the right.

Please take some time to review the pictures provided.

******[15 second timer for the above text]******

Main Mill and Kiln - Before and After 1

******[15 second timer for the picture set]******



Courtyard – Before and After 2

[15 second timer for the picture set]



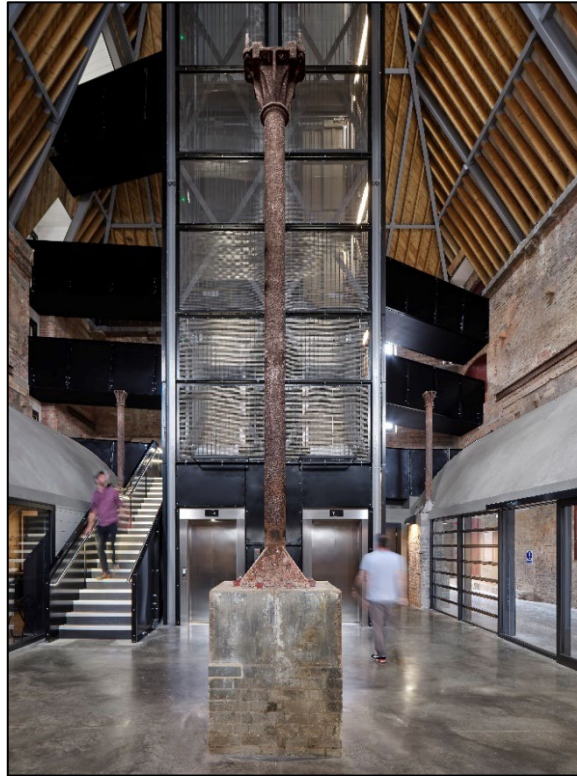
Jubilee Tower – Before and After 3

[15 second timer for the picture set]



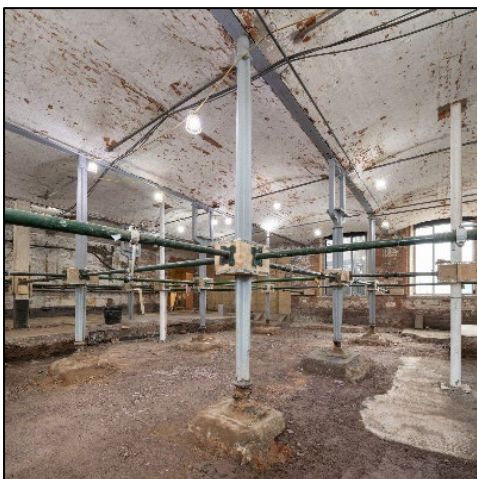
Kiln – Before and After 4

[15 second timer for the picture set]



Café – Before and After 5

[15 second timer for the picture set]



Section 5 – Valuation Questions

Important note: the next questions will ask you to consider a hypothetical situation. There is no intention to, or plans for, the government to charge the public to contribute to the restoration investment made to date at Shrewsbury Flaxmill Maltings, which was completed in 2022. Results from

this survey will be used for internal analysis only. However, we are trying to find out what you think the restorative investment made at Shrewsbury Flaxmill Maltings is worth, so please answer as truthfully as possible.

The Shrewsbury Flaxmill Maltings restoration has been majority funded using public money (95% of total costs) alongside contributions from volunteers and local partners. Suppose that, because of the need to prioritise public funding decisions, the funding for the Shrewsbury Flaxmill Maltings was not available. Without funding support, the Maltings would have continued to be derelict.

Please consider how much the restoration works undertaken at Shrewsbury Flaxmill Maltings are worth to you, if anything at all.

[15 second timer for the above text]

7. Do you feel you can promise to answer the questions that will follow as truthfully as possible?
 - Yes, I promise to answer the questions in the survey as truthfully as possible
 - No, I cannot promise this
 - Don't know until I see the questions.
8. If public funding was not available, would you have been willing, in principle, to have paid a one-off donation, even if only a very small amount, to have contributed to the restoration works carried out Shrewsbury Flaxmill Maltings? Without funding support, the buildings would have remained in their previous derelict condition.

A one-off donation would have been paid to an independent fund run by a not-for-profit local trust set up to restore Shrewsbury Flaxmill Maltings, supported by voluntary donations. This local trust does not exist in reality.

- Yes
- Maybe
- No

[If answer to question 8 is "Yes" or "Maybe" go to question 9]

[If answer to question 8 is "No" go to question 10]

9. Studies have shown that many people answering surveys such as this one say they are willing to pay more money than they would actually pay in reality. Please consider your financial circumstances and think about this question as if it were a real decision and you were actually making a payment in reality.

If public funding wasn't available, what is the **maximum** one-off donation that you would have been willing to pay to have contributed to the Shrewsbury Flaxmill Maltings restoration?

- £0.01
- £0.05
- £0.10
- £0.20
- £0.50

- £1.00
- £2.00
- £3.00
- £5.00
- £7.00
- £10.00
- £15.00
- £20.00
- £30.00
- £40.00
- £50.00
- £75.00
- £100.00
- £150.00
- £200.00
- Another amount – [£XX] – [text box to insert amount]
- I would not have made a donation in reality.

Section 5 – Demographic Questions

10. What is your age?

- [Blank box for response]

11. What is your gender?

- Male
- Female
- Prefer to self-describe
- Prefer not to say

Thank you for completing this survey.