

# Lichfield Events Economic Impact Assessment



2019

Created by the Market Research Group  
at Bournemouth University





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## Executive summary

### Background and aim of the study

Lichfield District Council commissioned Bournemouth University to undertake an Economic Impact Assessment of the events and festivals held within Lichfield City Centre. This research will provide the council with information about how these events are contributing to the local economy, what effects they are having on local businesses, what the visitors' perceptions are and to provide information about if and how they deliver economic, social and cultural benefits to the city.

### Methodology

Four separate surveys were designed and distributed, each with a focus on a different stakeholder group; local businesses, event visitors, event organisers and stallholders. Surveys included topics such as:

- Economic impacts
- Social and cultural impacts
- Perceptions of the key events
- Motivations for visiting

### Research findings

#### Economic impact – key points

##### *Attendance*

Based on Lichfield city centre footfall figures and accepted multiplier data, the total number of attendances at 2018/19 key events held in Lichfield was 344,160.

Just over 200,000 of these visits were made to Lichfield in addition to what would have occurred without the key events taking place.

##### *Visitor spend*

Visitor spend at the key events held in Lichfield in 2018/19 was £9.2 million. £5.1 million of the £9.2 million total spend can be accounted for by the additional visits to Lichfield as a result of the key events being held.

- £3.7 million was spent at the events themselves\*
- £2.6 million was spent within Lichfield
- £2.9 million was spent on the trip as a whole outside of Lichfield.

\*Visitor spend at key events:

- £2 million on food and drink
- £1.2 million on goods to take away
- £300,000 on tickets
- More than £250,000 on additional entertainment and leisure activities

##### *Gross value added contribution*

The overall gross value added (GVA) contribution of the 2018/19 key events within Lichfield was £4.3 million.

Stallholders make up the largest share of the GVA contribution, followed by visitors, and then event organisers.

##### *Employment*

The total FTE employment as a result of the key events held within Lichfield is 113.

90 of these are attributed to event organisers, stallholders and Lichfield businesses where event visitors spent money.

23 of the total FTE employment figure is within local businesses from which event organisers and stallholders make purchases themselves.

## **Impact on local businesses**

While businesses who responded to the survey felt that they experienced decreased sales on days that key events are held, they also recognise the community benefits that the events bring, including providing great entertainment for those attending, create a positive image for Lichfield as well as a sense of community spirit and pride, and they are an important part of Lichfield's heritage and traditions. Businesses also indicated an awareness that event visitors return to the city throughout the year, resulting in potential customers at a later date.

Businesses who responded to the survey suggested that event organisers should have greater consideration for the impact that the events have on their business, and should provide businesses with information about the event and keep them informed of potential road closures.

Challenges that businesses face on days that key events are held include decreased footfall, the positioning of stalls, including stalls blocking entrances to their business, food smells from cooking and difficulty unloading goods because of limited access and having to compete with traders.

## **Visitors**

### ***Audience profile***

The vast majority of visitors to the key events within Lichfield live in West Midlands, and one-third of visitors live within Lichfield.

Event attendees were of mixed ages.

One-fifth of visitors attended with children aged under 18, and just less than two-fifths were visiting with their spouse/partner only. Just less than one-third were part of a group without children, and one in ten were visiting the event alone.

The vast majority of visitors consider themselves to be White (English/ Welsh/ Scottish/ Northern Irish/ British).

When compared to 2018 social grade figures for the whole of Great Britain, Lichfield events attract a greater proportion of ABC1 visitors than the general population.

### ***Motivations***

More than half of visitors indicate that the event is either their sole or main reason for visiting Lichfield.

Visitors also take part in other activities when in the city, including shopping, to meet up with friends/family, to eat, and to visit Beacon Park.

More than one-third of visitors decide to visit the event on the day of the event itself, with a further two-fifths of visitors deciding to visit either the day before or in the week leading up to the event.

Visitors tended to hear about the key events through word of mouth or social media.

### ***Satisfaction***

Visitors to key events are likely to recommend both the event itself and a visit to Lichfield to friends and family.

Overall, more than two-fifths of visitors felt that the event was either better than expected or much better than expected, while only 9% felt that the event was either not quite as good as expected or not nearly as good as expected.

While visitors to the Home and Garden Festival liked the variety and number of food stalls, they would have also liked to have seen more stalls with a greater focus on home and garden products.

Many visitors to the Lichfield Greenhill Bower liked the parade as well as the other activities and displays that were on offer at the event. However, it was also suggested that the parade could be longer and include more floats, and that there could be more stalls and activities offered.

Visitors to the Gin, Cheese & Ale Festival also liked the variety of food and drink stalls on offer, but they would have liked to see more stalls selling gin, cheese and ale products at the event.

Rotary Cars in the Park visitors particularly liked the cars on display at this event. However, visitors also suggested this event could be improved by having more food and drink stalls, and they would like to see more cars on display at the event, particularly more classic cars.

Across all of the key events, 29% of visitors spent up to 2 hours at the event, one-third spent 2-3 hours at the event, and just less than two-fifths spent more than 3 hours at the event.

### ***Personal benefits***

Two-thirds of visitors felt that the visit to the event enhanced their image of Lichfield as a place to visit, while three-fifths indicated that their visit to the event means that they are more likely to visit Lichfield for a day out in the next 12 months.

### ***Community benefits***

Visitors strongly agree that the events create a number of community benefits for Lichfield. The events were seen as a great way of providing entertainment as well as being a source of community spirit and pride among local residents, helping to create a positive image of Lichfield that is inclusive for all. Visitors also see the events as being important for the local economy by providing additional customers for local businesses.

### **Event organisers**

Event organisers feel that the key events that they organise offer engagement opportunities for local people to promote their work and develop/showcase their skills, they boost the local economy and create employment opportunities.

The main challenges event organisers experience when organising their events related to charges from the local authority, e.g. licence fees, and organisational challenges such as enforcing road closures, stall placement/layout and attracting skilled volunteers.

### **Stallholders**

The main benefits of being a stallholder at the key events held within Lichfield are that the events provide an opportunity for promoting their business, and the high footfall at the events, resulting in sales and income. They also feel that the key events are important for the community and create great benefits for local residents.

Stallholders expressed concerns relating to the expense of the street trading licence fee and costs for the stall itself. They also felt that the management of the events could be better, including the layout of the event and stalls, congestion within the event and city, as well as there being a lack of publicity for the events.

### **Key recommendations**

The key events programme brings socio-economic benefits to the city, and consideration should be given to enhance and develop it further.

It is suggested that event organisers should look to work more closely and collaboratively with the council and local businesses. Improved communications from event organisers to local businesses would be beneficial. This should include making them aware of any road closures, and any opportunities there are for businesses to get involved with their event.

More events could be encouraged throughout the year to account for seasonal peaks and troughs. A more varied event programme, celebrating the history and heritage of Lichfield may also attract a wider audience.

There should be more promotion and marketing of events to increase awareness of them. Events should be promoted to a wider audience within a 2 hour drive of Lichfield to encourage more non-locals to attend.

It is also important that key events reflect what they are marketed as, with stalls, activities and products reflecting the theme of the event.

Greater consideration should be given to the layout and placement of stalls at events. Through working with local businesses, event organisers should look to place stalls which result in minimal congestion or in areas that will not cause issues with local businesses.



# Introduction

## Background and aim of the study

Events are an important part of the business and cultural landscape of the UK. The City of Lichfield is no different, where events and festivals are an integral part of the economy, community culture and destination image. Lichfield is rapidly becoming known as the “City of Festivals” with an all year round calendar of events that range from traditional, well established events, like the Greenhill Bower and Lichfield Proms in Beacon Park, to newer events, such as the Monthly Grub Club and The Cathedral Illuminated. The events also enhance Lichfield’s natural and historic assets, which offer a backdrop and venue for the programme of local and nationally significant events.

Events have the power to inspire and change people’s lives in a number of ways. They contribute to the economic prosperity of a local area, while also bringing life and vibrancy to an area creating a social space for everyone to enjoy. Events provide local employment and skill development opportunities, as well as additional work and income for local businesses. Seasonal troughs can be counteracted by increased footfall, as well as spreading tourists visits and spend across the seasons.

Events also provide motivation for people to get out of the home and engage with others. As external pressures are increasing the sedentary and isolationary characteristics of society, events can attempt to counter these. Socialisation through events offers the ability for people to make connections and engender civic pride. By encouraging people into public spaces, events make them feel a safer place to be.

Events in Lichfield have the potential to provide the platform for the City and the wider District Council to showcase itself as a vibrant and social place to live, work, study and visit. Reviewing the events provided in Lichfield will provide a greater understanding of their economic and sociocultural contribution to the Council’s Strategic priorities (Strategic Plan 2016-2020).

To achieve this, Lichfield District Council commissioned Bournemouth University to undertake an Economic Impact Assessment of the events and festivals held within Lichfield City Centre. This research will provide the council with information about how these events are contributing to the local economy, what effects they are having on local businesses, what the visitors’ perceptions are and to provide information about if and how they deliver economic, social and cultural benefits to the city.

In addition to this, Bournemouth University previously created a position statement report which offers a comprehensive review of the key events and festivals that were held within Lichfield in 2018.

It is anticipated that the research findings reported in this document along with the findings of the position statement report will provide valuable information about the contribution of the events held within Lichfield and can be considered by the council in their decision making, organisation and support of future events.

## Scope

There are many ways of distinguishing events, from their size, type of content, type of venue within which they are organised and take place, or even their purpose.

In undertaking this study, it was important to identify what was in and out of its scope. While there are a vast number of events held within Lichfield throughout the year, Lichfield District Council provided Bournemouth University with a list of 45 events that they consider to be the key events that are held within the city, and which form the basis of the project.

In addition, four of these events were selected by the council for face to face interviewing to take place. These events were Lichfield Home and Garden Festival (18<sup>th</sup> and 19<sup>th</sup> May), Lichfield Greenhill Bower (27<sup>th</sup> May), Rotary Cars in the Park (6<sup>th</sup> and 7<sup>th</sup> July) and Lichfield Food Festival (24<sup>th</sup> to 26<sup>th</sup> August). It was subsequently decided that due to the Lichfield Gin, Cheese and Ale Festival taking place on the same weekend as Rotary Cars in the Park, that interviewing should be split between these two events. As a result, analysis of these two events has had to be combined throughout this report.



## Research methodology

Bournemouth University have undertaken an Economic Impact Assessment of the events and festivals held within Lichfield City Centre to better understand how these events deliver economic, social and cultural benefits to Lichfield, its businesses and visitors. To achieve this, four separate surveys were designed by Bournemouth University in collaboration with Lichfield District Council, each with a focus on a different stakeholder group; local businesses, event visitors, event organisers and stallholders.

### Business survey

A postal survey was designed and distributed to 466 local businesses within Lichfield. Businesses were asked about their business structure, the economic, social and cultural impacts of events on their business and their perceptions of the key events held within Lichfield.

A total of 68 businesses responded to the survey. This response rate is consistent with previous studies of a similar nature.

22 businesses indicated that the nature of their business was retail, with a further 14 responses from food and drink businesses. 8 businesses indicated that they are hair and beauty related, with a further 5 healthcare related.

The vast majority of responses were provided by the owner, director, or senior management of the business.

A number of businesses that replied have been established within Lichfield for more than 20 years, with businesses indicating that they had been at their location for an average of 12 years.

Businesses employed an average of 7 members of staff, with these predominantly comprising an even split of full and part-time employees.

More than one out of every six businesses (17%) stated that they are involved in key events held within the city. These businesses were then asked to provide details of their involvement. These businesses were involved in a number of different events, including:

- Lichfield Food Festival
- Lichfield Festival
- Lichfield Literature Festival
- Lichfield Christmas Market
- Proms in Beacon Park
- Not specific/various

Businesses indicated that they had a wide range and varied involvement with the key events, including:

- Funding/sponsorship
- Stallholder
- Venue
- Accommodation provider
- Promote/advertise events
- Provide demonstrations at events

### Event visitor survey

A face to face survey was designed for visitors attending key events within Lichfield. The survey covered topics such as motivations for visiting, expenditure and perceptions of the events held within Lichfield.

Face to face surveying of visitors took place at five events held within Lichfield throughout 2019. These events were the Lichfield Home and Garden Festival (18<sup>th</sup> and 19<sup>th</sup> May), Lichfield Greenhill Bower (27<sup>th</sup> May) and Lichfield Food Festival (24<sup>th</sup> to 26<sup>th</sup> August). On the weekend of the 6<sup>th</sup> and 7<sup>th</sup> July there were two events taking place in the centre of Lichfield, with face to face surveying taking place at both events; Rotary Cars in the Park and the Lichfield Gin, Cheese and Ale Festival. A random selection process was used when surveying event visitors at all of the events. In total 395 visitors completed the survey across the different events.

## **Event organiser survey**

A paper survey was designed and distributed to those responsible for the organisation of the key events held within Lichfield in 2018/19. Details of the key event organisers were provided to Bournemouth University by Lichfield District Council. Event organisers were asked to provide information relating to event attendance, expenditure, revenue, employment and their perceptions of their event(s) and its impact. If relevant, event organisers were asked to provide details relating to each individual event that they organise.

Nine separate event organisers replied to the survey, with feedback received for 14 separate key events. Eleven of these key events are classified as arts or cultural in nature, with two music events and one fair or market.

## **Stallholder survey**

An online survey was distributed to stallholders at the key events where the visitor face to face surveying took place. The stallholder survey covered topics such as the nature of their business, revenue, costs, employment and perceptions of the event.

31 stallholders completed the survey. 16 of these had a stall at Lichfield Food Festival, ten at Lichfield Festival, while three had a stall at the Lichfield Gin, Cheese & Ale Festival and two were stallholders at the Home and Garden Festival. 20 of the stallholders were sole traders, and seven were limited companies. 19 of the stallholders sold food or drink, and six sold arts and crafts goods.

## **Data analysis and reporting**

A traditional approach was undertaken to measure the economic impact of the key events held within Lichfield, based upon the costs and revenues created for event organisers, stallholders and local businesses as well as the spend behaviour of visitors.

The research also recognised the sociocultural impact and challenges of the events and people's perception of these. This contribution included, but was not limited to, community identity, social cohesion, environmental challenges and management issues.

Quantitative data analysis was performed using SPSS statistical software. The qualitative data was thematically analysed and the most common themes that emerged are highlighted throughout.

## Stakeholders

### Visitors



**395 visitor surveys**

#### FACE TO FACE SURVEYS:

- 106** in Lichfield Home and Garden Festival (18th and 19th May)
- 77** in Lichfield Greenhill Bower (27th May)
- 105** in Rotary Cars in the Park & Lichfield Gin, Cheese & Ale Festival (6th and 7th July)
- 107** in Lichfield Food Festival (24th to 26th August)

### Business



**68 Business surveys**

#### THE NATURE OF THEIR BUSINESS WAS:



**17%**

of businesses were involved with events within Lichfield

- 17** were the business owners
- 25** were directors
- 22** were senior managers
- 1** were assistant managers
- 1** were administration staff

**12**

average of years that businesses were established within Lichfield

### Event Organisers



**9 Event Organiser surveys**

**14**

events were organised by the event organisers that replied to the survey

#### THE TYPE OF THEIR EVENTS WERE:



### Stallholders



**31 Stallholder surveys**

#### EVENT STALL LOCATION:

- 10** in Lichfield Festival
- 2** in Lichfield Home and Garden Festival
- 3** in Lichfield Gin, Cheese & Ale Festival
- 16** in Lichfield Food Festival

#### TYPE OF BUSINESS:

- 20** Sole trader
- 7** Limited company
- 2** Charity
- 1** Other

#### TYPE OF PRODUCTS THE STALL SELLS:



## Economic impact headlines

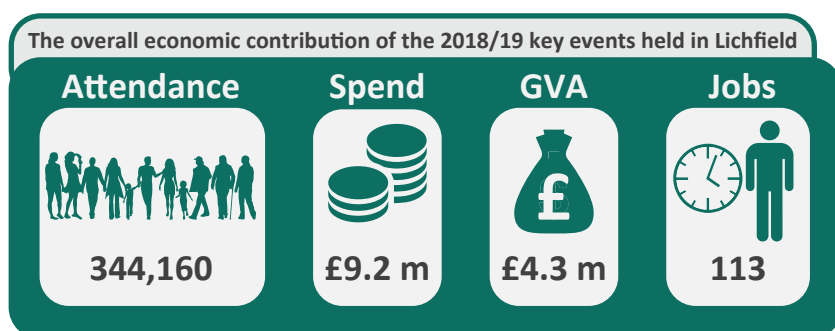
Measuring the economic impact of events is important for demonstrating the financial benefits that can result from hosting events, it allows organisers and public bodies to evaluate their economic return on investment, and it also identifies drivers of the economic benefits for events, which allows organisers to develop ways to maximise these benefits in the future.

The economic impact of an event mostly refers to the total additional expenditure generated within the area as a direct consequence of holding the events. Spending by visitors in the local area is one of the biggest factors that contributes to this, but spending by event organisers and stallholders is also considered.

The following measures have been used to evidence the economic impact of the key events held within Lichfield:

- Attendance figures
- Visitor spend
- Gross value added contribution
- Employment

## Overall economic findings



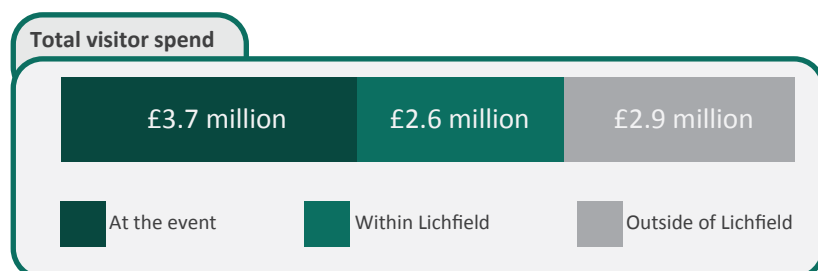
The main findings of this study demonstrate the economic contribution that the key events made to Lichfield in 2018/19. The overall spend was based upon the number of attendances at events, including the on-site and off-site spend for each attendance. The Gross Value Added (GVA) was then calculated from existing multiplier data, as was the number of full-time equivalent (FTE) staff employed to provide the events.

In 2018/19, there were just less than 350,000 visits to the key events held within Lichfield, with a total on-site and off-site spend of £9.2 million. Using accepted multipliers, the GVA contribution was £4.3 million, with a FTE of 113 staff.

## Attendance

Attendance figures for events are not only important for those generating an income through ticket sales or secondary spend but also as an indicator of how relevant they are to a person's lifestyle and quality of life. Based on Lichfield city centre footfall figures and accepted multiplier data, the total number of attendances at 2018/19 key events held in Lichfield was 344,160. Just over 200,000 of these visits were made to Lichfield in addition to what would have occurred without the key events taking place.

## Visitor spend

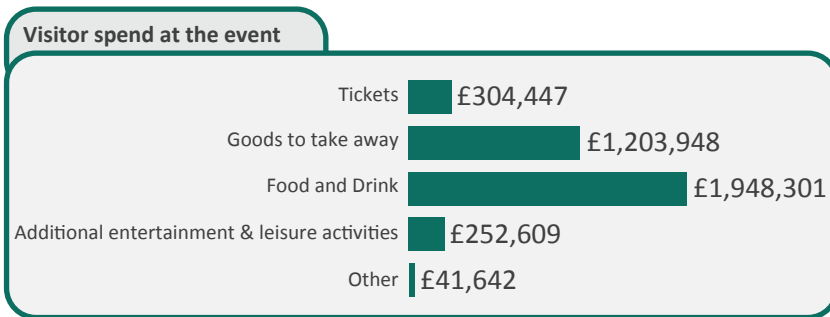


Visitors were asked to indicate how much they and their immediate group spent at the event, within Lichfield, as well as how much they and their group will have spent on their trip as a whole outside of Lichfield. Based on the figures provided by those visitors who responded to the survey, and using the calculated total attendance, the overall visitor spend at the key events held in Lichfield in 2018/19 was £9.2 million. Of this, £3.7 million was spent at the events

themselves, £2.6 million was spent within Lichfield, and £2.9 million was spent on the trip as a whole outside of Lichfield.

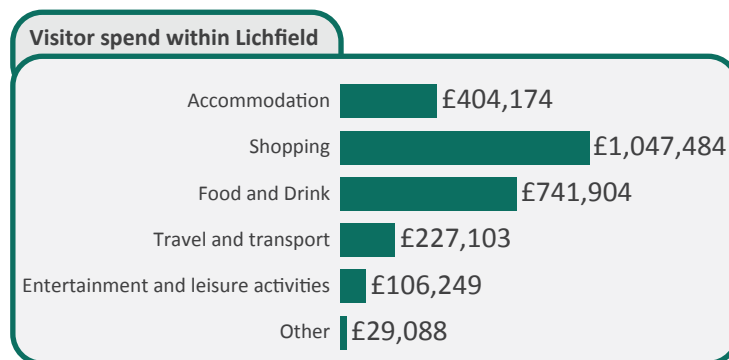
Further to this, £5.1 million of the £9.2 million total spend can be accounted for by the additional visits to Lichfield as a result of the key events being held.

## At the event



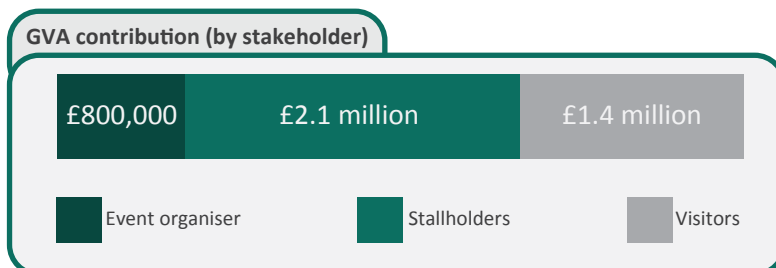
This study indicates that visitors spend just less than £2 million on food and drink at the key events within Lichfield, and spend £1.2 million on purchasing goods from stalls to take away from the event. Visitors spend just over £300,000 on tickets at the key events held within Lichfield, and more than £250,000 on additional entertainment and leisure activities at the events.

## Within Lichfield



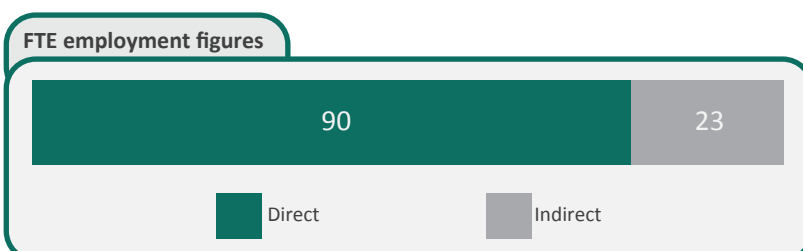
This study indicates that the key events generate more than £1 million on shopping within the city of Lichfield (outside of the event), and just less than £750,000 spending on food and drink at sites within Lichfield other than at the event. More than £400,000 was spent within Lichfield on accommodation, while £227,000 was spent on travel and transport (including parking) within Lichfield.

## Gross value added contribution



The overall gross value added (GVA) contribution of the 2018/19 key events within Lichfield was £4.3 million. Using accepted multipliers, this figure was calculated by taking the expenditure of event organisers and stallholders, as well as visitor off-site spend within Lichfield and then calculating the average GVA contribution for each type of expenditure. Stallholders make up the largest share of the GVA contribution, followed by visitors, and then event organisers.

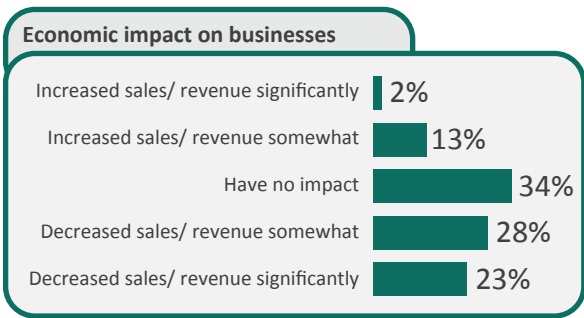
## Employment



The value of the key events can also be measured in terms of FTE employment figures. The total FTE employment as a result of the key events held within Lichfield is 113, with 90 of these attributed to event organisers, stallholders and Lichfield businesses where event visitors spent money. 23 of the total FTE employment figure are within local businesses from which event organisers and stallholders make purchases themselves.

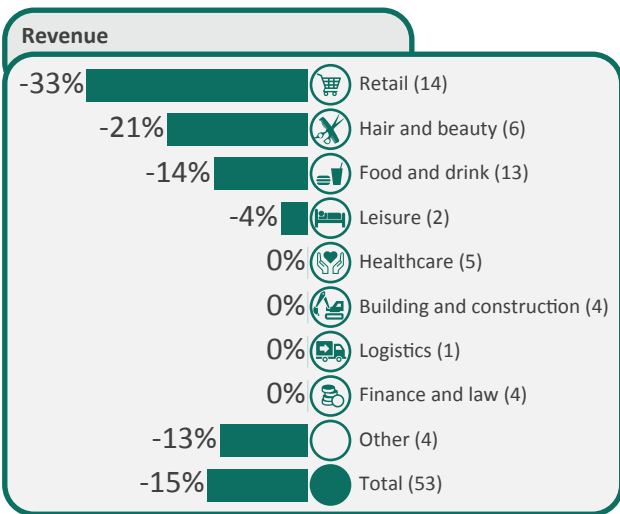
# Business survey responses

## Economic impact on businesses



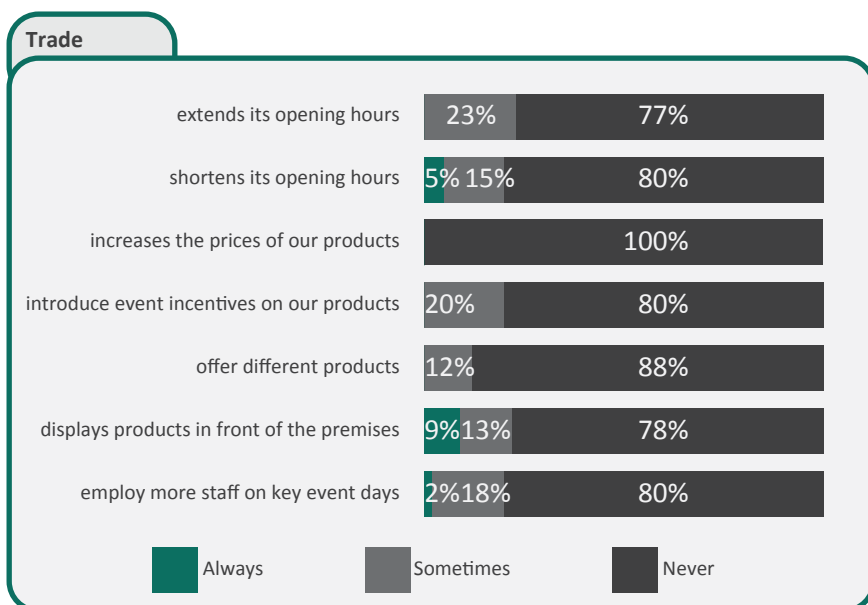
Base: 60

Businesses were asked what impact the key events have on their business on the days that key events take place. While more than one in ten businesses feel that they experience increased sales / revenue on days that key events are held (15%), more than half of the businesses feel that they experience decreased sales / revenue (51%).



In addition, businesses were asked what percentage their sales / revenue either increase or decrease on event days. Of those that provided a figure, the average overall change in sales / revenue was a 15% decrease. When looking at this by business type, no business type indicated an average increase in sales / revenue, while retail businesses indicated an average decrease in sales / revenue of 33%, food and drink businesses indicated an average decrease in sales / revenue of 14% and hair and beauty businesses indicated an average decrease of 21%.

## Trade



Base: 67

Businesses were asked whether they change the operation of their business on key event days to determine the impact they have on local trade. One in ten local businesses indicated that they always display products in front of their premises on key event days (9%), while 23% sometimes extend their opening hours. Conversely, 20% of businesses indicated that they either always or sometimes shorten their opening hours on key event days. Interestingly, six of the 15 businesses that indicated that they sometimes extend their opening hours, also indicated that they sometimes shorten its opening hours on key event days.

20% of businesses sometimes introduce event incentives on their products, while 20% either always or sometimes employ more staff on key event days.

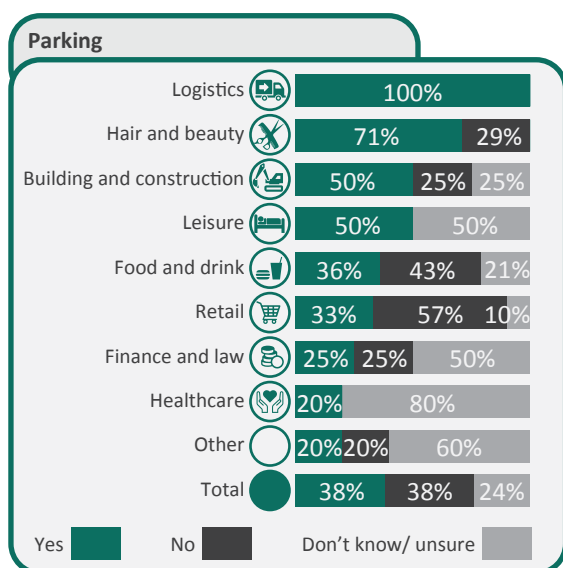
Businesses were also asked their level of agreement with a number of statements relating to the impact of the key events on their business. Overall, views on the impact of key events on businesses were mixed. Just less than half of the businesses agree that some customers are deterred from the general area that key events are held (48%), and 45% agree that they have a negative impact on their business by drawing people away from their business to the event. In addition, 11% of businesses agree that the key events help raise the profile of their business. However, roughly one-fifth of businesses agree that the key events offer them access to people who they would not otherwise be able to reach (22%), key events are important for their business success (19%), and that their passing trade increases on days that key events are held (18%). It is therefore important to consider the impact that the key events have on local businesses and their trade.

| Statement   |     |
|---|-----|
| Some customers are deterred from the general area on days that key events are held              | 48% |
| They have a negative impact on my business by drawing people away from my business to the event | 45% |
| They have no impact on my business  | 43% |
| They offer me access to people who I would not otherwise be able to reach                       | 22% |
| They are important for my business success  | 19% |
| My passing trade increases on days that key events are held                                     | 18% |
| The key events raise the profile of my business   | 11% |

The overall % agreement with statements

## Event management

### Parking



Businesses were asked whether they felt the existing parking offer within Lichfield has enough surplus spaces to cater for events. Views on this were mixed, with an equal proportion of businesses feeling that there are enough surplus spaces to cater for events as those that feel there aren't. Interestingly, more than half of the retail businesses do not feel that there are enough surplus parking spaces, with these businesses potentially being most affected by decreases in trade at the weekend, when the key events typically take place.



## General management of events

Businesses were asked to indicate their level of agreement with a number of statements relating to the management of the key events within Lichfield.

| Statement   |     |
|---|-----|
| There are effective waste management services in place when key events are held               | 53% |
| They are not over commercialised  | 45% |
| The events are well organised and effectively marketed  | 40% |
| There are few congestion problems when key events are held                                    | 39% |
| Our business is informed of any road closures associated with the key events within Lichfield | 35% |
| Noise levels are easily controllable so as not to cause complaint                             | 27% |
| Businesses are kept informed about the events and what is happening at the event              | 22% |
| There is minimum disruption to local residents  | 17% |

*The overall % agreement with statements*

In general, businesses indicated low levels of agreement with statements relating to the management of key events. 17% of businesses agree that the key events cause minimum disruption to local residents, and 27% of businesses agree that noise levels are easily controllable. Furthermore, 39% of businesses agree that there are few congestion problems when key events are held.

Businesses also do not appear to feel that they are provided with adequate information with regards to the key events, with only 22% agreeing that they are kept informed about the events and what is happening at the event, and only 35% agreeing that they are informed of any road closures associated with the key events within Lichfield.

## Community benefits

Businesses were also asked to indicate their agreement with a number of statements relating to the community benefits of events.

| Statement   |     |
|---|-----|
| They provide great entertainment for those attending  | 70% |
| They offer invaluable opportunities for engagement with particular activities (e.g. music, art, food, nature) | 65% |
| They create a positive image for Lichfield  | 64% |
| The events create a sense of community spirit and pride   | 63% |
| They are an important part of Lichfield's heritage and traditions   | 61% |
| There are few antisocial behaviour issues (e.g. rowdy or inconsiderate behaviour)                             | 40% |

*The overall % agreement with statements*

In contrast to the levels of agreement with statements relating to the management of events, businesses had high levels of agreement with statements relating to the community benefits that the key events bring. More than 60% of businesses agreed with all but one of the community benefits statements. The only area of concern raised by businesses was highlighted by 40% of businesses agreeing that there are few antisocial behaviour issues created by the key events.



## Benefits and challenges

### General benefits and challenges

Businesses were asked to identify any benefits or challenges that the key events held within Lichfield create for their business. Views expressed by businesses indicated that they encounter a high number of challenges, with 75 comments addressing various challenges, compared to only 13 comments relating to benefits that the key events create.

|  | Number of comments |
|--|--------------------|
| <b>Benefits</b>  | <b>13</b>          |
| Key events bring more customers  | 6                  |
| Key events improve the image of Lichfield  | 5                  |
| Key events do not impact on the business   | 2                  |
| <b>Challenges</b>  | <b>75</b>          |
| No benefit to business   | 16                 |
| Loss of trade / decrease in footfall   | 13                 |
| Position of stalls (blocking business entrance, food smell, uploading)           | 12                 |
| Road closures, parking and traffic   | 12                 |
| Competing/problems with event traders / stalls                                   | 10                 |
| Business not close to the events to be able to benefit, not asked to be involved | 5                  |
| Health and safety issues, litter   | 4                  |
| Having to contribute to BID  | 2                  |
| Lack of event publicity  | 1                  |

Six businesses commented that they benefit from **more customers** as a result of the events, and that visitors often return to the city throughout the year outside of the events. A further five businesses commented that the events generally **improve the image and reputation of Lichfield**.

*“Bringing in new customers who don't always come into the area.”*

*“First time visitors usually return at other times and add to footfall.”*

*“The festivals overall are a great asset to Lichfield and their success brings a great name to the city.”*

*“Enhances the general reputation of Lichfield.”*

However, 13 businesses suggested that they experience **decreased footfall on days that key events are held** which affects their profits, often because regular customers avoid the city on event days. In addition, 5 businesses felt that their **business is not close enough to where the events are actually held** to be able to benefit, and they are not asked to be involved.

*"We generally have a reduction in our shop when events are on, even if very busy outside, regulars don't tend to come in on these days."*

*"Events held in Beacon Park take footfall away from town - so we don't encourage those."*

There were also a number of businesses who commented that there were **no benefits to their business** created by the events held within Lichfield (16 comments).

*"No benefits to our business. Events affect profit and sales. We do not get asked to be a part of events. Outside traders come in."*

10 businesses commented on the challenge of having to **compete with traders at the events**, as well as problems experienced with the **traders showing a lack of consideration** for the local businesses.

*"Increased competition from businesses outside of Lichfield on events non-food related. For example, Home and Garden Festival was full of food vendors, so negatively impacted business."*

*"Traders do not appreciate the shopping centre environment - privately owned and managed and are often ignorant to the requirements of our 'bricks of mortar' retailers."*

*"We are amazed at the lack of thought to us by stallholders setting up in front of our window displays - not acceptable."*

Similar to this this, 12 businesses commented on **issues with the position of stalls at the events**. Issues raised included stalls blocking entrances to businesses, food smells from cooking and difficulty unloading goods because of limited access to their business.

*"Sometimes we have had problems with stands right in front of our front door and gazebos set up against our window or too close so that people can't look in our window and then when you ask them to move you get loads of attitude. Food smells can sometimes be quite strong. Stalls set up outside selling similar products to us. Once a bin was placed right outside the front door - smelly/loud generators outside the door."*

*"Having stalls outside our windows blocking customers to view inside. Generators outside (noise and smell). Leaving grease on the pathways."*

*"We need fresh supplies daily. On event days we cannot unload our goods despite the events traders having access."*

Additionally, businesses felt that **road closures, parking and traffic issues** were a challenge for them created by the events within the city (12 comments).

*"Parking for clients and staff getting in Lichfield and access to office."*

*"Abuse of car park by visitors attending events causing irritation to those customers actually using store and wishing to exit in timely manner."*

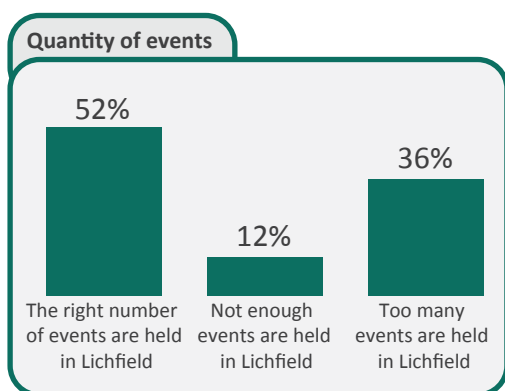
*"Road closures early in the mornings can create problems when loading vans for deliveries."*

Furthermore, four businesses commented on **health and safety issues and littering** created by the events, two businesses suggested that **having to contribute to Lichfield Business Improvement District (BID)** was a challenge created by the events as they do not necessarily see any benefit from their contribution, and one suggested that **publicity needs to be increased** in order to create benefits for their business.

*"Beer bottles left in plant pots."*

*"If the events were published to businesses via a social media portal or direct email. We could promote to clients and get engaged as a business, it's all sometimes a surprise to us and the wider community."*

## Quantity of events



Base: 59

Businesses were asked for their views on the number of events that are held in Lichfield. More than half of all businesses feel that there are currently the right number of events held in Lichfield (52%), with 36% indicating that they feel that there are too many events.

The seven businesses that indicated that they felt that there are not enough events held in Lichfield were also asked what types of additional events that they would like to see. Five of these businesses would like to see more music events, with three businesses wanting to see more arts or cultural, fairs or markets, sport or recreational, or food and drink events.

## Other comments and suggestions

### Suggestions for improvement

Businesses were asked to suggest ideas for how the events within Lichfield could be improved. There were 61 suggestions made by businesses. Responses were coded in to one of eight common themes that emerged from the suggestions made.

| Businesses  | Number of comments |
|---|--------------------|
| Not having too many events/ some happen at the same time with same traders/ should concentrate on main ones and focus on the history of the town. | 17                 |
| Better information provided about events/more cooperation between events and businesses   | 11                 |
| Suggestions on traffic and parking  | 9                  |
| Suggestions on locations of the events  | 6                  |
| Events need to be better organised  | 6                  |
| Positioning of stalls   | 5                  |
| Stallholders should cooperate with businesses and pay rent/ they take trade from local businesses that pay BID                                    | 4                  |
| Events do not offer financial benefit   | 3                  |
| <b>Total</b>  | <b>61</b>          |



A number of businesses suggested it is important to not have too many events within Lichfield throughout the year and to ensure there is **more variety among the events that are held** (17 comments). It was suggested that focus should be on the main events within Lichfield, as well as events which embrace the history and heritage of the city. Businesses also suggested it is important to ensure the key events do not happen at the same time so traders are not the same for all events.

*“Too many events and they are all the same just under a different title.”*

*“Should concentrate on main festivals (maximum four per year), smaller ones don't have a strong identify (i.e. garden festival with very few garden related stalls). At risk of customers becoming put off if disappointed.”*

*“Last weekend there were 2 events on together, 'Cars in the Park and Gin and Ale Festival'. It would be more beneficial to my business to have them on separate weekends to increase footfall in the city on 2 separate weekends. Ease parking and less chance of rain spoiling both events.”*

Additionally, businesses suggested **organisers should provide them with more information** about the events that are happening in Lichfield, which will **allow businesses to be more involved and increase cooperation** between the event organisers and businesses (11 comments).

*“More advanced communication with local businesses and sponsorship opportunities.”*

*“Better awareness of a calendar of events, often not aware until the event is due. Better signposting to this information.”*

*“Give local businesses first refusal on stands at events. Let us know when events are happening - more than a months' notice.”*

As well as organiser cooperation with businesses, it was also suggested that **cooperation among stallholders and local businesses could be improved**. Businesses also suggested these **traders should pay rent** as they take trade from local businesses who are contributing to BID (4 comments).

*“Traders to work with retailers and businesses.”*

*“Food and drinks vendor take lots of business from the many Lichfield businesses who pay not only council tax but also the BID.”*

A further three businesses commented that the **events do not provide any financial benefits to local businesses**, and that it is only the stallholders at the events who benefit from any increased spending or trade from visitors.

*“The events don't help existing local business. It affects our trade and we do not have events to showcase Lichfield Businesses. Money going out of the city.”*

Some businesses suggested the **events within Lichfield could be better organised** (6 comments). Suggestions included additional seating, the need for volunteers at events and recommendations for timings and locations for the events, for example avoid having events on the same day and only have events in the day to reduce competition with night time businesses.

*“More use of Market Square every day. Possible seat area created during food festival.”*

*“Day events are acceptable but must not be excessive, as local consumers have limited cash to spend. Night events are killing out night-time trade.”*

*“The events need more volunteers.”*

In relation to this, some businesses specifically suggested **improvements relating to traffic and parking** within Lichfield on event days (9 comments). Suggestions included offering additional parking, providing a park and ride service to avoid congestion in the centre and to minimise disruption from traders' vans.

*“Get in touch with local schools to see if additional parking can happen, minimum charge, money divided between school and event, to raise cash for advertising etc. Park and ride.”*

*“Parking is a big issue! The city is chaotic. Needs to have special areas for vans when doing food and drink - the caterers tend to park their big vans everywhere. I'm surprised there hasn't been a serious accident.”*

*“Providing a park and ride scheme would be a good idea as parking not sufficient and the cost keeps people away.”*

Other businesses suggested the **location of the events could be better** (6 comments). These were mostly from businesses who suggested it would better to hold events in the park and outside of the centre.

*“Hold them in the park and leave the city free.”*

*“By using spaces provided i.e. Stowe Field and Beacon Park. - which would leave the streets free for our normal shoppers.”*

Further to this, businesses also commented on the **positioning of stalls** within the events suggesting there could be more consideration for what stalls are selling and where to place them within the event so they are not too close to local businesses selling similar products which increases competition for trade and also to ensure entrances to local business are not blocked by stalls (5 comments).

*“Clear guidelines to stallholder about where their pitch is... Don't allow similar products to be sold outside our shop.”*

*“On Bore Street there is plenty of business which trade Monday to Friday - therefore better planning and knowledge should be in place to ensure those businesses which aren't open are blocked by stalls rather than those that are.”*

### Any other comments

Businesses were also asked to provide any other comments relating to the key events within Lichfield. The 36 comments provided by businesses were coded in to one of the seven common themes that emerged.

| Businesses   | Number of comments |
|--|--------------------|
| No benefit to local businesses/ should be more support for local businesses    | 9                  |
| Traffic, parking and general organisation of events                            | 8                  |
| Too many events, especially food related, should focus on heritage of the city | 7                  |
| Positive comment about events  | 4                  |
| Better advertisement of events/ more cohesion                                  | 4                  |
| Placement of stands  | 2                  |
| Complaints about traders, litter and anti-social behaviour                     | 2                  |
| <b>Total</b>   | <b>36</b>          |

Four businesses were **generally positive** about the key events held within Lichfield.

*“Well presented and offer a variety to attendees.”*

*“Festivals are very popular to people as they are in the streets and free to enter.”*

However, all the other comments provided by businesses in response to this question were further suggestions for how the events within Lichfield could be improved. Some suggested the events provide little or no benefit to local businesses in Lichfield and that **more support should be offered to these businesses** (9 comments).

*“The events don't help existing local business. It affects our trade and we do not have events to showcase Lichfield Businesses. Money going out of the city.”*

*“Feel let down that I have to have a 25% reduction in sales so these food street traders can take customers away from the shops that are here 52 weeks a year.”*



Additionally, some businesses commented on the **traffic and parking issues** that occur on event days, as well as the **general organisation of the events** suggesting this could be improved (8 comments).

*“Our customers are put off coming in as they think there will be nowhere to park or they will pay to park and town will be too busy for them, maybe offer free parking and overflow parking or free park and ride service.”*

*“Traffic getting into and out of city centre is hindered by very long term roadworks and unnecessary temporary traffic lights.”*

Businesses also commented that there are **too many events held within Lichfield** throughout the year, particularly **food related events**, and suggested the events should **focus more on the history and heritage** of the city (7 comments).

*“Too many food and drinks events. When they have home and garden here it is 95% food and drink.”*

*“The food festivals are called 'beer fest' among my customers - they want more to promote history of Lichfield/Medieval Market etc. Please get local business involved to promote our history.”*

Further to this, a few businesses suggested the **events should be better advertised** and that more information available on the events would be helpful (4 comments). These businesses also commented that there would be more cohesion between event organisers and businesses if more information was shared about the events.

*“More advertising is needed. There needs to be a diary of events in the city centre - maybe a digital board, banners, flags etc.”*

*“Lots of good stuff but too many different organisations involved - should be brought together under one group. Better synergy, collaboration, marketing etc.”*

Two businesses suggested there should be more **consideration for the placement of stalls** within the event, in terms of ensuring stalls are not placed near to local businesses selling similar products. A further two businesses complained about stallholders at the events and commented specifically on **problems with littering and anti-social behaviour**.

*“At the Gin, Cheese & Ale festival the only cheese stand to be seen was opposite the resident cheese shop - better placement of stands required.”*

*“Some events heavily feature alcohol related stalls which are well received but have created anti-social behaviour later in the evening.”*

*“Festivals are very popular to people as they are in the streets and free to enter.”*

## Visitors

### Audience profile

Attendance is one of the most primary measures of an event's impact. In simplistic terms, it can be used to assess the popularity and success of an event as well as the number of people who engage with its associated activities and programmes. It is also used to determine the profile of visitors to events.

In order to identify the visitor characteristics of those who are directly engaging with the key events held in Lichfield, questions were asked within the visitor survey to determine some of the more common aspects of people's personal profile.

### *Locality*

Visitors were asked to provide their postcode or if overseas, their country of origin. Postcodes were coded in to postal town when local to the area, whereas respondents from further afield have been classified into their county. Results show that the vast majority of visitors to the events come from Lichfield or its surrounding area, with 32% of visitors overall indicating that they live within Lichfield.



| Locality         | Home and Garden Festival | Lichfield Greenhill Bower | Rotary Cars in the Park/ Gin, Cheese & Ale Festival | Food Festival | Total |
|------------------|--------------------------|---------------------------|---|---------------|-------|
| Lichfield        | 44%                      | 33%                       | 23%   | 28%           | 32%   |
| Sutton Coldfield | 3%                       | 10%                       | 17%   | 9%            | 10%   |
| Walsall          | 7%                       | 6%                        | 10%   | 11%           | 9%    |
| Burntwood        | 10%                      | 15%                       | 2%  | 8%            | 8%    |
| Birmingham       | 4%                       | 7%                        | 10%   | 5%            | 7%    |
| Cannock          | 4%                       | 6%                        | 7%  | 7%            | 6%    |
| Rugely           | 3%                       | 10%                       | 8%  | 2%            | 5%    |
| Tamworth         | 4%                       | 1%                        | 8%  | 6%            | 5%    |
| Swadlincote      | 2%                       | 1%                        | 2%  | 2%            | 2%    |
| Wolverhampton    | 2%                       | 0%                        | 1%  | 3%            | 2%    |
| Stafford         | 1%                       | 0%                        | 3%  | 1%            | 1%    |
| Derby            | 0%                       | 1%                        | 1%  | 3%            | 1%    |
| Burton-on-Trent  | 3%                       | 1%                        | 0%  | 1%            | 1%    |
| Stoke-on-Trent   | 0%                       | 1%                        | 1%  | 2%            | 1%    |
| Willenhall       | 1%                       | 0%                        | 1%  | 1%            | 1%    |
| Wednesbury       | 1%                       | 0%                        | 0%  | 2%            | 1%    |
| Leicestershire   | 0%                       | 0%                        | 2%  | 1%            | 1%    |
| West Yorkshire   | 1%                       | 0%                        | 2%  | 0%            | 1%    |
| Atherstone       | 0%                       | 0%                        | 0%  | 2%            | 1%    |
| Solihull         | 0%                       | 1%                        | 0%  | 1%            | 1%    |
| London           | 0%                       | 0%                        | 1%  | 1%            | 1%    |
| Lancashire       | 2%                       | 0%                        | 0%  | 0%            | 1%    |
| Bilston          | 0%                       | 0%                        | 0%  | 1%            | <1%   |
| Coventry         | 0%                       | 1%                        | 0%  | 0%            | <1%   |
| Rugby            | 0%                       | 0%                        | 0%  | 1%            | <1%   |
| Oldbury          | 0%                       | 1%                        | 0%  | 0%            | <1%   |
| Middlesex        | 0%                       | 0%                        | 0%  | 1%            | <1%   |
| Tyne and Wear    | 1%                       | 0%                        | 0%  | 0%            | <1%   |
| Kent             | 0%                       | 1%                        | 0%  | 0%            | <1%   |
| Gloucestershire  | 1%                       | 0%                        | 0%  | 0%            | <1%   |
| Overseas         | 0%                       | 0%                        | 0%  | 1%            | <1%   |
| Telford          | 0%                       | 0%                        | 1%  | 0%            | <1%   |
| Stone            | 1%                       | 0%                        | 0%  | 0%            | <1%   |
| Newport          | 0%                       | 0%                        | 0%  | 1%            | <1%   |
| Matlock          | 1%                       | 0%                        | 0%  | 0%            | <1%   |
| Heanor           | 0%                       | 0%                        | 1%  | 0%            | <1%   |
| Ashbourne        | 0%                       | 0%                        | 0%  | 1%            | <1%   |

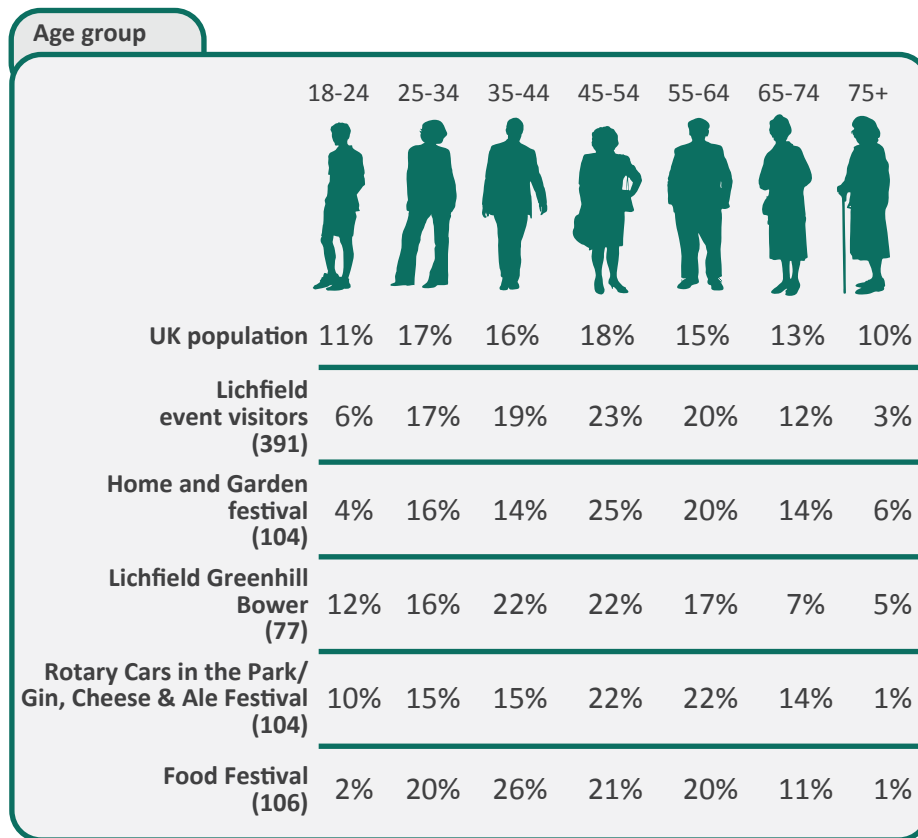
### Type of Trip

Visitors were asked to indicate what type of trip they were on. The vast majority of respondents indicated that they were local, predominantly on a morning/afternoon trip from home or a day trip from home.

| Type of trip                                      | Home and Garden Festival (106) | Lichfield Greenhill Bower (77) | Rotary Cars in the Park/ Gin, Cheese & Ale Festival (105) | Food Festival (107) | Total (395) |
|---|--------------------------------|--------------------------------|---|---------------------|-------------|
| <b>LOCAL</b>                                      | <b>89%</b>                     | <b>96%</b>                     | <b>95%</b>  | <b>96%</b>          | <b>94%</b>  |
| Morning/ afternoon trip out from home (locally)   | 74%                            | 43%                            | 60%   | 51%                 | 58%         |
| Day trip from home                                | 14%                            | 53%                            | 34%   | 45%                 | 35%         |
| Lunch break/ visit before or after work           | 1%                             | 0%                             | 0%  | 0%                  | 0%          |
| <b>NON LOCAL</b>                                  | <b>11%</b>                     | <b>4%</b>                      | <b>5%</b>   | <b>4%</b>           | <b>6%</b>   |
| On a holiday (4+ nights)                          | 1%                             | 0%                             | 0%  | 3%                  | 1%          |
| On a short break (less than 4 nights)             | 2%                             | 0%                             | 1%  | 0%                  | 1%          |
| Visiting friends and relatives                    | 3%                             | 3%                             | 1%  | 0%                  | 2%          |
| Study at an educational establishment in the area | 0%                             | 0%                             | 1%  | 0%                  | <1%         |
| Business/ attending a conference                  | 1%                             | 0%                             | 0%  | 0%                  | <1%         |
| Other   | 5%                             | 1%                             | 3%  | 1%                  | 3%          |

## Age

Visitors were asked to indicate their age. When compared to UK population data, the Lichfield events attract a greater proportion of 45-54 and 55-64 year olds, as well as fewer 18-24 year olds and those aged 75 and older.

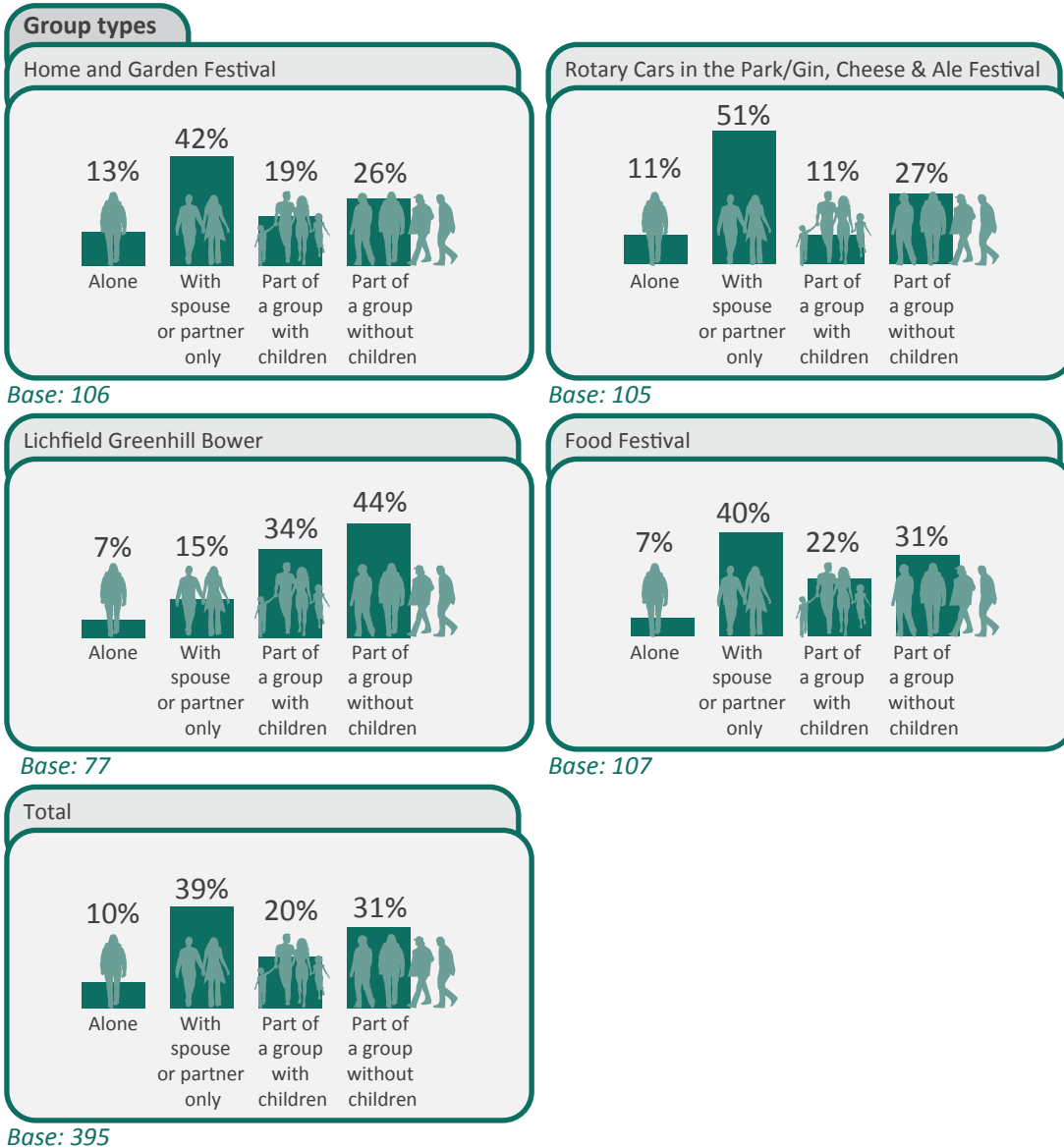


## Group Type

Respondents were asked to indicate who they were attending the event with. Overall, one in five respondents (20%) indicated that they were part of a group with children aged under 18 years.

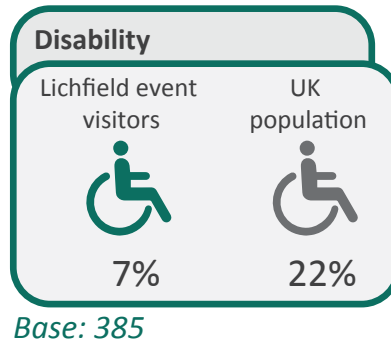
Additionally, 39% of respondents overall indicated that they were visiting with their spouse/partner only, 31% were part of a group without children, and 10% were visiting the event alone.

When looking at the individual events, visitors to the Greenhill Bower were significantly more likely to be visiting as part of a group, either with or without children, than any of the other events. 34% of respondents at the Greenhill Bower indicated that they were visiting with children aged under 18, with a further 44% visiting as part of a group without children.



## Disability

7% of all visitors reported that their day-to-day activities were limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months. This is significantly less than the UK population (22%). Findings were consistent at the different events that face to face interviewing took place at.



## Ethnicity

The vast majority of respondents consider themselves to be White (English/ Welsh/ Scottish/ Northern Irish/ British), consistent with the wider Lichfield District population. Findings were consistent at the different events that face to face interviewing took place at.

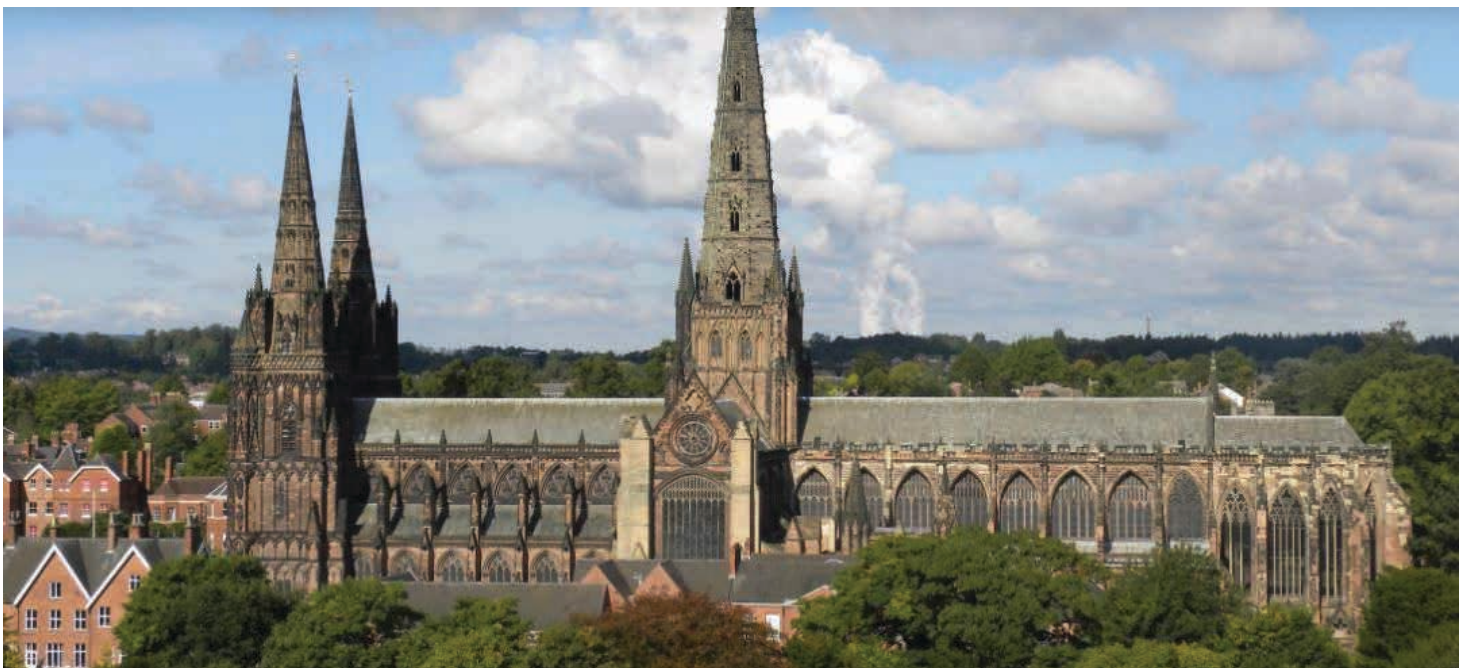
| Ethnicity   | Home and Garden Festival (103) | Lichfield Greenhill Bower (77) | Rotary Cars in the Park/ Gin, Cheese & Ale Festival (103) | Food Festival (107) |
|---|--------------------------------|--------------------------------|---|---------------------|
| White (English/Welsh/Scottish/Northern Irish/British) | 97%                            | 97%                            | 95%   | 94%                 |
| White other   | 2%                             | 2%                             | 3%  | 2%                  |
| Mixed   | 1%                             | 2%                             | 1%  | 1%                  |
| Asian   | 0%                             | 0%                             | 1%  | 3%                  |
| Black   | 0%                             | 0%                             | 0%  | 0%                  |
| Other   | 0%                             | 0%                             | 0%  | 1%                  |



### *Religion / belief*

Respondents were asked to indicate their religion or belief. The vast majority of respondents indicated that they had no religion (49%) or were Christian (48%). There were significantly more respondents that indicated they had no religion when compared to the Lichfield District population, as well as significantly fewer respondents who were Christian compared to the Lichfield District population.

| <b>Religion</b> | <b>Lichfield event visitors (375)</b> | <b>Lichfield District population</b> |
|-----------------|---------------------------------------|--------------------------------------|
| No religion     | 49%                                   | 25%                                  |
| Christian       | 48%                                   | 74%                                  |
| Buddhist        | 1%                                    | <1%                                  |
| Hindu           | 0%                                    | <1%                                  |
| Jewish          | 1%                                    | <1%                                  |
| Muslim          | <1%                                   | <1%                                  |
| Sikh            | <1%                                   | 1%                                   |



## Social grade

Visitors were asked to indicate the occupation of the main wage earner within their household, in order to help determine their social grade. Social grades are often grouped in to ABC1 and C2D, which equate to non-manual and manual workers respectively. Those grouped as E grade are entirely dependent on the state long-term, through sickness, unemployment, old age or other reasons. Social grade is a helpful tool for defining target groups in many consumer markets, including those you wish to promote your event to.

When compared to 2018 social grade figures for the whole of Great Britain, Lichfield events attract a greater proportion of ABC1 visitors than the general population.

| Social grade | Description   | Lichfield event visitors (392) | 2018 Great Britain population |
|--------------|---|--------------------------------|-------------------------------|
| A            | <ul style="list-style-type: none"> <li>Professionals, very senior managers in business; top-level civil servants</li> <li>Retired people who worked in a grade A job</li> </ul>   | 2%                             | 4%                            |
| B            | <ul style="list-style-type: none"> <li>Middle-management executives in large organisations, with appropriate qualifications</li> <li>Principal officers in local government and the civil service</li> <li>Top management or owners of small businesses and educational and service establishments</li> <li>Retired people who worked in a grade B job</li> </ul> | 31%                            | 22%                           |
| C1           | <ul style="list-style-type: none"> <li>Junior management, owners of small establishments and all other non-manual workers</li> <li>Jobs in this group have very varied responsibilities and educational requirements</li> <li>Retired people who worked in a grade C1 job</li> </ul>  | 33%                            | 29%                           |
| C2           | <ul style="list-style-type: none"> <li>Skilled manual workers</li> <li>Manual workers with responsibility for other people</li> <li>Retired people who worked in a grade C2 job</li> </ul>  | 26%                            | 21%                           |
| D            | <ul style="list-style-type: none"> <li>Semi-skilled and unskilled manual workers, apprentices and trainees of skilled workers</li> <li>Retired people who worked in a grade D job</li> </ul>  | 5%                             | 15%                           |
| E            | <ul style="list-style-type: none"> <li>Long-term recipients of state benefits</li> <li>Unemployed for more than six months</li> <li>Off sick for six months or more (unless they are still being paid by their employer)</li> <li>Casual workers and those without a regular income</li> <li>Intermittent workers in receipt of income support</li> </ul>         | 3%                             | 9%                            |

There were significantly more visitors to the Home and Garden Festival than any other event who were social grade B, while Lichfield Bower attracted significantly more social grade B visitors than Cars in the Park/ Gin, Cheese & Ale Festival and the Food Festival.

| <b>Social grade</b> | <b>Description</b>   | <b>Home and Garden Festival (105)</b> | <b>Lichfield Greenhill Bower (76)</b> | <b>Rotary Cars in the Park/ Gin, Cheese &amp; Ale Festival (104)</b> | <b>Food Festival (107)</b> |
|---------------------|--|---------------------------------------|---------------------------------------|--|----------------------------|
| A                   | Higher managerial, administrative and professional                                     | 3%                                    | 1%                                    | 2%   | 2%                         |
| B                   | Intermediate managerial, administrative and professional                               | 44%                                   | 32%                                   | 23%  | 26%                        |
| C1                  | Supervisory, clerical and junior managerial, administrative and professional           | 24%                                   | 33%                                   | 43%  | 34%                        |
| C2                  | Skilled manual workers   | 23%                                   | 28%                                   | 25%  | 27%                        |
| D                   | Semi-skilled and unskilled manual workers  | 2%                                    | 4%                                    | 6%   | 8%                         |
| E                   | State pensioners, casual and lowest grade workers, unemployed with state benefits only | 5%                                    | 3%                                    | 1%   | 3%                         |

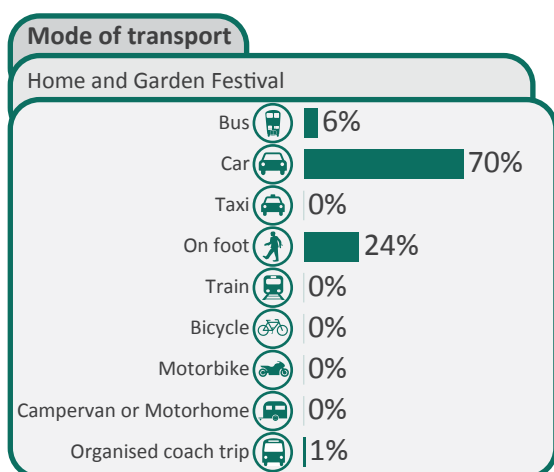
## Visitor transport and travel

Transport and travel to events has become increasingly important when considering the environmental impact of an event. The scale of this impact depends not only on the number of visitors and distance they travel to the event, but also the method of travel used.

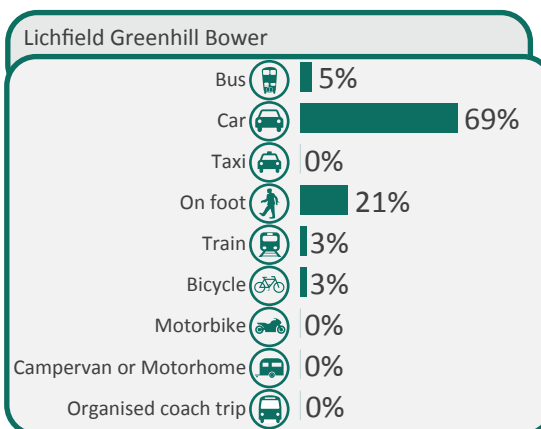
Understanding how visitors access an event can help to identify ways to reduce the environmental impact of visitor travel, reduce road congestion and encourage more sustainable travel through public transport and car-sharing.

### Visitor mode of travel

Visitors were asked to indicate the main means by which they travelled to the event. Overall, 67% of visitors travelled to the event by car, while 22% accessed the event on foot. 5% of visitors travelled by train and 3% travelled to the event by bus. Methods of travel used were similar amongst visitors to all of the events held within Lichfield.



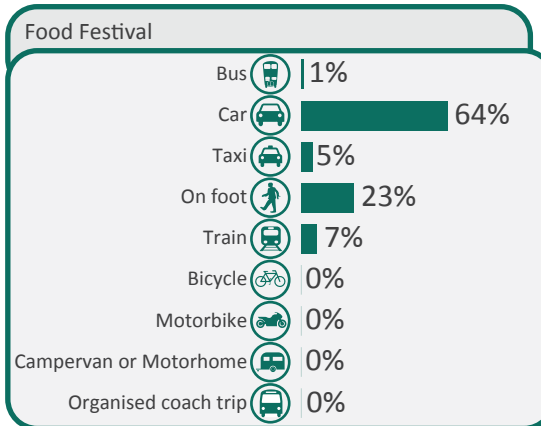
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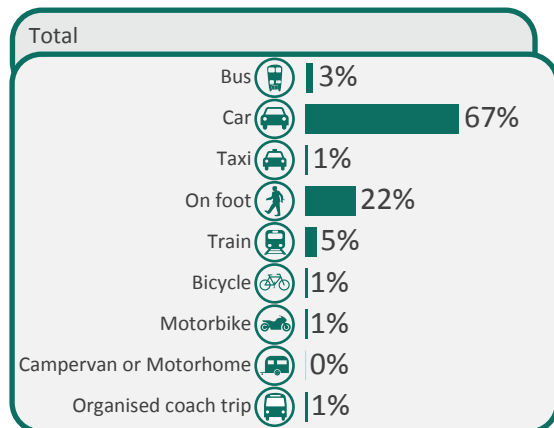
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## Issues with travel arrangements

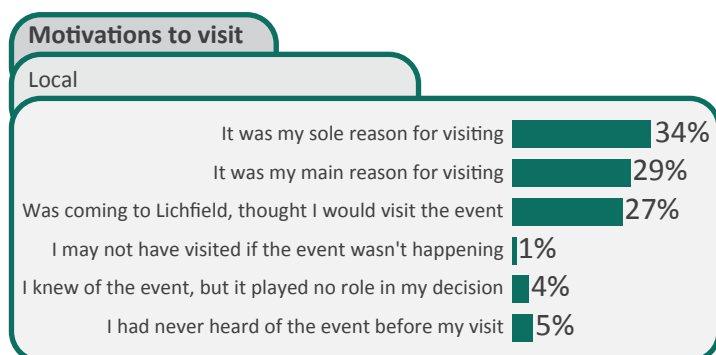
In addition to this, visitors were also asked if they experienced any issues with their travel arrangements for the event. Across all of the events only nine visitors indicated that they had experienced issues with their travel (2%).

When asked to provide details of the issues experienced five visitors commented on problems with **parking**, three commented on experiences with **traffic and traffic lights**, one experienced a **train cancellation** and another visitor commented on the **lack of signs for the event** itself.

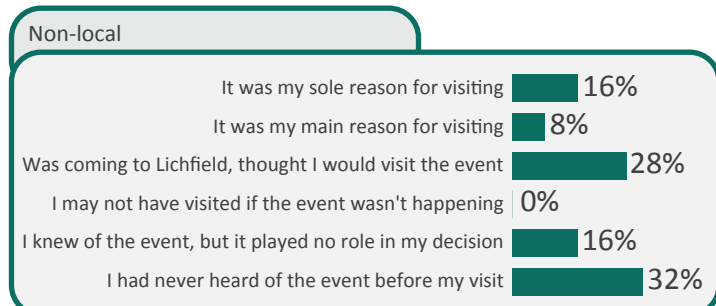
## Motivations

### Motivation to visit Lichfield

Visitors were asked to indicate what role the event played in their decision to visit Lichfield on the day of the event. 34% of locals indicated that it was their sole reason for visiting, with a further 29% stating that it was their main reason, and 27% indicating that they were coming in to Lichfield anyway so thought they would visit the event. In contrast, only 16% of non-locals indicated that it was their sole reason for visiting Lichfield, and 32% stated that they had never heard of the event before their visit.



Base: 370



Base: 25

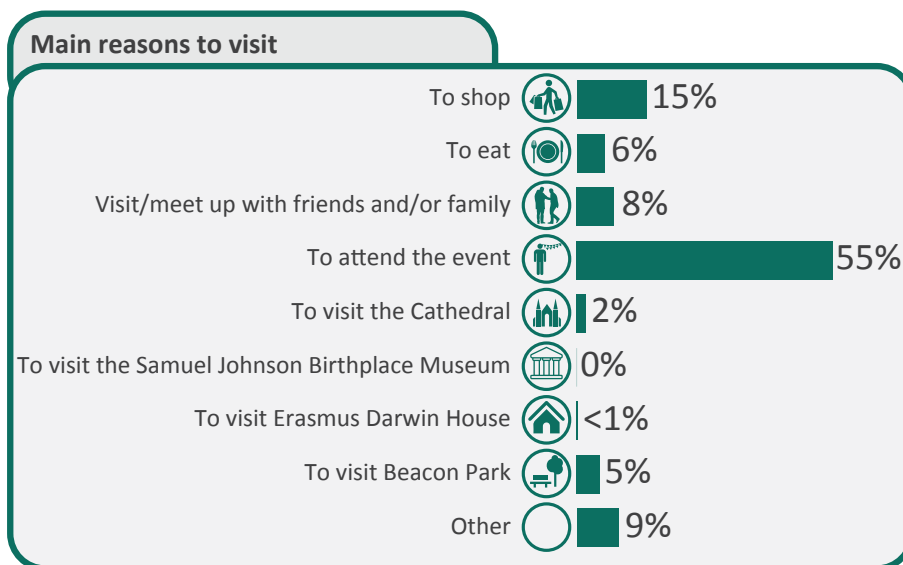


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When looking at the individual events, visitors to the Food Festival, the Lichfield Greenhill Bower and the Rotary Cars in the Park/ Lichfield Gin, Cheese & Ale Festival were significantly more likely to state that the event was their sole or main reason for visiting in comparison to visitors to the Home and Garden Festival. Furthermore, visitors to the Home and Garden Festival were significantly more likely to indicate that they were coming into Lichfield anyway so thought they would visit the event or that they had never heard of the event before their visit compared to visitors to all other events.

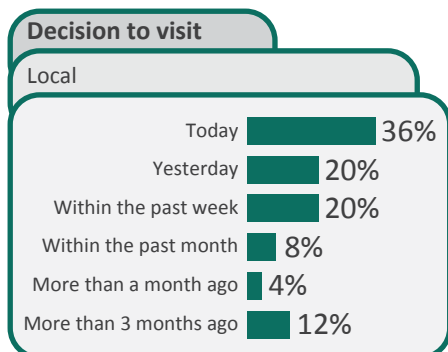
| Motivations to visit  | Home and Garden Festival (106) | Lichfield Greenhill Bower (77) | Rotary Cars in the Park/ Gin, Cheese & Ale Festival (105) | Food Festival (107) |
|---|--------------------------------|--------------------------------|---|---------------------|
| It was my sole reason for visiting                                    | 13%                            | 35%                            | 36%   | 48%                 |
| It was my main reason for visiting                                    | 14%                            | 47%                            | 27%   | 28%                 |
| I was coming into Lichfield anyway so thought I would visit the event | 44%                            | 16%                            | 26%   | 18%                 |
| I may not have visited if the event wasn't happening                  | 1%                             | 0%                             | 4%  | 0%                  |
| I knew of the event, but it played no role in my decision             | 7%                             | 0%                             | 6%  | 4%                  |
| I had never heard of the event before my visit                        | 21%                            | 3%                             | 2%  | 3%                  |

Visitors were also asked what their main reason for being in Lichfield was. 55% stated that it was to attend the event, supporting the findings above. In addition, while respondents had other main reasons for being in Lichfield, they combined these other activities with a visit to the event, suggesting that dwell time within Lichfield is not just limited to the event itself.

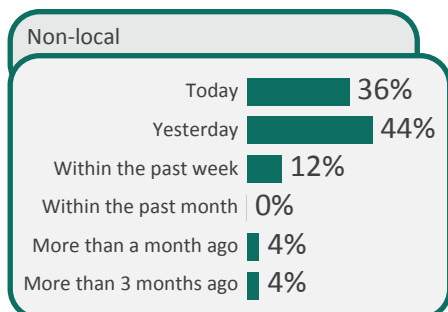


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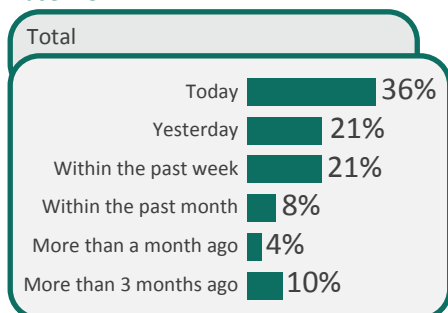
## Decision to visit



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Visitors were asked when they decided to attend the event, with 36% of both locals and non-locals deciding to visit the event on the day. A further 44% of non-locals decided to attend the event the day before.

When making comparisons across the individual events, visitors to the Home and Garden Festival were significantly more likely to make their decision to visit on the day of the event compared to visitors to all other events. Meanwhile, Rotary Cars in the Park / Lichfield Gin, Cheese & Ale and Food Festival visitors were significantly more likely to have made their decision in the week leading up to the event in comparison to visitors to the Home and Garden Festival and the Lichfield Greenhill Bower. Lichfield Greenhill Bower visitors were also significantly more likely to have made their decision to visit the event more than three months ago when compared to visitors to all the other events.

| Decision to visit      | Home and Garden Festival (106) | Lichfield Greenhill Bower (77) | Rotary Cars in the Park/ Gin, Cheese & Ale Festival (105) | Food Festival (107) |
|------------------------|--------------------------------|--------------------------------|---|---------------------|
| Today                  | 63%                            | 22%                            | 29%   | 25%                 |
| Yesterday              | 20%                            | 22%                            | 17%   | 26%                 |
| Within the past week   | 9%                             | 16%                            | 29%   | 27%                 |
| Within the past month  | 4%                             | 8%                             | 11%   | 8%                  |
| More than a month ago  | 2%                             | 4%                             | 6%  | 4%                  |
| More than 3 months ago | 2%                             | 29%                            | 10%   | 9%                  |



## Event publicity

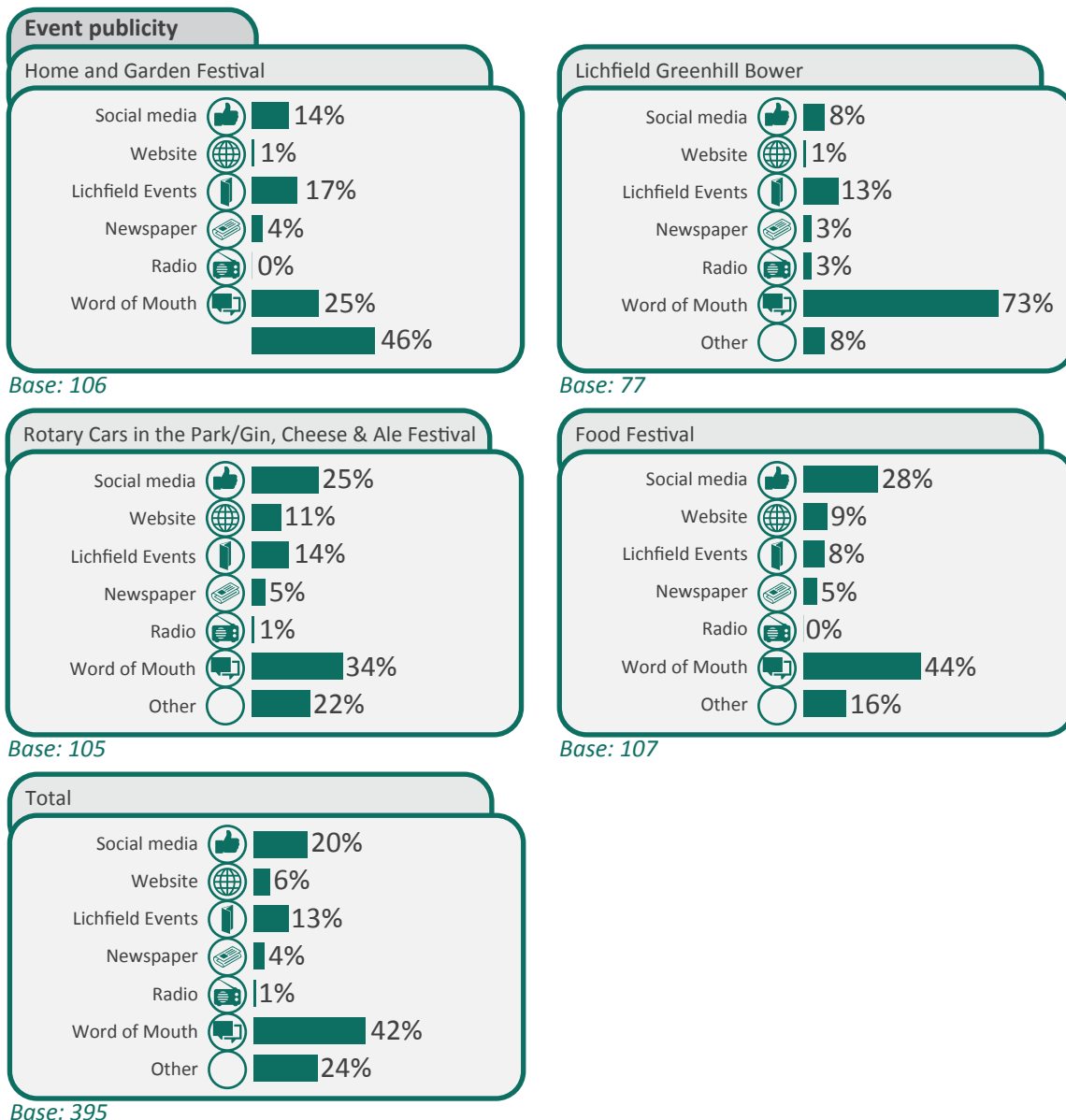
Visitors were asked how they heard about the event they attended. 42% of visitors overall had heard about the event via word of mouth. 73% of visitors to Lichfield Greenhill Bower had heard of the event through word of mouth, while only 25% of visitors to the Home and Garden Festival had.

20% of all visitors had heard about the event they attended via social media, with most of these stating that they had heard of the event via Facebook. Significantly more visitors to Lichfield Food Festival, Rotary Cars in the Park and the Gin, Cheese & Ale Festival heard of the event via social media compared to visitors to the Home and Garden Festival and Lichfield Greenhill Bower.

13% of visitors had heard of the event via Lichfield Events. Visitors to Lichfield Food Festival were significantly less likely to have heard of it via Lichfield Events.

Only 6% of visitors heard of the event they attended via a website. While relatively few visitors had heard of the event via a website (6%), popular websites that were used were Visit Lichfield, What's On, and Google.

24% of visitors said that they had heard of the event they attended through 'other' means, with significantly more visitors to the Home and Garden Festival than any other event indicating that this was how they heard of the event. Visitors were asked to write in the 'other' means that they had heard of the event, with more than half of the comments relating to the fact that they hadn't heard of it and their visit was spontaneous. Other ways visitors had heard of the event they attended included signs, posters and banners around Lichfield, and that they were local and so had previous knowledge of the event.



## Satisfaction

### Likelihood to recommend the event

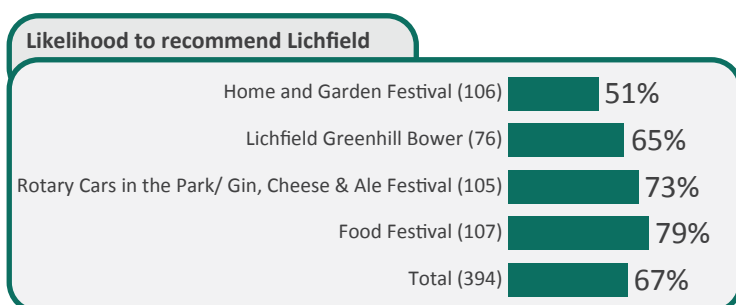
Visitors to the events were asked to indicate how likely they are to recommend the event to friends and family on a scale of 0 to 10 (0 = not at all likely, 10 = extremely likely). The Net Promoter Score (NPS) has been used to provide a standardised measure of overall satisfaction that can be compared across events. NPS is calculated as the difference between the percentage of visitors scoring 9-10 (promoters) and the percentage scoring 0-6 (detractors). Those that scored 7-8 are classed as passives, and are not considered when calculating NPS.



While the overall NPS for the events was 53%, the NPS for the Food Festival and Rotary Cars in the Park/ Lichfield Gin, Cheese & Ale Festival was significantly higher than that identified for the Home and Garden Festival and Lichfield Greenhill Bower.

### Likelihood to recommend Lichfield

Visitors to the events were also asked to indicate on a scale of 0 to 10 (0 = not at all likely, 10 = extremely likely) how likely they are to recommend Lichfield as a place to visit to friends and family, based on their visit to the event. NPS has again been utilised to provide a standardised measure of overall satisfaction that can be compared across events.

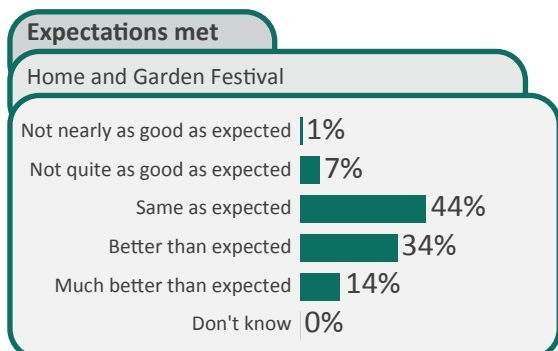


The NPS for Lichfield as a place to visit based on their visit to the Food Festival and Rotary Cars in the Park/ Lichfield Gin, Cheese & Ale Festival was again significantly higher than that identified for the Home and Garden Festival and Lichfield Greenhill Bower.

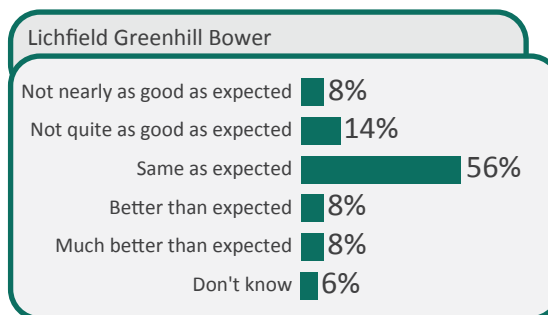
Interestingly, visitors are less likely to recommend the event they attended to friends and family than they are to recommend Lichfield as a place to visit as a result of their experience at the event. This demonstrates that the events have an important part to play on the image and reputation of the city.

## Expectations met

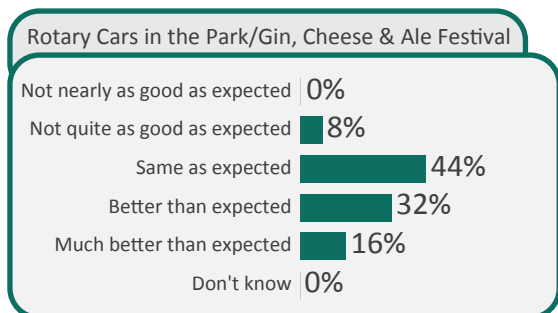
Visitors were asked to what extent the event lived up to their expectations. Overall, 42% of visitors felt that the event was either better than expected or much better than expected, while only 9% of visitors felt that the event was either not quite as good as expected or not nearly as good as expected. While similar numbers of visitors to all of the events felt that the event that they attended was as expected, significantly more visitors to Lichfield Greenhill Bower than to the other events felt that it was either not quite as good as expected or not nearly as good as expected.



Base: 106



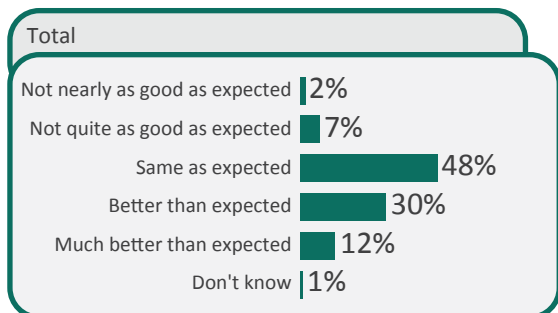
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Visitors that felt that the event was either not quite as good as expected or not nearly as good as expected were asked to indicate why. Overall, reasons for the events not living up to expectations were related to the **events not being as big as previous years**, with less stalls.

Of the nine reasons for the Home and Garden Festival not living up to expectations, six visitors felt that the event **felt more of a food festival than related to home and garden**.

*“Advertised as Home and Garden but it's just a food festival”*

Of the 19 reasons for the Lichfield Greenhill Bower not living up to expectations, nine comments related to **the parade not being as good as previous years**, five comments were related to it being **too expensive**, both for the stallholders and entrance in to the park, which has also had implications for there **not being enough stalls** and that **everything has been taken from the town** and put in the park.

*“Not so many floats, not so spectacular”*

*“They've taken everything away the town and gradually put in the park and the park should be free”*

*“Why is it all in the park? The licence for the stallholders is expensive”*

There were five comments explaining why Rotary Cars in the Park did not live up to expectations, with all of these relating to it **not being as well attended as previously with less cars to look at.**

*“More people and cars last time”*

Likewise, the three comments relating to Lichfield Gin, Cheese & Ale Festival not living up to expectations were related to it **not having as many stalls or produce as previous years.**

*“Cathedral Close market doesn't have many stalls compared to previous ones”*

Finally, the one comment relating to the Food Festival not living up to expectations was also about there **not being many stalls.**

*“Not so many stalls”*

Visitors who previously indicated that they were highly likely to recommend the event they attended (promoters) were significantly more likely to state that the event was better than expected or much better than expected than those who were less likely to recommend the event (detractors). Furthermore, visitors who previously indicated that they were not likely to recommend the event (detractors) were significantly more likely to have stated that the event was not nearly as good or not quite as good as expected compared to those who were highly likely to recommend the event (promoters).

| Expectations met               | Detractors | Passives | Promoters |
|--------------------------------|------------|----------|-----------|
| Not nearly as good as expected | 12%        | 1%       | <1%       |
| Not quite as good as expected  | 26%        | 3%       | 5%        |
| Same as expected               | 58%        | 63%      | 40%       |
| Better than expected           | 2%         | 29%      | 36%       |
| Much better than expected      | 2%         | 4%       | 17%       |
| Don't know                     | 0%         | 0%       | 2%        |

## Event feedback

Visitors were asked what they liked about the event they attended as well as what they would improve about the event. Responses were coded in to the common themes that emerged from the events where interviewing took place. There were 426 comments from visitors across all events regarding what they liked about the event, compared to 279 comments relating to what they would improve.

|  | Home and Garden Festival | Lichfield Greenhill Bower | Rotary Cars in the Park/ Gin, Cheese & Ale Festival | Food Festival |
|--|--------------------------|---------------------------|---|---------------|
| <b>Positive feedback</b>                                 | <b>102</b>               | <b>70</b>                 | <b>112</b>  | <b>142</b>    |
| Atmosphere   | 17                       | 9                         | 17  | 18            |
| The quality and variety at the event                     | 56                       | 27                        | 53  | 77            |
| Family day out   | 5                        | 10                        | 3   | 3             |
| Everything, generic positive comments                    | 8                        | 8                         | 13  | 9             |
| Friendly people  | 2                        | 2                         | 2   | 5             |
| Community spirit, events are good for Lichfield          | 6                        | 7                         | 2   | 7             |
| Well organised, good layout                              | 1                        | 3                         | 9   | 5             |
| Free entry   | 0                        | 0                         | 4   | 0             |
| Suggestions for improvement                              | 2                        | 0                         | 3   | 4             |
| Weather  | 1                        | 1                         | 5   | 13            |
| Other  | 1                        | 0                         | 0   | 1             |
| Nothing  | 3                        | 3                         | 1   | 0             |
| <b>Improvements</b>                                      | <b>62</b>                | <b>56</b>                 | <b>72</b>   | <b>89</b>     |
| Traffic and parking                                      | 0                        | 4                         | 2   | 9             |
| Expensive  | 3                        | 5                         | 1   | 2             |
| Better/more advertising of the event, signage            | 9                        | 2                         | 2   | 10            |
| The quality and variety at the event                     | 23                       | 22                        | 25  | 7             |
| Better organisation (more toilets, seating, bins, space) | 4                        | 7                         | 11  | 27            |
| Weather  | 0                        | 3                         | 2   | 0             |
| Nothing / don't know                                     | 23                       | 13                        | 29  | 34            |

Visitors to all of the events gave contrasting views relating to the quality and variety of stalls. However, there were a much greater number of comments in support of the quality and variety of stalls (213 comments) than there were in terms of what they would like improved (77 comments).

When looking at the individual events, visitors to the Home and Garden Festival liked the **variety and number of food stalls**, however other visitors suggested that **there should be more home and garden specific stalls** at the event. This view is consistent with the comments relating to why the Home and Garden Festival did not live up to some visitors' expectations described previously.

*"Lots of different independent stalls" (Home and Garden Festival)*

*"Lots of interesting stalls" (Home and Garden Festival)*

*"More home and garden stalls, less food stalls" (Home and Garden Festival)*

Many visitors to the Lichfield Greenhill Bower **liked the parade** as well as the other activities and displays that were on offer at the event. However, it was suggested by other visitors to the event that **the parade could be longer and include more floats**, and that **there could be more stalls and activities offered**. Again, feedback to this question from Lichfield Greenhill Bower visitors supported the comments as to why this event did not live up to some visitors' expectations as previously described.

*"The procession and the events in the park" (Lichfield Greenhill Bower)*

*"The parade was lovely" (Lichfield Greenhill Bower)*

*"Better floats, a longer procession." (Lichfield Greenhill Bower)*

Visitors to the Food Festival liked the **variety of food and drink stalls** at the event. Only a few visitors to the Food Festival suggested the variety and quality of these stalls could be improved.

*"Variety of stalls. Different foods, veggie and gluten free options." (Food Festival)*

*"It's brilliant. Fab food and drink" (Food Festival)*

*"More for children" (Food Festival)*

Visitors to the Gin, Cheese & Ale Festival also liked the **variety of food and drink stalls on offer**, while visitors to the Rotary Cars in the Park particularly liked the **cars on display** at the event. However, other visitors to these events suggested they would have liked **more stalls selling gin, cheese or ale** at the Gin, Cheese & Ale Festival, as well as **more cars, including classic cars**, and food and drink stalls at the Rotary Cars in the Park event.

*"Nice selection of cars." (Rotary Cars in the Park)*

*"Wide variety of food and drink on offer" (Gin, Cheese & Ale Festival)*

*"More classic cars and fewer modern cars" (Rotary Cars in the Park)*

Another theme to emerge from the positive comments made by visitors about what they liked about the event they attended was **socialisation, increased connections and community spirit** (115 comments). More than half of these comments were made by visitors who felt the event they attended had a **good atmosphere** (61 comments). Some visitors felt that the event they attended created a **sense of community spirit** and that the **events were a positive thing for Lichfield** as they bring life and trade to the city (22 comments). Visitors also liked that the event they attended was **great for a family day out**, with activities and stalls that all of the family could enjoy (21 comments), while others specifically commented on **how friendly the people were** at the events (11 comments). Views expressed within this theme were fairly consistent among visitors to all of the events, however visitors to Lichfield Greenhill Bower event were more likely to have commented on the event being a family friendly day out, but less so on the atmosphere of the event when compared to visitors to the other events.

*"How busy it was, lovely atmosphere, relaxed." (Food Festival)*

*"It brings the community together. Makes me feel good to get out." (Lichfield Greenhill Bower)*

*"Enjoyable for all ages." (Home and Garden Festival)*

*"Very friendly people." (Rotary Cars in the Park)*

A number of visitors commented that they **liked everything about the event** they attended or were **generally positive** about the event (38 comments). In addition to this, many of the suggestions for improvement made by visitors were from those who felt that nothing about the event they attended needed to be improved (99 comments).

*"Love Lichfield, love these events." (Home and Garden Festival)*

*"Like everything about it." (Food Festival)*

*"Nothing, it's fantastic." (Lichfield Greenhill Bower)*

18 visitors felt that the event they attended was **well organised and had a good layout** to enable visitors to easily access the event, creating an atmosphere while also not overcrowding areas of the event. Half of these comments were made by visitors to Rotary Cars in the Park.

*“Not too crowded, all spaced out.” (Home and Garden Festival)*

*“It's nicely laid out.” (Rotary Cars in the Park)*

On the other hand, there were many more suggestions for improvement relating to the **organisation of the events** (49 comments). Visitors suggested the events needed **more toilets, more seating, more bins, more space and better laid out to improve accessibility** and avoid issues with congestion or crowding. More than half of the suggestions for improvement relating to organisation were from visitors to the Food Festival, with these mostly suggesting that the **layout of the event caused issues with congestion in parts** of the event, that there was **poor crowd control** and accessing the event was difficult. As well as this, Food Festival visitors also suggested there could be more seating, bins and toilets provided at the event. However, this was a consistent view among visitors to all of the events.

*“By the river it's very congested, a stall was in the way.” (Food Festival)*

*“More seating. More toilets. More rubbish bins.” (Food Festival)*

*“Needs more seating at the Cars in the Park, plus more toilets.” (Rotary Cars in the Park)*

Furthermore, 15 visitors suggested improvements relating to the **traffic and parking** at the event they attended. Visitors suggested there should be more parking available on event days, as well as cheaper or free parking to attract more visitors. The majority of these suggestions were made by visitors who attended the Food Festival.

*“Better and more parking and sensible prices to park.” (Food Festival)*

*“More parking and on event days it should be free, it puts people off coming here.” (Food Festival)*

Four visitors, all of whom attended Rotary Cars in the Park, liked that the event was **free to enter**. However, there were comments from visitors to all of the events who thought the **events were expensive** and suggested the event they attended would be better if it was cheaper (11 comments). Visitors particularly commented on the **cost of the rides at Lichfield Greenhill Bower** event, as well as the **prices at the food and drink stalls** at all of the events.

*“It's free and reasonable food prices.” (Rotary Cars in the Park)*

*“Make it cheaper. The cost the rides really adds up. A day pass like a wristband for everything like a theme park.” (Lichfield Greenhill Bower)*

*“Cheaper food stalls.” (Home and Garden Festival)*

20 comments were made by visitors who liked the **good weather** at the event they attended. On the other hand, five visitors suggested the weather could have been better when asked what they would improve about the event.

*“Because the weather is nice, it's very pleasant.” (Home and Garden Festival)*

There were 23 suggestions from visitors that there could be **more or better advertising of the event** they attended, as well as **better signs for finding the events** and facilities at the events, such as toilets. The majority of these comments were made by visitors who attended the Food Festival and Home and Garden Festival.

*“Better advertising, be what you say you are.” (Home and Garden Festival)*

*“Signs in Lichfield directing to the food festival.” (Food Festival)*

Finally, in response to the question asking what visitors liked about the event they attended a few commented that **nothing was good** (7 comments), meanwhile some other visitors suggested improvements for the event they attended, such as to improve the advertising of the event, have more space and for there to be cheaper food options available (9 comments).

*“More space between stands.” (Food Festival)*

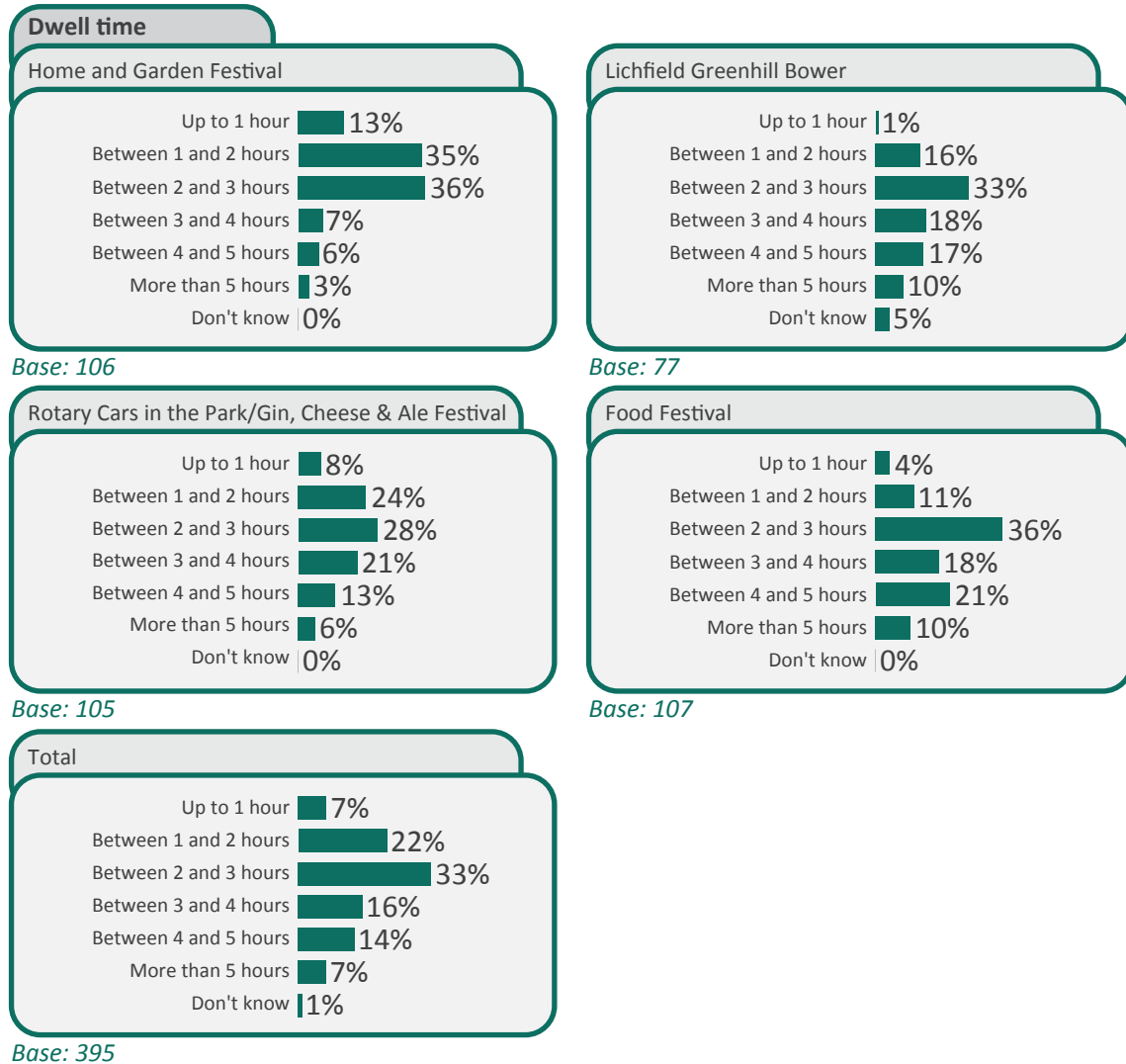
*“Advertise it.” (Home and Garden Festival)*



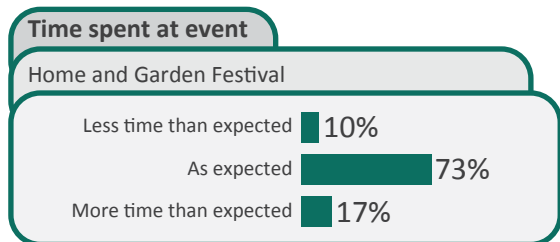
## Time spent at the event

### Dwell time

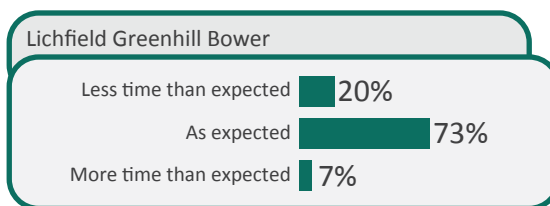
Visitors were asked how long they spent at the event. Overall, 29% of visitors spent up to 2 hours at the event, 33% spent 2-3 hours at the event, and 37% spent more than 3 hours at the event. Visitors to the Home and Garden Festival were significantly less likely to spend more than 3 hours at the event than visitors to the other events.



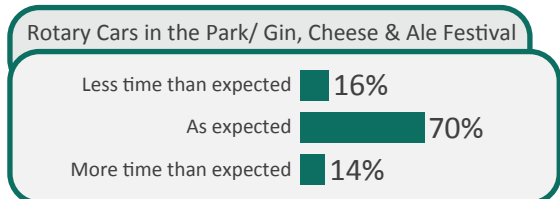
Visitors were also asked to indicate how long they intended to visit the event for. Net dwell time has been used to assess the success of the event. Net dwell time is calculated as the difference between the actual time spent at the event and intended time spent at the event. Visitors are classified as having either spent less time than expected, as expected, or having spent more time than expected. Overall, 73% of visitors spent the same amount of time at the event as they expected to, while there was an equal split between those that spent either more (14%) or less (13%) time than expected.



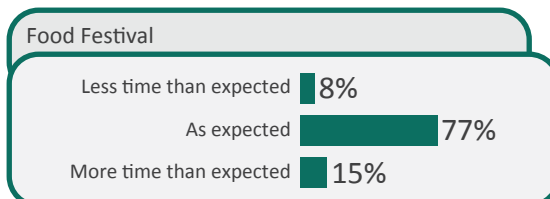
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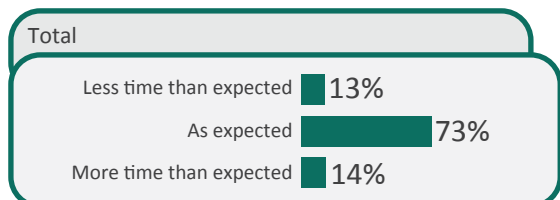
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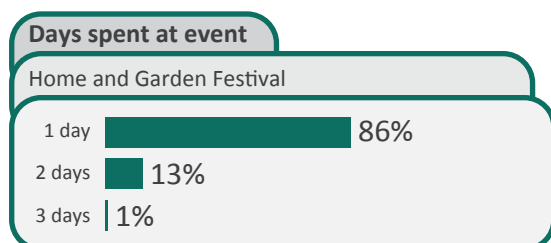
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Looking at the events individually, there were more visitors that spent more time than expected than those that spent less time than expected at both the Home and Garden Festival and the Food Festival, while the opposite was true for the Lichfield Greenhill Bower.

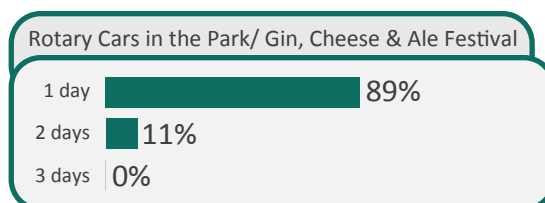
### Days at the event

The success of an event can also be measured by exploring whether visitors attend for more than one of the days that it is running. As Lichfield Greenhill Bower is only held on one day, it has not been included in this analysis.

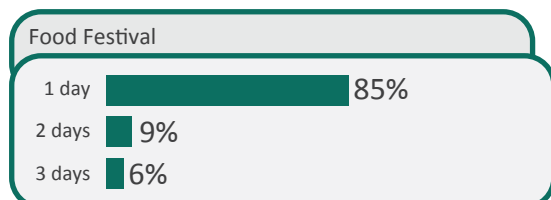
More than one out of every ten visitors to the events indicated that they intended to visit on more than one of the event days for all of the other events where interviewing took place, indicating that the multi-day events have enough variety and opportunities for engagement for visitors on more than one day.



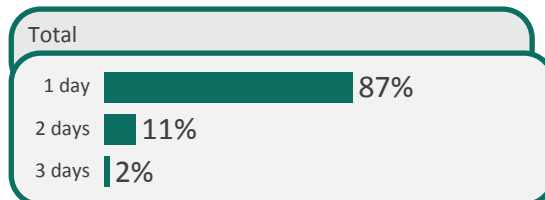
Base: 106



Base: 105



Base: 107



Base: 318

## Personal benefits

Overall, 67% of visitors agreed that their visit to the event had enhanced their image of Lichfield as a place to visit. Agreement was consistent among visitors to all of the events.

Furthermore, 61% of visitors indicated that their visit to the event means that they are more likely to visit Lichfield for a day out, while 31% indicated that they are more likely to visit Lichfield for a short break or holiday in the next 2 years as a result of attending the event.

| Statement  |     |
|--|-----|
| Visit to the event enhanced my image of Lichfield as a place to visit  | 67% |
| My visit to this event means that I am more likely to visit Lichfield for a day out in the next 12 months              | 61% |
| My visit to this event means that I am more likely to visit Lichfield for a short-break or holiday in the next 2 years | 31% |

*The overall % agreement with personal statements*

## Community benefits

Visitors were also asked to indicate their agreement with a number of statements relating to the community benefits created by the key events. More than 80% of visitors agreed or strongly agreed with all of the statements relating to the community benefits, suggesting that the events within Lichfield are important to the community and provide a great socio-economic benefit to local people.

Generally, the events were seen as a great way of providing entertainment as well as being a source of community spirit and pride among local residents, helping to create a positive image of Lichfield that is inclusive for all. The events are also seen as important for the local economy by providing additional customers for local businesses.

| Statement  |     |
|--|-----|
| The event that we attended provides great entertainment for those attending  | 97% |
| The event that we attended creates a positive image for Lichfield  | 94% |
| The event that we attended creates a sense of community spirit and pride for local residents   | 92% |
| The event that we attended provides additional customers for local businesses  | 91% |
| The event that we attended creates a sense of community spirit and belonging for those attending                                     | 90% |
| The event that we attended is inclusive and enables all who wish to attend to do so  | 90% |
| The event that we attended offers invaluable opportunities for engagement with particular activities (e.g. music, art, food, nature) | 86% |
| The event that we attended is not over commercialised  | 84% |
| The event that we attended is an important part of Lichfield's heritage and traditions   | 82% |

*The overall % agreement with community statements*

## Event organiser findings

### Event management

#### Involvement

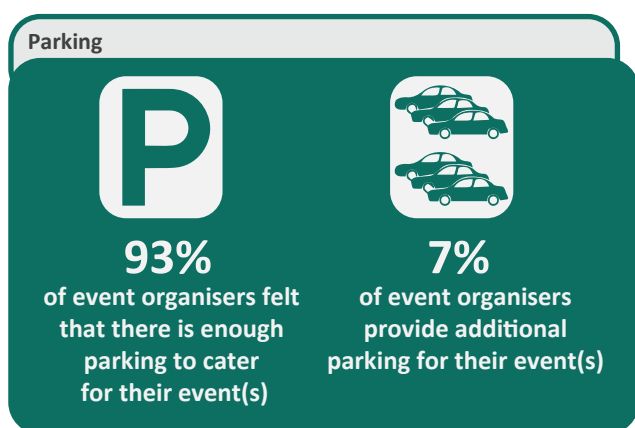
Event organisers were asked to indicate what the reasons they organise events are. The reasons that event organisers gave for organising the event included the fact that it is a **long-running festival** (5 events), the desire to **encourage engagement and participation with the local community** (4 events), to **promote a specific cause** (4 events), and to **increase footfall and visitor numbers** throughout the year (2 events).

*“Longstanding festival to present a wide choice of music to local residents and attract visitors to the city”*

*“Wanted to run a low cost event for the local community”*

*“To forward our mission and strategic objectives”*

### Parking



Event organisers were asked whether they felt that the existing parking offer within Lichfield has enough surplus to cater for events. The vast majority of event organisers felt that there was enough parking within Lichfield to cater for these events (93%).

Event organisers were also asked if they provide additional parking for their event(s). Only 7% of event organisers provide additional parking for their event(s).



## General management of events

Event organisers were asked to indicate their agreement with a number of statements relating to the management of the event(s) they organised within Lichfield.

| Statement  |     |
|--|-----|
| There are effective waste management services in place                                     | 89% |
| Noise levels are easily controllable so as not to cause complaint                          | 89% |
| Costs for security and safety are reasonable   | 88% |
| There are few congestion problems  | 78% |
| The event(s) that we organised is not over commercialised                                  | 78% |
| There is a constant need for creativity and innovation to keep the event sustainable       | 67% |
| It is easy to get adequate and reliable part time, agency or volunteer staff               | 66% |
| Event overlays are creative and cost-effective   | 56% |
| The event(s) that we organised finds it easy to maintain attendance numbers / ticket sales | 56% |
| Appropriate permissions and licences are granted easily                                    | 33% |
| We can cope with any weather condition (e.g. heavy rain, extreme heat)                     | 33% |
| Programming and curating content has few challenges  | 22% |
| The event(s) that we organised receives good support from local government                 | 22% |
| The event(s) that we organised finds it easy to get funding support                        | 11% |

*The overall % agreement with management statements for event organisers*

There were mixed views among event organisers regarding the statements relating to the management of events, indicating that some areas are effectively managed but there are other areas that could be better managed for organisers. The majority of event organisers agreed that the waste management services in place are effective (89%), that noise levels are easily controllable (89%) and that costs for security and safety at events are reasonable (88%). Many event organisers also thought that the event they organised was not over commercialised (78%) and that there are few congestion problems created by their event (78%).

On the other hand, there were a number of areas for concern highlighted by event organisers demonstrated through low agreement with the statements. One of the main management challenges created for event organisers is funding support, with only 11% of organisers agreeing that it is easy to get funding support for events through grants, sponsorship or loans. Event organisers also indicated that support from local government could be better, with only 22% agreeing that the event they organise receives good support from local government, and 33% agreeing that appropriate permissions and licences are granted easily. Other statements with low agreement were related to programming and curating content (22%) and coping with weather conditions (33%) suggesting these are also areas that could be better managed.

## Trade

In order to determine the impact of the key events on trade, event organisers were asked to indicate their agreement with statements relating to the business critical opportunities created for those organising or supplying the events and additional customers for local businesses as a result of the events.

The majority of event organisers agree that the event they organise offers business critical opportunities for those organising or supplying the event (88%), while 78% agreed that the event they organised provides additional customers for local businesses, indicating that the majority of event organisers believe the events within Lichfield have a positive impact on trade in the area.

| Statement   |     |
|---|-----|
| It offers business critical opportunities for those organising or supplying the event | 88% |
| The event(s) that we organised provides additional customers for local businesses     | 78% |

*The overall % agreement with trade statements for event organisers*

## Community benefits

Event organisers were also asked to indicate their agreement with a number of statements relating to the community benefits created by the key events held within Lichfield. Agreement was high among event organisers for all of these statements indicating that organisers believe the events are important for the community and create many benefits for local residents.

In particular, all event organisers agreed that the events create a positive image for Lichfield, that they provide great entertainment for those attending and that the events are a source of community spirit, belonging and pride for attendees as well as local residents.

| Statement  |      |
|--|------|
| The event(s) that we organised creates a positive image for Lichfield  | 100% |
| The event(s) that we organised provides great entertainment for those attending  | 100% |
| The event(s) that we organised creates a sense of community spirit and belonging for those attending                                     | 100% |
| The event(s) that we organised creates a sense of community spirit and pride for local residents   | 100% |
| There are few antisocial behaviour issues (e.g. crime, noise)  | 89%  |
| There are little or no negative responses from attendees or residents  | 89%  |
| The event(s) that we organised offers invaluable opportunities for engagement with particular activities (e.g. music, art, food, nature) | 89%  |
| The event(s) that we organised creates a sense of community spirit and pride for those working at the event                              | 89%  |
| The event(s) that we organised is inclusive and enables all who wish to attend to do so  | 89%  |
| The event(s) that we organised is an important part of Lichfield's heritage and traditions   | 78%  |
| There are opportunities for direct engagement with audiences for stakeholders (e.g. organisers, suppliers and sponsors)                  | 67%  |

*The overall % agreement with community statements for event organisers*

## Charity donation

Event organisers were asked to indicate whether they donated to or raised money for charity from the proceeds made from their event.

While the majority of event organisers indicated that they did not donate any of their proceeds to charity, their reasons for this were that they were a department of either the City or District Council. Other event organisers indicated that all of the proceeds were donated to charity. However, the reason for this was that the event organiser was a charity, and therefore the proceeds of the event went to themselves.

One event organiser indicated that what they did donate went to the Mayor and Sheriff's charities.

## Benefits and challenges

### General benefits and challenges

Event organisers were asked to identify other benefits and challenges created by the event(s) that they organise.

|  | Number of comments |
|--|--------------------|
| <b>Benefits</b>  | <b>11</b>          |
| Offer engagement opportunities for local groups or individuals to promote their work   | 4                  |
| Boost local economy, employability   | 3                  |
| Increase footfall / boost visitor numbers  | 2                  |
| Educate  | 2                  |
| <b>Challenges</b>  | <b>10</b>          |
| Charges from local authority (e.g. licence fees)                                       | 4                  |
| Organisation of the event (H&S, road closures, stall placement, volunteers, promotion) | 4                  |
| Getting sponsorship  | 2                  |

There were 11 comments from event organisers regarding the benefits created. Four of these organisers believe the events offer **engagement opportunities for local people** to promote their work and develop/showcase their skills.

*"Enables local artists to develop skills and provides an increase in artistic activities in both quality and quantity."*

*"We also ran a 'young critics' scheme for young writers and 8 free 'wellness' workshops."*

Additionally, three organisers commented that the **events boost the local economy** and create **employment opportunities** within Lichfield.

*"Positive impact on local economy."*

*"We create work experience and employment opportunities. 630 students participated in our 2019 events."*

Event organisers also think that the **events increase footfall and visitor numbers** to the local area (2 comments), while also **educating people on the heritage and history of Lichfield** (2 comments).

*"Increase in visitors to the city many will return again. Increase in footfall and dwell time."*

*"The event provides fantastic opportunities for local audiences to discover more about the city's heritage."*



On the other hand, there were 10 comments from event organisers relating to the challenges created by the event(s) they organise. Four event organisers commented on challenges relating to the organisation of an event, for example **health and safety procedures, road closures, stall placement** within the event, **difficulty attracting skilled volunteers** and the **cost of promoting the event**.

*“Some external factors affected us on this day. For example, some cars did not acknowledge the road closure signs and drove around the market square.”*

*“Attracting skilled volunteers at the organisational level. Effective and widespread promotion (costs).”*

In addition to this, four organisers suggested **charges from the local authority were a challenge** for them, for example the **licence fees create problems attracting stallholders** to the event. Meanwhile two other organisers commented on the challenge of getting **sponsorship** for an event.

*“This year the charging of street trading licences has made many stalls cancel.”*

*“Attracting sponsorship/funding to enable a sustainable festival.”*

*“We create work experience and employment opportunities. 630 students participated in our 2019 events.”*

*“The event provides fantastic opportunities for local audiences to discover more about the city’s heritage.”*

## Stallholder responses

### Event management

#### Involvement

Stallholders were asked to indicate their reasons why they have a stall at the event they attended. A number of reasons for having a stall at the event were given by stallholder respondents. These included **showcasing their products/brand** (9 stallholders), to **generate income** (14 stallholders), the fact that **they are a local business and it is a local event** (9 stallholders), they have **had a stall at the event in previous years** (7 stallholders), there is **good footfall** and high number of potential customers at the event (7 stallholders), to **try and grow a local customer base** (6 stallholders), while one stallholder said it was because the **organiser was good to deal with**.

*“To raise profile and generate income”*

*“We are Staffordshire based so hoped that buying from a local producer would appeal”*

*“It’s a local event and I want to grow my business locally”*

*“I really enjoy this event and have been exhibiting my work there for a number of years”*

*“It’s local for me, lots of visitors and have repeat sales”*

*“It gives us great exposure in the local area”*

#### General management of events

Stallholders were asked to indicate their agreement with a number of statements relating to the management of the event they were a stallholder at. Stallholders were positive about the level of communication they had with event organisers (63%) and how noise levels are managed at the event (63%).

However, a number of these statements relating to the management of events received less than 50% agreement from stallholders. The areas of concern for stallholders included the costs for the stall and issues with getting adequate and reliable staff. Stallholders also indicated that congestion, waste and coping with the weather were all areas that could be better managed at the events. Only 36% of stallholders agreed that costs for the stall are reasonable, while 36% of stallholders also agreed that there are few congestion problems on event days. 32% of stallholders agreed that there are effective waste management services in place for events, and only 26% agreed that it is easy to get adequate and reliable part time, agency or volunteer staff.

| Statement  |     |
|--|-----|
| Noise levels are easily controllable so as not to cause complaint            | 63% |
| Communication with the event organisers is good                              | 63% |
| The event that we were a stallholder at is not over commercialised           | 52% |
| It can cope with any weather condition (e.g. heavy rain, extreme heat)       | 39% |
| Costs for the stall are reasonable   | 36% |
| There are few congestion problems  | 36% |
| There are effective waste management services in place                       | 32% |
| It is easy to get adequate and reliable part time, agency or volunteer staff | 26% |

*The overall % agreement with management statements for stallholders*

## Trade

In order to determine the impact of events on trade for stallholders, stallholders were asked to indicate their agreement with statements relating to the importance of events for their business success and access to additional customers at events.

The vast majority agree that events offer stallholders access to people who would not otherwise have been reached (91%), while 66% of stallholders think that the events are important for their business success.

| Statement  |     |
|--|-----|
| It offers me access to people who I would not otherwise be able to reach | 91% |
| It is important for my business success                                  | 66% |

*The overall % agreement with trade statements for stallholders*

## Community benefits

Stallholders were also asked to indicate their agreement with a number of statements relating to the community benefits created by the key events. The majority of these statements received more than 50% agreement, indicating that the events are seen to be important for the community and create great benefits for local residents. In particular, stallholders indicated that they think the event they were a stallholder at creates a positive image for Lichfield (84%), is inclusive and enables all who wish to attend to do so (81%) and provides great entertainment for those attending (80%).

The only area of concern for stallholders relating to the community was the issue of antisocial behaviour, with only 45% of stallholders agreeing that there are few antisocial behaviour issues at the event(s).

| Statement   |     |
|---|-----|
| The event that we were a stallholder at creates a positive image for Lichfield  | 84% |
| The event that we were a stallholder at is inclusive and enables all who wish to attend to do so  | 81% |
| The event that we were a stallholder at provides great entertainment for those attending  | 80% |
| The event that we were a stallholder at is an important part of Lichfield's heritage and traditions   | 71% |
| The event that we were a stallholder at offers invaluable opportunities for engagement with particular activities (e.g. music, art, food, nature) | 68% |
| The event that we were a stallholder at creates a sense of community spirit and pride for those working at the event                              | 68% |
| The event that we were a stallholder at creates a sense of community spirit and belonging for those attending                                     | 62% |
| The event that we were a stallholder at creates a sense of community spirit and pride for local residents   | 58% |
| There are little or no negative responses from attendees or residents   | 56% |
| There are few antisocial behaviour issues (e.g. crime, noise)   | 45% |

*The overall % agreement with community statements for stallholders*

## Charity donation

Stallholders were asked to indicate whether they donated to or raised money for charity from the proceeds made from their stall. Of the 31 stallholders who responded to the survey, four indicated that they donated to or raised money for charity from the proceeds they made from their stall at the event. Of these, two stallholders indicated that they were charities, while the other two were sole traders who donated to local charities.

## Benefits and challenges

### General benefits and challenges

Stallholders were asked to identify any benefits or challenges created from being a stallholder at the key events held within Lichfield. Views given by stallholders suggests that they encounter a greater number of challenges (48 comments) than benefits (27 comments) from being a stallholder at the events. The main benefits to stallholders are that the events provide an opportunity for promoting their business and high footfall at the events. However, the main challenges facing stallholders at the events are the expense of licence fees, as well as organisational issues such as the layout of stalls and a lack of publicity for the events.

|  | Number of comments |
|--|--------------------|
| <b>Benefits</b>  | <b>27</b>          |
| Good way to promote my business/ brand/ cause, good networking                                       | 14                 |
| High footfall  | 8                  |
| No challenges  | 3                  |
| Well known event in a great location   | 2                  |
| <b>Challenges</b>  | <b>48</b>          |
| Organisation issues (Lack of advertising, problem with organisers, power supply, location of stalls) | 15                 |
| Licence fee  | 10                 |
| No benefits  | 7                  |
| Poor attendance/ spending  | 6                  |
| Too many traders, especially food  | 4                  |
| Traders that are not local, commercialisation  | 3                  |
| Weather  | 3                  |

There were a total of 27 comments regarding the benefits created by being a stallholder at the events within Lichfield. A number of stallholders felt that the events provided a **good opportunity to promote their business**, brand or cause and was **good for networking** (14 comments).

*“Links between businesses. We have used the networking opportunities to book other events we may not have known about.”*

*“Opportunity to show my work, networking and marketing for future events.”*

Eight stallholders felt the events benefited from **high footfall**, while two others commented that the event they were a stallholder at was **well known and in a great location**.

*“Huge footfall, great location.”*

*“Being able to be part of a well-known event that is a yearly tradition.”*

In addition to this, there were three stallholders who commented that there were **no challenges** created by being a stallholder at these events. Two of these were from stallholders at the Food Festival, while one was a stallholder at the Gin, Cheese & Ale Festival.

On the other hand, a total of 48 comments were made in relation to the challenges created by being a stallholder at the events in Lichfield. A number of stallholders commented on **organisation issues** relating to the event they were a stallholder at, for example lack of advertising, problems with organisers, power supply issues and poor location of their stall (15 comments).

*“There was not much advertising that I could see in the surrounding areas... A lack of stallholders in the area I was allocated led to a lot of customers turning around before getting to my stall and walking back the way they came - we were the last stand by Minster Pool.”*

*“Cost to exhibit for a larger vehicle is triple even though we can only serve the same number of customers. Communication before and during event from organiser is terrible.”*

*“The layout and stall positions can cause problems, by putting consumables next to non-consumables - smells, cooking and queues.”*

Additionally, a number of stallholders commented that the **street trading licence fee** introduced by the council was a challenge as it **increases the cost to traders and discourages them from attending** the event (10 comments). Stallholders suggested the **reduced numbers of stalls at the events impacted on the atmosphere and footfall of events**, which creates further challenges for them.

*“Unnecessary licence fee by Lichfield Council. Exhibit all over the UK and even in the City of London there are no made up council licences. It damages small businesses and creates growing resentment.”*

*“This year a lot of the stallholders didn't attend due to the Street Trading Licence that has been imposed on to the traders. The licence should be FREE as it has completely ruined the whole event. The market this year looked very poor in comparison to previous years and the people attending commented on that. The atmosphere has gone I'm afraid... The council should abolish it and bring back the 'festivity' into the Festival, otherwise there'll be no traders there to put on a show.”*

Stallholders also commented on **poor attendance and spending from visitors** at the events (6 comments).

*“Local customers not attending the General Market due to access and parking problems.”*

*“During periods of heavy congestion, visitors don't spend with stallholders.”*

Four stallholders suggested there **were too many traders at the events**, particularly **too many stalls selling similar products**. This issue was raised mostly in relation to food stalls. Meanwhile others suggested that **traders in attendance at the events were not local** and the events have become **over-commercialised** (3 comments).

*“Traders who sell the same items and live outside the county doesn't help support the growth of local businesses. Personally I have found this to impact my business and sales reduce year on year as more of the same traders are introduced who have come from miles away... Because of both these issues, I've now been forced to look further afield for events and will have only attended two events in Lichfield this year compared to five to six in previous years.”*

*“Difficult as a small local trader where we as producers also man the stall, when you're competing against more 'factory' based products with stalls manned by seasonal staff and products are mass produced. The market lacks a local distinctiveness and hard to pick out local traders from those who travel a long way. A lot of food festivals are becoming the same, with the same stalls and no local character.”*

*“It was very quiet and the mix of stalls was not right for the event. Too many fast food.”*

Additionally, in response to the question regarding the benefits created by the events a few stallholders said there were **no benefits** (7 comments). These comments were made by stallholders to all of the events.

Three people commented that the **weather is a challenge** for stallholders at events as this results in fewer visitors attending the event.

*“Difficulties experienced in poor attendance in bad weather as there is no protection against the weather.”*

## Conclusions

The findings within this report offer a comprehensive overview and understanding of the socio-economic impact of the key events held within Lichfield. The study gave event organisers, stallholders, local businesses and event visitors the opportunity to provide their views on a wide range of socio-economic impacts.

### Why support key events within Lichfield?

Key events attract more than 340,000 event visitors throughout the year, and generate more than £9 million in visitor spend, with more than £5 million of this attributed to visits to Lichfield that would not have occurred if the events were not held.

As well as the economic benefit, there are a number of community benefits created by the key events within Lichfield. The events are a source of community spirit and pride for local residents, and help to create a positive image of Lichfield and one that is inclusive for all.

Consideration should be given to enhance and develop the key event programme within Lichfield due to the socio-economic benefits that they bring to the city.

### Considerations and recommendations

There are a number of recommendations which should be considered by the council and event organisers as they continue to develop the key event programme within the city.

#### Organisation of the events

##### *Fees, cooperation and collaborative working among stakeholders*

Firstly, in terms of the organisation of the events, stallholders and event organisers commented on street trading licences. These are seen to have deterred traders from coming to the events, which has had an impact on the number of stalls and activities at the events. It is suggested that the cost of the street trading licences should be further considered.

It is suggested that event organisers should look to work more closely and collaboratively with the council and local businesses. Improved communications from event organisers to local businesses would be beneficial. This should include making them aware of any road closures, and any opportunities there are for businesses to get involved with their event.

The events are also seen as important to the community and believed to create many socio-economic benefits for local residents. Improving relations with local businesses and increasing their involvement will only strengthen the community benefits these events provide. As events are generally not competitive, there is a strong case to be made for better sharing of learning and information between organisers for the benefit of the city and local community.

Furthermore, it is recommended that businesses are encouraged to offer different products or promotions on event days to generate more custom from event attendees on these days. This will also increase dwell time of visitors within the city itself.

##### *Type of events that should be supported*

There are also a number of recommendations in terms of the type of events that should be supported within the city. It is also important that key events reflect what they are marketed as, with stalls, activities and products reflecting the theme of the event.

More events could be encouraged throughout the year to account for seasonal peaks and troughs. A more varied event programme, celebrating the history and heritage of Lichfield may also attract a wider audience.

##### *Other organisational challenges*

It is recommended that greater consideration should be given to the layout of the events by organisers to ensure it is suitable for everyone. Stalls should not be placed where there is little/no footfall, but should also not be placed where they will create congestion as this also prevents spending from visitors. Stalls should also not be placed in areas that will cause issues with local businesses, for example food stalls should not be placed in front of food shops selling similar products, which creates more competition for customers. Stalls should not be placed where entrances to local businesses are blocked. Improving the layout of the events will benefit stallholders so they have a continuous stream of visitors throughout the event, which means they are more likely to return year on year. This in turn will benefit organisers as the size and quality of future events will be maintained because stallholders keep coming back to the event, which will help to maintain visitor numbers.

To ensure the sustainability of the key events it is recommended that organisers and the council promote and encourage more sustainable travel for visitors to the events, for example by encouraging the use of public transport. Encouraging more sustainable travel for visitors will also help to ease congestion on event days. In addition to this, good communication from organisers with local residents and businesses about upcoming road closures on event days will help to ease congestion.

Employing additional event stewards/staff can assist with the organisational challenges faced on event days such as helping to enforce road closures and ensuring health and safety procedures are followed.

To account for issues relating to being able to get adequate and reliable part time, agency or volunteer staff it is recommended that organisers, the council and stallholders work with local organisations who offer volunteering opportunities to improve the promotion and communication of the benefits of these roles.

Developing new initiatives for ensuring waste is effectively managed will also help to ensure the sustainability of the events.

It is also recommended that event organisers encourage event visitors to spend time in the city itself. This will increase dwell time within the city and the event itself, and will also increase footfall to local businesses.

It is also important that event organisers have systems in place to ensure businesses can maintain access on event days, for example for deliveries.

### **Marketing and promotion of events**

The events attract a large proportion of local visitors from people living within Lichfield and its surrounding areas. Events should be promoted to a wider audience within a 2 hour drive of Lichfield to encourage more non-locals to attend.

It is recommended that the key events are marketed more than 3 months prior or within the month leading up to the event, and increased during the week before the event.

The events should be promoted through social media, websites and paid advertising. Promotion should focus on Lichfield as a destination and combined with the events programme. Event specific advertising is also recommended for the key events.

The findings within this report offer a comprehensive overview and understanding of the socio-economic impact of the key events held within Lichfield. The study highlights the economic benefit that the key events bring to the city of Lichfield, and consideration should be given to enhance and develop the key event programme within Lichfield further due to the socio-economic benefits that they bring to the city.

The events programme should be varied in the terms of the type of event, with a focus on improved event management, communication, and marketing by the event organisers, and consideration should also be given to the cost of the street trading licenses.



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