

Emsworth Festival Markets Christmas Market 14th Dec. 2008



Online visitor feed back - a short report.

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1 Introduction

The principle aim of this report is to provide the organisers with objective data which may be useful to:

1. Help in identifying the strengths and weakness of the event from a visitor's point of view.
2. Inform decisions about future events
3. Provide an estimate of the event's impact on the town's economy

By its nature, this being a self selecting survey, it would be expected that the majority of respondents will have particular view points. As such it would be unwise to extrapolate the results to reflect the overall view of all visitors. Never the less, the results can be treated with degree of confidence in that they area likely to present the overall view of those respondents whose experience of the event was either particularly positive or negative. Further, the respondents' comments provide a useful source to inform the future development of the Emsworth Festival Markets.

The survey was conducted online during and for fourteen days after the event.

The survey was designed to seek the following information:

1. Origin of visitors
2. Mode of transport to the event
3. Length of visit
4. Visitor spend
5. Future Intentions of Event Visitors

The views of visitors as to how the event might be improved.

The survey elicited `9 responses. (0.6% of the estimated total number (3,000) of visitors.

2. Summary of results

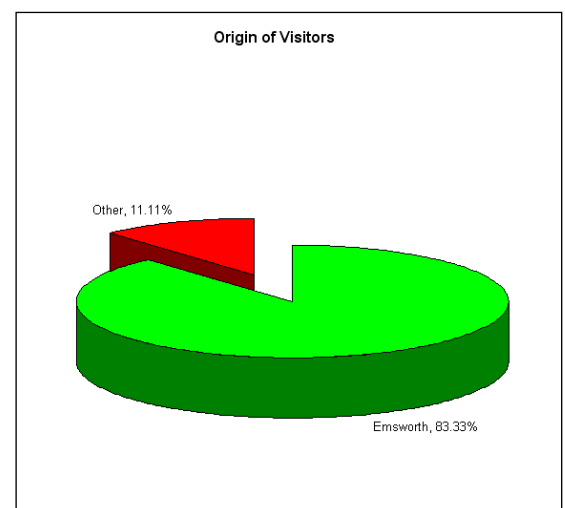
Origin	Emsworth	15	83.33%
	Other	2	11.11%
Mode of Transport	Walk	13	72.22%
	Car	4	22.22%
	Bus	1	5.56%
Frequency of visits to Emsworth	Daily	7	38.89%
	At least once a week	7	38.89%
	At least once a month	1	5.56%
	Several times a year	2	11.11%
Time spent in Emsworth	Less than 1 hour	5	27.78%
	1 -2 hours	5	27.78%
	2-3 hours	4	22.22%

Most Enjoyed	More than 3 hours	3	16.67%
	The market stalls	12	66.67%
	The pubs	2	11.11%
	The Cafes	0	0.00%
	The Entertainment	0	0.00%
	Other	3	16.67%
Least Enjoyed	The market stalls	2	11.11%
	The pubs	1	5.56%
	The Cafes	0	0.00%
	The Entertainment	5	27.78%
	Other	8	44.44%
Expenditure in Market	Less than £10	4	22.22%
	£10 - £20	9	50.00%
	£20 -£30	1	5.56%
	£30 - £40	0	0.00%
	More than £40	1	5.56%
Expenditure elsewhere in Emsworth	Less than £10	15	83.33%
	£10 - £20	2	11.11%
	£20 -£30	0	0.00%
	£30 - £40	1	5.56%
	More than £40	0	0.00%
Opinion of the Market	Terrific - well worth visiting	6	33.33%
	Worth a visit	8	44.44%
	OK but nothing special	3	16.67%
	Not worth Coming	1	5.56%
Intention to attend future markets	Certain to	11	61.11%
	Quite likely to	1	5.56%
	May be	5	33.33%
	No Way	0	0.00%

Additional notes

It is self evident that the vast majority of respondents were Emsworth residents most of whom (78%) visited the town at least once a week and that the 11% who came from further a field travelled only from adjacent postal districts. It is probable that few visitors attended from more distant locations.

Over 60% of the visitors stated their intention to definitely attend future markets and the remainder seemed likely to do so.



The stalls were the most popular attraction, the entertainment the least popular but see Appendix 2. for suggestions as to how the market might be improved.

Estimated Event visitors spend.

An attempt to calculate the amount spent by visitors at the Event based on their answers to questions 11 & 12. This is a conservative estimation based on the lowest level of spend in each spend category¹.

Based on an estimated 3,000 visitors it is calculated that:

A total of £20,000 was spent at stalls and £7000 in Emsworth's shops, pubs & restaurants.

Although these figures can only be an estimate they provide a reasonable approximation of the relative order of the sums spent.

4. Conclusions

The event was broadly attractive to local residents who provided mainly positive feedback and indicated that they would attend future festival markets but less successful in attracting new visitors to Emsworth or visitors from further a field. Visitors tended to spend little elsewhere in the town. Consequently the event's direct and future economic impact on the town was minimal.

Repeat suggestions made by respondents included:

- A wish to be able to purchase food/drink to consume at the market
- More stalls at the market
- Better/more information about the event.

¹ The level of spend was calculated by assigning a sum to each of the spend categories in the survey and by then extrapolating this data to the estimated total numbers of visitors.

Survey spend category:	<£10	£10-£20	£20-£30	£30 - £40	>£40
Sum assigned to spend category:	£0	£10	£20	£30	£40

4. Appendix 1. – Online feed back forms.

Visitor Feed Back

1. Name
2. Email
3. Post Code
4. How did you travel here? Walk/Cycle/Car/Public transport - Bus/Public transport – Train/Other
5. How often do you visit Emsworth? Daily/At least once a week/At least once a month/Several times a year/Never, this was my first visit
6. Time spent in Emsworth on 14-Dec-08 Less than 1 hour/1 -2 hours/2-3 hours/More than 3 hours
7. What did you enjoy most about your visit The market stalls/The Entertainment/The shops/The pubs/The cafes/The Restaurants/Other
8. If other please state:
9. What did you enjoy least? The market stalls/The entertainment/The pubs/The Cafes/The restaurants/Other
10. If other please state
11. How much did you spend in the market? Less than £10/£10 - £20/£20 - £30/£30 - £40/More than £40
12. Expenditure elsewhere in Emsworth? Less than £10/£10 - £20/£20 - £30/£30 - £40/More than £40
13. What did you think about the market? Terrific - well worth visiting/Worth a visit/OK but nothing special/Not worth coming
14. How might the market be improved?
15. Will you visit future markets here? Certain to/Quite likely to/May be/No way
16. Additional comments (if required)

5. Appendix 2. – Visitor Comments. (Un-edited)

How might the market be improved?	Additional comments	Positive Comments	egative Comments
People go to markets for cheapness and bargains... there were a few but only for the discerning buyer...	Good idea having the market in the Car park... Visitors do have a chance for a good walk round.. However	The general atmosphere and presentation. Good variety of stalls.	The way the rubbish was thrown on the floor by visitors
bring back the anual Food Festavel	We loved the EFF and just went along to have a look at The Christmas Fayre to see what it was like. What a lovely atmosphere. We were pleasantly surprised by everything. There was excellent variety of stalls. The Kings Arms Pub had a lovely atmosphere Bring back the Food Festival	Nothing. Could not really fault the first attempt.	The Market was too small Car obstruction
There was no-one selling mulled wine much to my husbands dissapointment! More stalls.	WE THOUGHT IT WENT ON TIL 4P.M SO WEREA BIT SURPRISED THAT THEY STARTED CLEARING UP AT 3.40 - TIMES NOT CLEAR ON BILL BOARDS		Couldn't get a coffee cafes all full!
More stalls to buy food to eat whilst there	A very good first effort		THE COLD !
I would like to have seen a lot more local suppliers. Also the craft side Although I enjoyed the stalls	Roll on St Georges Day		
More quality food stalls			
Even more stalls and streeet entertainment if possible.			
More food stalls			
I have just visited both Chichester and Winchester Christmas markets and they were much superier to Emsworth's effort today. Unlike in the past at the food festival we did not spend much money at all			
More food to eat there. Stalls further apart making it less crowded			
Very good. Keep up the good work. jUST MORE STALLS			
Some stewards would have been helpful			
Better advertising and information about what's on.			
Expand it to fill the town, and to h*** with the few miserable NIMBYs who have killed off the Full Annual Food Festival which was BRILLIANT.			

David Linington
January 2009