**Name:** Files\\Group 2 - Leisure Walking\\Participant 23 - Interview

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Timespan** | **Content** | **Speaker** | **Section** | **Themes** |
| 1 | 0:01.0 - 0:21.0 | …make sure I've got myself in it clearly…fanstastic, there we go. Right, so aswell as the consent form I';ve alos got a topic guide. It’s not really that strict, I';m not going to go through the questions like a static survey. I'm just to have more of a conversation really.. | Me |  |  |
| 2 | 0:21.0 - 0:22.0 | Yeah. | Participant 22 |  |  |
| 3 | 0:22.0 - 0:28.0 | So I suppose my first question really, just in terms of in your everday loaf, is which types of digital map have you used so far? | Me |  |  |
| 4 | 0:28.0 - 0:34.0 | Er, I use er Google maps, that's probablyt...and Sat-Nav ocassionally. | Participant 22 |  |  |
| 5 | 0:34.0 - 0:35.0 | Rightey-oh. | Me |  |  |
| 6 | 0:35.0 - 0:42.0 | When I'm desperate [laughs], ands that's really all...otherwise I just use normal paper maps and thinsg like that. | Participant 22 |  |  |
| 7 | 0:42.0 - 0:46.0 | And what sort of thing do you use them for? | Me |  |  |
| 8 | 0:46.0 - 0:58.0 | Er, I use er Google maps, that's probably...and Sat-Nav ocassionally. Just for directions in towns and cities of I'm going to pick up something I have bought off eBay or something like that, and I've got to go into a city - not that I'm very traditional, I like to to know, I like maps in front of me, and I like to think where I am going beforehand. | Participant 22 |  |  |
| 9 | 0:58.0 - 1:02.0 | So, when you're doing that are you using the map just before you head of or… | Me |  |  |
| 10 | 1:02.0 - 1:10.0 | Yes, yes. Just so I've got a rough idea of where I am going, and I'll head off in that direction and find my way. | Participant 22 |  |  |
| 11 | 1:10.0 - 1:11.0 | Okay. | Me |  |  |
| 12 | 1:11.0 - 1:12.0 | Yeah. | Participant 22 |  |  |
| 13 | 1:12.0 - 1:14.0 | And is that something you use on a screen, or do you use… | Me |  |  |
| 14 | 1:14.0 - 1:29.0 | Er, I'd probably just print it off and remember it if it's somewhere I know fairly well, if it's a place I sort of know roughly remember it all and print off a little map aswell, just to sort of go aswel. | Participant 22 |  |  |
| 15 | 1:29.0 - 1:39.0 | Okay. Well that's a good outline of use, and that takes me onto the second one quite well. So, um, in terms of you said that you use Sat-Nav - use Sat-Nav if you get stuck, is that um… | Me |  |  |
| 16 | 1:39.0 - 2:14.0 | Well, if you get…yeah, rarely. If I'm feeling lazy, or, er - I had to go and pick something up from the middle of Ockley, u in Yorkshire the other day and I didn't know how to get there, so I had to use the Sat-Nav, and I don't like them because it took me right through the middle of Sheffield, er, and they tend to send you off in the wrong directions quite regularly, so I like to know alos for backup I like to know where I am going before I set off, so I can ignore the SatNav when I think it's telling me the wrong thing | Participant 22 |  |  |
| 17 | 2:14.0 - 2:17.0 | Ah so, so is it that you use Googel beforehand and then that? | Me |  |  |
| 18 | 2:17.0 - 2:23.0 | Yeah, just to look beforehand and see if it's sending me off in completely the wrong direction, and I'll ignore it. | Participant 22 |  |  |
| 19 | 2:23.0 - 2:28.0 | In some ways that's kind of interesting, so in some ways you sort of trust Google more that Sat-Nav there. | Me |  |  |
| 20 | 2:28.0 - 2:32.0 | Yeah, because it's a physical thing I can look at. | Participant 22 |  |  |
| 21 | 2:32.0 - 2:33.0 | Okay. | Me |  |  |
| 22 | 2:33.0 - 2:45.0 | Yeah, I like to have a map in front of me and then I know where I am going and it just backs me up on when I come to junction I don't particularly know, and it will at least guide me in getting the right direction. | Participant 22 |  |  |
| 23 | 2:45.0 - 2:46.0 | Okay. Rather than just sort of blindly following a Sat-Nav | Me |  |  |
| 24 | 2:46.0 - 2:49.0 | Yes. Which too many people do. | Participant 22 |  |  |
| 25 | 2:49.0 - 2:51.0 | Yeah, a lot of people do. | Me |  |  |
| 26 | 2:51.0 - 3:04.0 | I meet people driving home, er, lorry drivers, I drive up er Rosely Bar, its very twisty turny little road just out of Rosely - one lane; just like a switch-back. Lorries - arctics tend to get stuck up there. | Participant 22 |  |  |
| 27 | 3:04.0 - 3:07.0 | Yeah, because | Me |  |  |
| 28 | 3:07.0 - 3:09.0 | They blunder on, until they get too far… | Participant 22 |  |  |
| 29 | 3:09.0 - 3:11.0 | and then they get stuck. | Me |  |  |
| 30 | 3:11.0 - 3:14.0 | They get stuck, yes. | Participant 22 |  |  |
| 31 | 3:14.0 - 3:27.0 | Um just, you mentioned going to pick up a parcel in Yorkshire, but have you got any concrete, well other examples of where you have used digital maps in some way. | Me |  |  |
| 32 | 3:27.0 - 3:35.0 | Er, generally just picking things up off eBay and dropping things off. That's about it | Participant 22 |  |  |
| 33 | 3:35.0 - 3:36.0 | Okay. | Me |  |  |
| 34 | 3:36.0 - 3:41.0 | Not really. That's the only time I really use it | Participant 22 |  |  |
| 35 | 3:41.0 - 3:43.0 | …and is that something yo do quite regularly, or…? | Me |  |  |
| 36 | 3:43.0 - 3:48.0 | Not particularly, I kind of do it in fits and starts. One a month, a couple of times a month at most, yeah. | Participant 22 |  |  |
| 37 | 3:48.0 - 3:49.0 | Okay. | Me |  |  |
| 38 | 3:49.0 - 3:51.0 | Just about to go off this afternoon now I think about it [laughs] | Participant 22 |  |  |
| 39 | 3:51.0 - 3:52.0 | Yeah? | Me |  |  |
| 40 | 3:52.0 - 4:00.0 | Yeah, it's just one of those things. I'm not a...one of those…I don't buy a lot particulalrly off eBay. Juts a bit here and there. | Participant 22 |  |  |
| 41 | 4:00.0 - 4:05.0 | Okay - but give or take, it's about monthly-ish? | Me |  |  |
| 42 | 4:05.0 - 4:07.0 | Yeah. | Participant 22 |  |  |
| 43 | 4:07.0 - 4:25.0 | Okay, fanstastic. Um, moving onto more specific ones then - I mean, what I am looking at is more sort of general, but in terms of lesiure-walking then, in terms of your role here, do you or have you ever used digital maps when you are dealing with the public at all, or...? | Me |  |  |
| 44 | 4:25.0 - 4:50.0 | We don’t, no. Er, for one thing it is difficult to show people the screens [attempt to twist desktop monitor toward customer seat - it is fixed], but it's, I think we're a very traditional market town here,a nd the people that come in they tend to be older, and they generally, probably 99% they have got their own maps anyway, so we just grab one of our maps out the back and show them on teh counter - an ordnance survey map spread out and show them where they want to go. | Participant 22 |  |  |
| 45 | 4:50.0 - 4:52.0 | Right, okay - and is that 1 to 25, or…? | Me |  |  |
| 46 | 4:52.0 - 4:54.0 | One to twenty-five thousand, yes, the explorer one yeah. | Participant 22 |  |  |
| 47 | 4:54.0 - 4:56.0 | Okay, so everything is [hand gesture to signify expanded] | Me |  |  |
| 48 | 4:56.0 - 4:58.0 | ...detailed, yes. Yep. | Participant 22 |  |  |
| 49 | 4:58.0 - 5:01.0 | And are they - when people come in, are they quite au faix with reading those? | Me |  |  |
| 50 | 5:01.0 - 5:26.0 | They seem to be, yes, yeah. Some [puills a grimace face], just an exampel of someone who wasn't au faix - someone came in, must have been a year or so ago and wanted to know where the post office was in Bakewell. They were parked here and they wanted to drive from here to the Post Office, and as I said, you go up to teh roundabout, turn left, it's the first road on the left. Follow it round and it's just there. | Participant 22 |  |  |
| 51 | 5:26.0 - 5:41.0 | Yeah, it's not… | Me |  |  |
| 52 | 5:41.0 - 5:43.0 | Yeah. Left, turn left and it's there. They had to put it in a Sat-Nav, they had to put in a Postcode. They couldn't follow my dircetiosn like that. I had to give them a postcode so they could listen to a Sat-Nav to go left, turn-left and it's straight there. Just to get to the post office | Participant 22 |  |  |
| 53 | 5:43.0 - 5:45.0 | Oh right and were they elderly or…? | Me |  |  |
| 54 | 5:45.0 - 5:51.0 | Yes, they were elderly actually, worringly enough. You would think it would be the other way around, but not. I mean you think they would be more au faix with taking dircetions but not. I mean it's about a hundred yards. | Participant 22 |  |  |
| 55 | 5:51.0 - 5:53.0 | Yeah, it's not very far at all. | Me |  |  |
| 56 | 5:53.0 - 5:54.0 | No | Participant 22 |  |  |
| 57 | 5:54.0 - 6:01.0 | Just thinking about that, do you ever see customers, do you ever see them - I don't know if you call them customers or visitors... | Me |  |  |
| 58 | 6:01.0 - 6:04.0 | Customers or visitors, it's interchangable really, yeah. | Participant 22 |  |  |
| 59 | 6:04.0 - 6:09.0 | Okay. But when they come in do you ever see them use a map, or bring in a sort of device to look at a map? | Me |  |  |
| 60 | 6:09.0 - 6:24.0 | Verey rarely they do, they do come in with tablets and smart phones, but as I say, mostly it's um traditional paper maps. | Participant 22 |  |  |
| 61 | 6:24.0 - 6:33.0 | Okay, so that;s the main map used. So when you are using Ordnance Survey [referring to his statement earlier in the interview], is that because that's the standard choice that peope are sort of used to, or is… | Me |  |  |
| 62 | 6:33.0 - 6:41.0 | …it's just the standard map that we're used to, that they are used to, that everyone seems to have, that we sell here aswell as having one [smiles]. | Participant 22 |  |  |
| 63 | 6:41.0 - 6:43.0 | Ah, well that works…[smiles] | Me |  |  |
| 64 | 6:43.0 - 6:45.0 | yes it does, yes [laughs] | Participant 22 |  |  |
| 65 | 6:45.0 - 6:50.0 | And are those obviously the main types of maps, or do you also provide leaflets with... | Me |  |  |
| 66 | 6:50.0 - 7:07.0 | …we do provide lots of leaflets with maps on, er, walking guides, and things like a map. The book gives them ideas on where they are going to walk, and give them some directions, but they like to have a look on a map and still follow. | Participant 22 |  |  |
| 67 | 7:07.0 - 7:10.0 | And is that because you can see the route, or for the topography or... | Me |  |  |
| 68 | 7:10.0 - 7:27.0 | Probably the route I would say, I mean I'm not sure whether are too up on the topography of maps. They can see where the footpaths go, but they can't really see where there is a mountain or something there. Their map reading skills are limited, but functional. Probably yeah. | Participant 22 |  |  |
| 69 | 7:27.0 - 7:36.0 | Okay. I mean, a lot fo the other people I have been interviewing so far, have been walk leaders, so I suppose their use would be quite different to the generic or general walker as such. | Me |  |  |
| 70 | 7:36.0 - 7:38.0 | Yes, yeah. | Participant 22 |  |  |
| 71 | 7:38.0 - 7:42.0 | …and they tend to be quite defensive over their walkways and pathways aswell. | Me |  |  |
| 72 | 7:42.0 - 7:50.0 | Yes [laughs]. Oh yes, I can imagine. | Participant 22 |  |  |
| 73 | 7:50.0 - 8:05.0 | But um, just um, to go back to your - using maps here, with people coming in - how does it fit in with other activities? I mean, could you walk me through an exmpel where you have used a map with somebody? | Me |  |  |
| 74 | 8:05.0 - 8:44.0 | Er, someone comes in and they say they want to go for a walk on the edges, something like that. SO we just get one of the reference ordnance survey maps out and spread it out on the counter, tunr it over - because it' always on the other side to the one you want - they are double-sided maps - and then you just show them where. Probably take them Hathersage, somewhere like that and then you show them where there is somewhere to park there, and maybe show them some paths they can walk on or some open access land or whatever. | Participant 22 |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 75 | 8:44.0 - 8:46.0 | And do you… | Me |  |  |
| 76 | 8:46.0 - 8:53.0 | ..we just point to them, we don't exactly give them a hard-copy - because obviously we couldn't do that on a photocopier [laughs - refering to the map size] | Participant 22 |  |  |
| 77 | 8:53.0 - 8:56.0 | Yeah, and obviously all that folding. And when you're... | Me |  |  |
| 78 | 8:56.0 - 9:01.0 | …well it would be illegal for one thing! [laughs]. That's the main thing I'd worry about - the legality of it. | Participant 22 |  |  |
| 79 | 9:01.0 - 9:03.0 | Yeah, and they can be costly! | Me |  |  |
| 80 | 9:03.0 - 9:04.0 | Yeah. | Participant 22 |  |  |
| 81 | 9:04.0 - 9:16.0 | Um, so in terms of when you're suggesting a route to them, is that something you do from your own experience or do you gauge that on their ability, or…? | Me |  |  |
| 82 | 9:16.0 - 10:03.0 | Er, both, you have to guage that on their ability, their age, what clothes they are wearing, things like that, and just…how well they know the area, have they got a family where they've got kids, and obviously their age and their fitness, you have to gauge that, andthen their experience and how well they know the area and whether they have walked there before, and then it is just on your own experience and members fo staf will - I mean I'm not from around here, but everyone else is born and raised here. They have been walking about foir years. Some of them run walking groups, and things like that, yeah. I'm a bit more limited, but they've got an in-depth knowledge of every single blade of grass in the peak district. I learn off them, so I send people off on walks I have never been on myself. If I can describe them fantastically but then... | Participant 22 |  |  |
| 83 | 10:03.0 - 10:07.0 | But then if you had a family come in, you would send them up on a long path. | Me |  |  |
| 84 | 10:07.0 - 10:10.0 | No I wouldn’t send them up on bleak lows or something like that, no [laughs] | Participant 22 |  |  |
| 85 | 10:10.0 - 10:38.0 | No, probably wouldn’t be good. Um, so that fits in with quite a few activities there, and in terms of your own experience of using them with eBay, you say uou've looked at a map beforehand, and then with Sat-Nav potnetially diverting off if you need to. Um, but are there any other exampels where you have used a digital map yourself, or...? | Me |  |  |
| 86 | 10:38.0 - 10:51.0 | Er, I don't. I can't think of any that are, just if I have to go…no, I can't think of any other time I have used digital mapping to be honest. | Participant 22 |  |  |
| 87 | 10:51.0 - 10:52.0 | Okay | Me |  |  |
| 88 | 10:52.0 - 11:06.0 | No, it's…sometimes I go on street-scene so I can look along, er on Googel maps I go on street-scene, so I can see actually see, I can actually drive down the road beforehand of where I am going to. | Participant 22 |  |  |
| 89 | 11:06.0 - 11:08.0 | And is that to, sort of see it… | Me |  |  |
| 90 | 11:08.0 - 11:12.0 | ..so I can see it yes, so "oh I have passed that shop on the left, so I need to take the next turn on the right". | Participant 22 |  |  |
| 91 | 11:12.0 - 11:13.0 | Righety-Oh | Me |  |  |
| 92 | 11:13.0 - 11:15.0 | I think that's all, yeah. | Participant 22 |  |  |
| 93 | 11:15.0 - 11:17.0 | But do you do that befoire you set off? | Me |  |  |
| 94 | 11:17.0 - 11:19.0 | Yes, yeah, yeah. | Participant 22 |  |  |
| 95 | 11:19.0 - 11:22.0 | And is that sort of immediately or is that sort of a week before? | Me |  |  |
| 96 | 11:22.0 - 11:30.0 | No, probably a day before or, so it's fresh in my mind, because when you get to my age things tend to drop out of your mind or your memory [laughs]. | Participant 22 |  |  |
| 97 | 11:30.0 - 11:32.0 | They do mine aswell | Me |  |  |
| 98 | 11:32.0 - 11:34.0 | Well, that's a student | Participant 22 |  |  |
| 99 | 11:34.0 - 11:56.0 | Well, that's, yeah.. Also, when, if you were to imagine when the vistors or customers do come in, and they are using a map, how would you invisage their use of that map in the whole process of going for a walk? | Me |  |  |
| 100 | 11:56.0 - 12:45.0 | It's difficult to know whether some people have the maps in their backpack just as, just something that is there, just in case there is an emergency and it's there, but then they won't be able to read it then anyway. Er some people do, they like to buy a book and then look at map anyway. Er, work out their route from that. I think that maybe, I don't know maybe fifty-fifty, half of people have got a map and then work out where they are going to walk beforehand, and other people will be guided generally by a book, but have the map in their backpack just for the oacassional glance at, just to see. | Participant 22 |  |  |
| 101 | 12:45.0 - 12:49.0 | Okay. And which, when you say book, are like any you have here, or... | Me |  |  |
| 102 | 12:49.0 - 13:01.0 | When I say books, they've probably got an infinite number of walking books; from pubs to pubs, to tea rooms - just an infinite number of walks - day walks, hour walks, walks with children... | Participant 22 |  |  |
| 103 | 13:01.0 - 13:06.0 | Are they tend to be books they bring in with them, or are they purchasing them here, or…? | Me |  |  |
| 104 | 13:06.0 - 13:07.0 | Both. | Participant 22 |  |  |
| 105 | 13:07.0 - 13:08.0 | Okay. | Me |  |  |
| 106 | 13:08.0 - 13:35.0 | We get quite a lot of them have got some books already - locals tend to have some books already, and when a new one comes out they might come have a look and they might buy it or, or people who come in from outside the area, it might be their first time here, hey might only be here for a couple of days and they might buy a book for a couple of quid, just to give them some ideas - as a one off, more as a throw-away item. | Participant 22 |  |  |
| 107 | 13:35.0 - 13:56.0 | And are they, I'm just thinking, when people are coming in - what we've not really discussed is how many re likley to be locals coming in, and how many are likely to be - you know, sort of visitors. | Me |  |  |
| 108 | 13:56.0 - 14:22.0 | Well, er, difficult to say really. People who are staying away - day trips from towns and cities around, I mean even from places like Chesterfield, even though it's not far away, I'm not sure of you class them as a visitor, or a…[awaits afformation] | Participant 22 |  |  |
| 109 | 14:22.0 - 14:23.0 | Yeah | Me |  |  |
| 110 | 14:23.0 - 14:43.0 | People who are, probably about ten percent of the people are actually staying - on a holiday - are actually staying in the area. Probably about eighty percent are probably travelling here on daytrips. Probably about less than ten percent are actually close to Bakewell or Matlock or the close vicinity who woudl come in here, because most of them have lived here for a long time, so they don't really need our guidnace on things to see and do. | Participant 22 |  |  |
| 111 | 14:43.0 - 14:45.0 | Right, and it could be different in winter too I imagine? | Me |  |  |
| 112 | 14:45.0 - 14:46.0 | Yeah | Participant 22 |  |  |
| 113 | 14:46.0 - 15:03.0 | Okay. Fantastic. Um, the other one - a bit of a random one - how important are digital maps, do you think, to walking in general? | Me |  |  |
| 114 | 15:03.0 - 15:05.0 | Erm. Not particularly useful at the moment I wouldn’t say. | Participant 22 |  |  |
| 115 | 15:05.0 - 15:06.0 | Okay. | Me |  |  |
| 116 | 15:06.0 - 15:23.0 | Er, I can't speak of any experince because I don't use them, but me being traditional, most of our vistoirs here being traditional, they would prefer a physical hard copy. | Participant 22 |  |  |
| 117 | 15:23.0 - 15:25.0 | And is that generally ordnance survey, or…? | Me |  |  |
| 118 | 15:25.0 - 15:32.0 | Generally ordnance survey, yeah, and near;ly always ordnnace survey if they are proper walkers, yeah. | Participant 22 |  |  |
| 119 | 15:32.0 - 15:33.0 | Yeah? | Me |  |  |
| 120 | 15:33.0 - 15:38.0 | Yeah, they’re the only ones that show all the footpatsh and everything to any detail, so they will always be Ordnnace Survey, yeah. | Participant 22 |  |  |
| 121 | 15:38.0 - 15:40.0 | Okay, well that's… | Me |  |  |
| 122 | 15:40.0 - 15:54.0 | …but I think the way that things are changing, how rapidly things are changing, you see old people with tablets - older people with tablets, I've just never used them myself, so…I haven't even got a teblet myself. | Participant 22 |  |  |
| 123 | 15:54.0 - 15:56.0 | That's fair enough | Me |  |  |
| 124 | 15:56.0 - 16:01.0 | So, I can't comment on how good the maps are, the walking maps are, because I haven't got one. | Participant 22 |  |  |
| 125 | 16:01.0 - 16:32.0 | Okay, that's fair enough. And again, another one - probably a fairly obvious one for tis case; these questions generally go across all there caes 9refrring to the topic guide) - soitl;s quite an obvious one, but to what extent do you think a digital map has in informing a route, the choice fo route that somebody chooses to take? | Me |  |  |
| 126 | 16:32.0 - 16:50.0 | Er, on it's own I'm not sure if it needs someone to tell them "oh, this is a nice walk" or "oh, go and have a look at a bok and think it's a walk" or…I don't think they would just have a look and see it on it’s own no. I think they would need some extra guidnace aswell. | Participant 22 |  |  |
| 127 | 16:50.0 - 16:51.0 | Okay | Me |  |  |
| 128 | 16:51.0 - 17:26.0 | Most people are fairly - most our visitors are fairly, not seasoned walkers most of them. Seasoned walkers don't tend to come in here because they know - they do their own research nd just go out walking. The less experienced walkers who come in here, are who need moer guidnace. They woudlnb't be confident enough to just go - or they woudl proably want to know where is teh best place to go. They woudln't want to go on a walk and be...if they're only here for a limited amount of time, they want to kn ow where the best walks are. Whether they - well, they don't want to go six hours away on a dull walk. | Participant 22 |  |  |
| 129 | 17:26.0 - 17:44.0 | No. And how would they - if they were going to use a digital map at all, how would that fit in over the walk? They come in here, get some advice on where to go - would a digital map even figure in that? | Me |  |  |
| 130 | 17:44.0 - 18:08.0 | Er, not from our side of things bacause we haven't got any access to digital maps, so we - when they've gone, once we've shown them on the orndance survey map [gestures to using a paper-based map on a table] and they've decided not to buy it, or to book - whether they have got to walk on, and whether they have got to do their own research online to see whether they can get a digital map of that particular walk - I'm not sure. I've never come across that, but I bet people do when they leave here. | Participant 22 |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 131 | 18:08.0 - 18:58.0 | Yeah, well it's - that's why I've been looking at walkers to get that…it's almosta process where you've got tourist information, then you've got visitors to the peaks like the walkers, and then you've got the thirds one, like pub and B&B owners. So I've got that chain all the way through. But, right. Other than the choice of route then, which is on to another one - so if somebody was to choose a site, or place to go to, you know like a site or a physical location - how woudl you envisage a digital map would fit into that? - both as yourself, when advising somebody on where would be a good place or on their own decison? | Me |  |  |
| 132 | 18:58.0 - 19:01.0 | Like on a, like Chatsworth House or something like that - an attraction? | Participant 22 |  |  |
| 133 | 19:01.0 - 19:03.0 | Yeah, okay. | Me |  |  |
| 134 | 19:03.0 - 19:20.0 | More and more people are wanting postcodes to get there, er, we never used to have a list of postcodes, but now we've got a lots fo all the postcodes - we've got car parks, er, in the peak district all the attractions, so we can send people off. Yeah peopel insist on...[gestures with hand, long poause] | Participant 22 |  |  |
| 135 | 19:20.0 - 19:24.0 | Having a postcode? | Me |  |  |
| 136 | 19:24.0 - 19:34.0 | Having a postcode, yeah. Especially younger people, who come up from, er, Birmingham, Nottingham, places like that - Derby, they need a postcode. | Participant 22 |  |  |
| 137 | 19:34.0 - 19:36.0 | And is that for a Sat-Nav do you know, or…? | Me |  |  |
| 138 | 19:36.0 - 19:40.0 | Yeah, I imagine so, yeah. | Participant 22 |  |  |
| 139 | 19:40.0 - 19:42.0 | Okay, that's interesting | Me |  |  |
| 140 | 19:42.0 - 19:50.0 | Yeah, they haven't got the confidence to…or experience to follow a map, so they have to have a postcode to get anywhere. | Participant 22 |  |  |
| 141 | 19:50.0 - 20:01.0 | That's, so that's quite an interesting one again to look into. And so when you're giving them out the information, are they asking for the postcode quite often? Is that quite a general… | Me |  |  |
| 142 | 20:01.0 - 20:12.0 | …oh yes, more and more, yes, as I say, a couple of years ago we didn't have a list of any postcodes because noone really asked, well ocassioanlly someone asked - if they rang up they wanted to know the postcode of how to get to the peak district. | Participant 22 |  |  |
| 143 | 20:12.0 - 20:19.0 | Oh, just out of curisoity, how is that process managed? Is that on a spreadhseet which you keep online, updated with locations or...? | Me |  |  |
| 144 | 20:19.0 - 20:25.0 | Er, yes, itls a spreadsheet, yes. In fact we've got a list just hanging up on the side [points at several A4 sheest of printed paper boundtogetehr and hanging off a wall - possibly a spreadsheet print-out]. | Participant 22 |  |  |
| 145 | 20:25.0 - 20:26.0 | Okay. | Me |  |  |
| 146 | 20:26.0 - 20:28.0 | Actually I'll show you [leaves shot to go and get list of postcodes] | Participant 22 |  |  |
| 147 | 20:28.0 - 20:31.0 | Oh okay, yeah. | Me |  |  |
| 148 | 20:31.0 - 20:50.0 | It's just this here - a postcode list of where everything is - visitors centres, historic buildings , car parks aswell - [whilst flipping through the booklet] - yeah, here you are car parking, yeah. | Participant 22 |  |  |
| 149 | 20:50.0 - 20:52.0 | I hadn't thought that far about… | Me |  |  |
| 150 | 20:52.0 - 21:01.0 | Yeah, apparently they've all got to have a postcode because they chargable, they have got to have an address because they are - they have got to have a pay and display machine, and it's got to have a postcode. | Participant 22 |  |  |
| 151 | 21:01.0 - 21:03.0 | And I imagine they've got to pay ground rent to the local authority aswell | Me |  |  |
| 152 | 21:03.0 - 21:05.0 | Yeah, yeah. | Participant 22 |  |  |
| 153 | 21:05.0 - 21:07.0 | I hadn't actuially thought about that. | Me |  |  |
| 154 | 21:07.0 - 21:23.0 | But whether - because postcodes can cover, especially in rural areas, postcodes can cover huge areas. So, which in time it will take you to roughly the area you want to go to, but it's best to have a little map aswell, so you - even though… | Participant 22 |  |  |
| 155 | 21:23.0 - 21:27.0 | Well, I know the SK postcode goes right up to Macclesfield, and that's huge, so… | Me |  |  |
| 156 | 21:27.0 - 21:28.0 | Yeah. | Participant 22 |  |  |
| 157 | 21:28.0 - 21:34.0 | Okay, fantastic. That's quite intriguing in itself that one. | Me |  |  |
| 158 | 21:34.0 - 21:37.0 | Yeah, Yeah. | Participant 22 |  |  |
| 159 | 21:37.0 - 21:40.0 | And you say - would say that's shifted in the last…? | Me |  |  |
| 160 | 21:40.0 - 21:42.0 | two or three years | Participant 22 |  |  |
| 161 | 21:42.0 - 21:44.0 | And has that sort of gradually crept up, or is that…? | Me |  |  |
| 162 | 21:44.0 - 22:01.0 | It happened gradually at first, with people asking here and there for a couple of years of just one person maybe once a month would ask for postcode, but then in the past couple of years, more and more it's just sort of risen exponentially [laughs] | Participant 22 |  |  |
| 163 | 22:01.0 - 22:09.0 | Is that, is that just with Sat-Nav, or are people generally starting to use more digital technology | Me |  |  |
| 164 | 22:09.0 - 22:10.0 | I couldn't say... | Participant 22 |  |  |
| 165 | 22:10.0 - 22:11.0 | …no, okay, yeah… | Me |  |  |
| 166 | 22:11.0 - 22:16.0 | …they just ask for the postcodes, and we give them out. Unless we try and explain and then we just go - "oh, we'll just give them the postcode". | Participant 22 |  |  |
| 167 | 22:16.0 - 23:01.0 | Okay, that;s just um, yeah, um, and this is quite an abstract question. Do you think a digial map can inform, or if you like, give somebody a sense of place - like, if they were going to come to Bakewell for example, and they looked at a digital map woudl that give a fair representation of what Bakewell would be like as a place? [long pause] ...a little bit like, when you go on eBay, and you look a little bit before to see what to expect before you get there, does that have an effect on or not? | Me |  |  |
| 168 | 23:01.0 - 23:51.0 | Erm, possibely I suppose it gives you - I'm not sure how, because I haven't got much experience of a digital map, so all I'm thinking of is a digital version of an ordnance survey map, so I haven't - so that';s all I'm thinking off with digital maps, and I don't suppose they can give you any sort of representation, itls just a functional paper copy of how to get there. It doesn't actually give you any meat on the bone does it? Nothing like street-scene where you can walk around the streets, like when we went on holiday to France, in September and before I had even been there I had walked around the whole village on street-scene and I knew where all the restaurants were, and [laughs] - it was almost like I could recognise people when I got there "oh, you were sitting in so and so resturant"! but um, that gives you more of an idea about a place, but an actual phsycial map with the roads, of this and that. It's just functional, rather than... | Participant 22 |  |  |
| 169 | 23:51.0 - 24:04.0 | When you were doing that, when you were going on holiday, you looked through it all on the imagery. How did the imagery you saw before you went comnpare the sort fo lived experince of phsycially being there? Did you give you, was it an accurate sense...? | Me |  |  |
| 170 | 24:04.0 - 24:41.0 | It wasn't…no, not particularly. It was interesting and nice to know where you were going before you got there, so you knew where - walking down the street "oh, I could take this alleyway", or down to the sqaure there, but it doesn't really give it the full flavour of a place. I suppose you get the physical buildings. You can't small it, and feel teh warmth - the sunsine, and things like that. So it gives you an idea, but not a full idea, no. It was far better than it seemed on..[laughs] | Participant 22 |  |  |
| 171 | 24:41.0 - 24:51.0 | and what would you say would have been missing from that? I mean obvioulsy, is it just - it's a visual medium so it's not got anything thatls not visual, but is there anything mre thatls missing, or is it just…? | Me |  |  |
| 172 | 24:51.0 - 25:09.0 | Yeah, I mean I can't really imagine what more they are going to give you than visual - unless they are going to do it holographically, sonthing like that is the only way I can imagine they will do it. But as I say, it's only visual so you don't get any of the other senses involved. | Participant 22 |  |  |
| 173 | 25:09.0 - 25:34.0 | No, that's absoluteley fine. I'm just curious to see. And I'm just thinking on that, when you've got a digital map of Bakewell, when vistors are looking at that as a represenattion fo Bakewell, would you say anthing is missing from that that would be useful for them when coming here? | Me |  |  |
| 174 | 25:34.0 - 26:01.0 | Er, well I suppose they've got a map, but they don't know what there is to see and do in Bakewell. It doesn't give them any additional information. It doesn't…er…yeah, it doesn't tell them where to get the best Bakewell pudding from, or where the best tea rooms are, and I know they can link into TripAdvisor and things like that. to find out thos ethings, but an actual map doesn't give them the full picture. | Participant 22 |  |  |
| 175 | 26:01.0 - 26:06.0 | Okay, well that, in some ways itls about having those links - an interconnectedness | Me |  |  |
| 176 | 26:06.0 - 26:10.0 | Yeah, but once again, they're static links aswell. You can't get it all in one…yeah. | Participant 22 |  |  |
| 177 | 26:10.0 - 26:24.0 | Okay | Me |  |  |
| 178 | 26:24.0 - 26:28.0 | Well, and it is, it takes us through the one sense aswell, untill we get smelling TV;ls and full sound, and er the whole lot, then we've still got a way to go. | Participant 22 |  |  |
| 179 | 26:28.0 - 26:32.0 | Okay, well that could be good. But no, so that's covered most our questions, well that's covered all of them now. Yeah, so that's really good. | Me |  |  |
| 180 | 26:32.0 - 26:33.0 | Excellent, excellent. | Participant 22 |  |  |
| 181 | 26:33.0 - 26:36.0 | Yeah, and that was quite quick actually | Me |  |  |
| 182 | 26:36.0 - 26:38.0 | Was it, oh right, oh good. | Participant 22 |  |  |
| 183 | 26:38.0 - 26:40.0 | But thank you very much. | Me |  |  |
| 184 | 26:40.0 - 26:42.0 | No, itls fine | Participant 22 |  |  |
| 185 | 26:42.0 - 26:46.0 | What I'll do is flick that off, but just before I do, are you still happy with the consent…? | Me |  |  |
| 186 | 26:46.0 - 26:48.0 | Yes, yes, | Participant 22 |  |  |
| 187 | 26:48.0 - 26:53.8 | Fantastic. What I'll do then is I'll swicth that off. | Me |  |  |