

Grand Harburn Festival

Visitor Feedback 2013

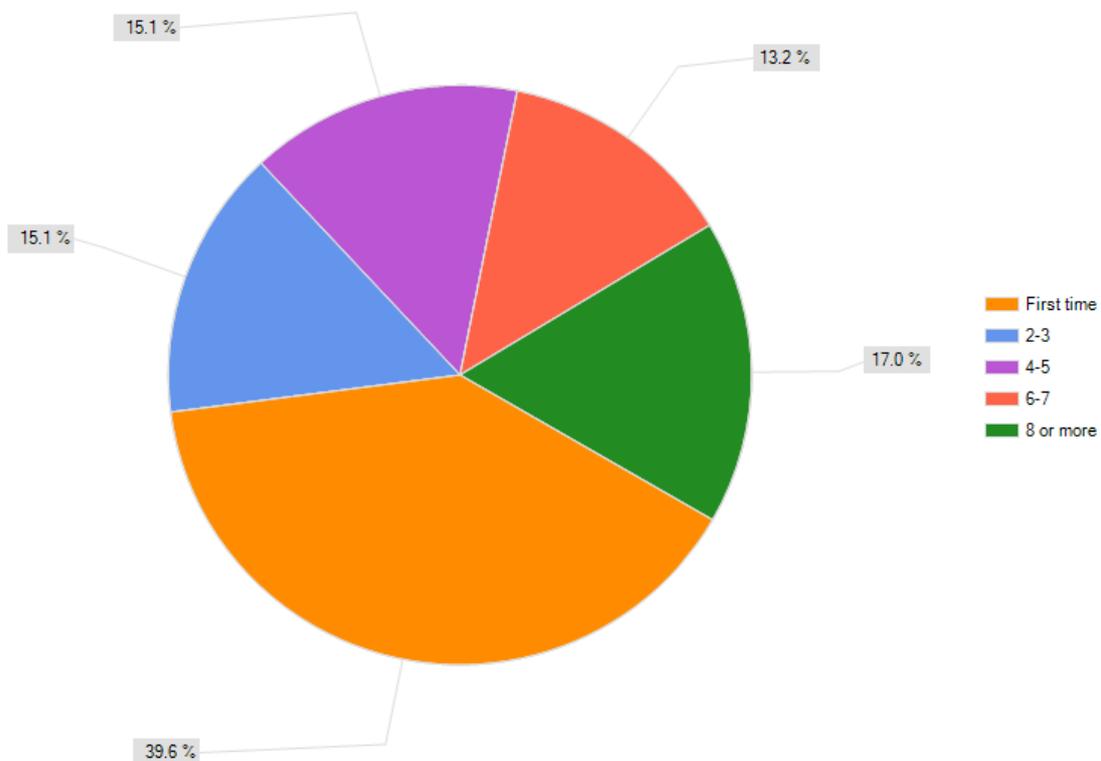
The Grand Harburn Festival has been a regular event in our community for a number of years and is a very successful summer fixture. Over the years, the event has grown and now takes much more effort to organise. This has stimulated discussion around the future of the Festival; can we continue to grow? Do we want to? How can we best manage it?

It was agreed by the Committee that now would be a good time to get some feedback from our visitors, to find out what people really enjoyed and if there were any ways in which we could enhance their experience so that this information could feed in to the wider discussion about the Festival and help guide us in future planning.

A simple survey was put together and distributed on the day at strategic points throughout the festival site. We also helped some visitors complete their surveys and took that opportunity to get a better sense of their experience. We targeted a cross section of visitors; young and older.

A total of **56** surveys were completed with the following results.

We asked people how many times they had been to the Festival before.



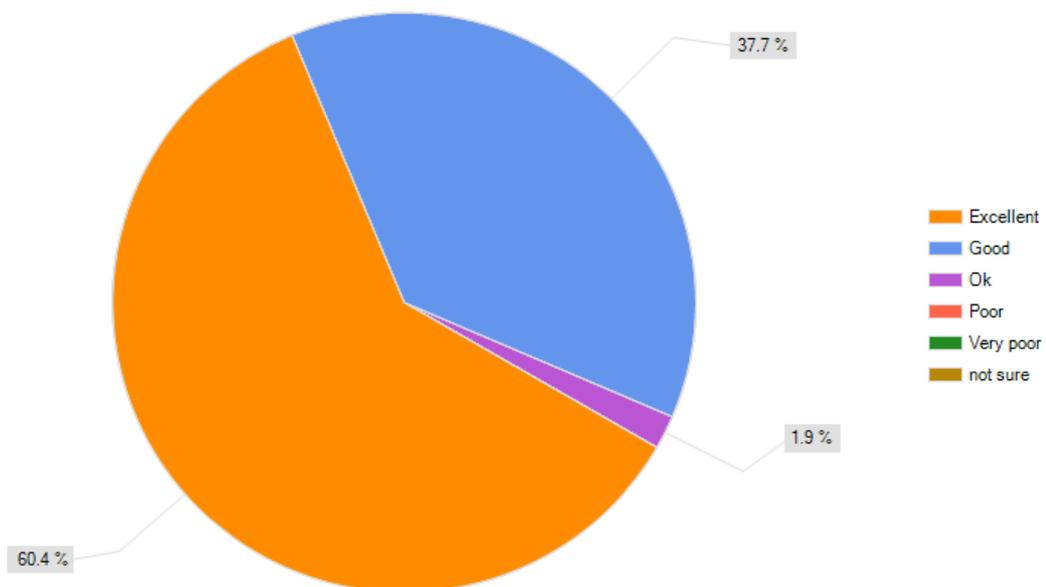
40% were visiting for the first time. 60% had been before, 45% of whom had been several times, indicating a good rate of return.

I try not to miss it - made it here most years

We asked how they rated the festival overall.

A very positive 60% rated it as 'excellent', a further 38% as 'good' and only 2% 'okay.' Noone thought it 'poor.'

There's something for everyone and it's all local people doing it. I'd give it 10/10.



Some of the comments from visitors included;

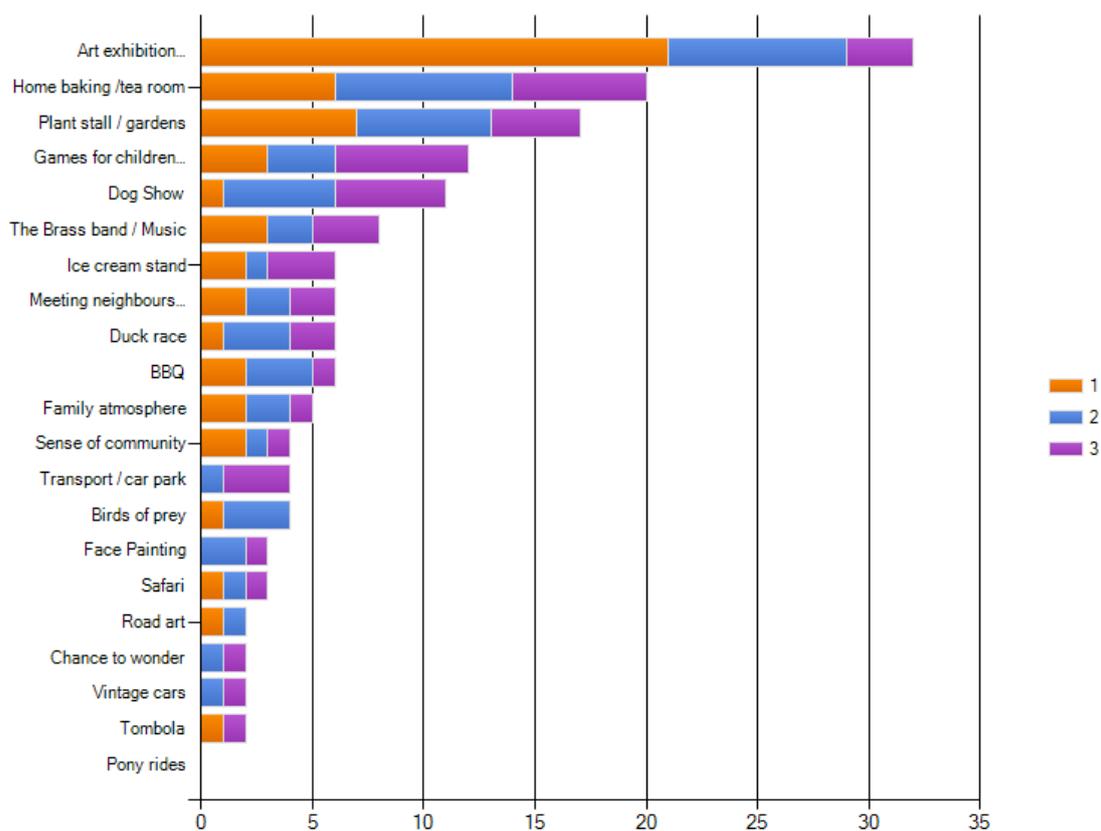
- *As a village festival it is excellent.*
- *A perfect day.*

- *I like that there's an absence of tacky things - no burger vans. It's a nice size, spread out and it gives you a chance to wander.*
- *Think it's a great place to spend the day with the family.*

We asked what people's three favourite things were at the festival.

In general, visitors felt that the family / community atmosphere was a real draw and that there was an excellent range of activities with 'something for everyone.' The affordability of the activities was also frequently mentioned as a plus.

Specific responses were ranked first, second and third choice.



Love the duck race - for the sheer silliness of the excitement. But it's hard to pick out my favourite three, I like all the things you do.

For specific activities, the art exhibitions came out top with 66% giving this as their top favourite thing. The home baking and tea room was also very popular, closely followed by the gardens and plant stall.

Some activities weren't singled out as favourites but shouldn't be dismissed as unimportant; the fun run for example was a new addition to the programme and will likely take some time to build momentum but links in well to people's suggestion for more sporting activity.

Road Art, equally, did not 'score' highly, however, it was much enjoyed on the day, and is free.

We asked if anything could be improved about the Festival.

Again this drew a very positive response with 55% of people saying 'no,' there was nothing that needed improvement.

Excellent as it is - something constant in a changing world!

No improvements - just keep it going.

Of the 45% who felt there could be some improvement, 25 people left comments. Those most frequently cited were;

- Better marketing (facebook, tweeting, promotion through Parent Councils at local schools)
- Better signage, a plan of the festival site, a timetable for the bus
- A bigger bouncy castle
- Better parking
- Cheese for the burgers!
- Just more of everything / bigger
- Better weather planning – providing more seating and cold drinks if the weather is hot.

As mentioned, visitors are happy with the affordability of the Festival however, several mentioned that they were surprised not to be charged an entrance fee or to be charged for the programme. There was also a suggestion that a small charge for the car park could be levied.

We asked people if there were any activities they would like to see at next year's Festival.

Those most frequently mentioned were;

- Pony rides – this was very missed at this year's festival and there were several disappointed girls.
- Plant sale – wider range of stock to include more Himalayan Poppies, meadow seeds and wild flowers that attract bees and butterflies. Perhaps a second plant stall at the car park so people could buy them on their back to the car rather than having to carry them.

- More live music. Suggestions included a piper, music at Saw Mill and some local bands on at different times throughout the day.
- More sports, such as a sports day for adults, and assault course, wheel barrow race or putting competition, a Highland Games for Under 12s, sack race and football.
- Rural and woodland craft demonstrations and displays such as basket weaving, floral art, beekeeping (and honey tasting).
- Additional catering to include hot dogs, cheese for burgers, a beer tent, extra BBQ area at Saw Mill, tea and coffee made available at Broadshaw, and more juice stands on the lanes (if the weather is hot).
- More classic cars and the introduction of classic bikes in a dedicated area and a rosette for the 'best in show'.

Other suggestions were;

- *A gala dance in the evening with a basket supper. You could sell tickets.*
- *Selling copies of the kids art.*
- *More stuff for children around 8-10 yrs.*
- *Nerf gun shooting competition.*
- *More side shows for the kids like a wee roundabout.*
- *A horse and carriage.*
- *Talk for children from 5 sisters zoo?*
- *Dancing A La Isadora Duncan on lawns.*
- *Guess sweets in jar. Guess weight of cake. Guess birthday of teddy.*
- *Hoopla. Wet sponge.*
- *Trampoline and sandpit. Medals for the best activity.*
- *Fishing for a duck in a paddling pool.*
- *Dylan says more sweeties on the sweetie trail :)*

We asked people if they had any final suggestions or comments about the Festival.

- *Watching this festival develop - both physically and communally is heart warming. Well done!*
- *MANY thanks to the committee and to ALL the people who take part - it is such a lovely day out.*
- *A really nice community day with great participation from everyone and very welcoming to us visitors.*
- *It is well priced and realistic.*
- *Don't let it get too big!*
- *Always have had happy memories to take home.*

Finally, several people left their contact details and may be interested in being involved in organising parts of the festival next year. These details will be supplied to the Committee on request.