

WYE VALLEY RIVER FESTIVAL: Event Evaluation

August 2018

Prepared by
FUZE Research Ltd

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Executive Summary

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Executive Summary

- There were more female respondents (67%) compared to male (33%).
- The highest proportion of respondents were in the 45-54 age category.
- The age profile by combined age groups indicates interesting insights; with the market share for the 'Under 35s' being worth 13% with 8% being aged 25-34, and the 35-54-year-old market worth 50%, which was proportionally higher than any other age group category; in other words, there were more in this age group represented across the Festival.
- The over 55 age group market was worth 37%.
- From this we can infer that the 25-34 age group along with the 35-44 age group – which together represent 31% of visitors are also likely to be the age range that is visiting with families.
- We can also infer that the 16-24 and the 45-54 age groups represent the visiting with spouse/partner demographic and that the 65+ years old demographic represents a larger proportion of those visiting with friends and alone.
- The gender balance of visitors remained similar in 2018 to what it was in 2014, although while most visitors were women in both 2014 (60%) and 2018 (67%), in 2018 there were 7% more women attending the festival compared to 2014. (Please note that there is no comparison to 2016 attendance as it was not included in the study that year.)
- The age profile of the 2018 festival was on trend with the previous festival in 2014, with the largest age group being 35-64 most likely due to the festival's appeal to families and couples.
- The results are conclusive, with 95% classing themselves as 'White – British' followed by 2% 'White – any other white background', leaving only 3% of visitors classing themselves as non-white. The Festival currently engages with local community groups, but from our experience there are certain specialist BAME champions that are able to connect projects/festivals with these communities. Perhaps targeting more urban areas such as Newport & Cardiff area (represented 11% of the Festival's origin market).
- Overall, the majority of respondents (32%) were from the Monmouthshire area, suggesting there is a strong appeal to the local day visitor market; this was followed by visitors from the 'Bristol and Bath area' (17%).
- What is interesting is that the Festival was able to attract a relatively high number of visitors from 'elsewhere in England' (15%).
- 80% of the visitors to the Wye Valley River Festival were day visitors which fits the profile of the main audience. For instance, there were a high number of families attending the event, who are likely to be day visitors due to families with young children being unwilling to stay away from home overnight.

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- Interestingly, as the festival grows it is essential to develop an overnight visitor stay, perhaps with some form of commercial activity; for instance, those travelling greater distances to the Festival may perhaps have the desire to convert their visit to an overnight stay but cannot find suitable/attractive accommodation. Fuze work with various festivals that have now branched into providing 'glamping products onsite' this would be particularly appealing at overnight venues, such as Llandogo.
- Overall, the key driver for visiting was 'to enjoy some outdoor art/performances' (26%), closely followed by 'to be inspired' (20%); this represents a strong connection with the Wye Valley River Festival's core-values. Moreover, if we consider the family market which was prevalent in terms of group composition, only 7% attended the festival to 'entertain and stimulate my children' suggesting that there is some other driver for family attendance - or it was not one of the top three reasons as to why families attended the festival. One could argue, this appeal of parents having a specific interest in art as it is important to them, coupled with them wanting to share this with their family could be a distinctive appeal for future Wye Valley River Festival.
- The key drivers that motivated visitors to attend the festival in 2018 are much the same as they were in 2016. In 2016 the largest driver for attending was 'to enjoy some outdoor art/performances' to which 68% responded in saying it was a key motivator, whilst the smallest driver was 'to find out more about the Wye Valley' to which only 13% responded with as the prime motivator. The results from 2018 are much in-line with this as 'to enjoy some outdoor art/performances' remains the main driver for visitors to attend the festival (26%) and likewise 'to find out more about the Wye Valley' remains the smallest motivator for attendance (4%).
- Interestingly while the main reasons for attending have remained the same, the percentage of respondents giving each as a motivator has decreased significantly, this is mainly due to there being a smaller selection of choices in the 2016 study (6 in 2016 compared to 13 in 2018) alongside a smaller base of responses (148 in 2016 compared to 185 in 2018).
- It is also worth mentioning that the respondents in the 2018 study had a more diverse reason for attending the festival, this is due to an expansion of the question.
- Overall marketing for the Wye Valley River Festival has seen some positive results, with 62% rating it as 'good' or 'excellent'

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- Overall the various facets of the Wye Valley River Festival received strong results, predominantly rated as generally 'good' or 'excellent'.
- Pleasingly, the stand-out performer was the 'overall visitor experience' with the majority of respondents rating it as 'excellent' (69%), leading to an overall positive satisfaction score (good-excellent) of 98%.
- The 'welcome and hospitality staff/volunteers' score stood out as a real strength, with 66% of visitors rating it as 'excellent'. Another strong result was regarding the 'quality of the art programmed' with 53% rating that element as excellent.
- There were very few negative scores, which represents a positive story overall when assessing the project as a whole against its aims and vision.
- The learning aspects, being involved in art and connecting art with landscape, received positive results overall – but in comparison to the staff and overall visitor experience, did not hit the heights in terms of 'operational excellence'; therefore, we need to assess how this is integrated into the 2018 Action-plan for the 2020 festival planning.
- Using the well established *Net Promoter Score ® (NPS), we are able to assess to what extent the general festival visitors would promote their experience to friends and family. It must be made clear that this is not a Fuze Research product, but a research approach designed by Fred Reichfield as an open-source tool. It is useful in demonstrating the overall satisfaction and as a consequence, how important the Wye Valley River Festival is to the local visitor economy and beyond, as a tool to build a strong brand reputation. It essentially subtracts the total detractor score, by the total promoter score, to leave a NPS.
- The festival's 'net promoter score' has the majority classed as 'promoters' (80), there was a reasonable number of respondents that classed themselves as 'passives' (17). The NPS was strong due to there only being a detractor score of 3, with a high majority of promoters that are deemed as brand proponents positively advocating to the Wye Valley River Festival to a wider audience and their social network.
- The results tested the 'brand' values with the visitors of the Wye Valley River Festival; a very useful measure in aligning what the festival espouses versus what the customers value. The results are overwhelmingly, positive; with 63% stating it was 'very important' that the festival generates income to the local economy. Similarly, 66% said that it was very important for the Wye Valley River Festival to ensure audiences engaged and were immersed in the arts. It is also worth noting that there are no responses that received less than 63% 'very important' in the results displaying that the festival's core aspects are well received and well demonstrated to its visitors.

Executive Summary

- 92% of visitors were aware of the Wye Valley being an Area of Outstanding Natural Beauty (AONB) implying that the advertising of the Valley's status is well known or at least well displayed to visitors.
- The percentage of visitors that were aware of the Wye Valley being an AONB has increased since 2016 from 79% to 92% in 2018. However, the report in 2014 shows similar numbers (90%) implying that the 2016 result was an anomaly. However, this is likely due to there being a high number of local residents at the Festival rather than a reflection of how well known the Valley's status is.
- A large proportion (45%) of visitors to the festival were residents of the Wye Valley area.
- Pleasingly, 46% of respondents stated the festival was the only reason for visiting the Wye Valley and therefore any visitor spend by this segment is a direct result of the Wye Valley River Festival.

Research Strategy and Approach

This report is named the 'Fuze Metrics – Wye Valley River Festival - (WVRF) Evaluation'; the principal objective was to undertake an event evaluation of the Wye Valley River Festival held from 5th – 20th May 2018.

In order to achieve the above objective onsite face-to-face questionnaires were administered across various sample spots at key locations throughout the Festival, as well as a combined face-to-face interviewing and a post-experience online survey promoted by the Festival team via their social media channels.

The total response achieved 356 - (confidence interval 5.15% +/- 95%) confidence level, using the total population of the projected 2018 footfall target. Of these 300 were achieved by the Fuze Research interviewer team on-site face to face, and an online survey that was promoted via the (WVRF) social media platforms, which achieved 56.

Objective 1: Visitor Insights

Fuze Metric 1 - Understanding the visitor: including profile, origin, new or repeat visitor, group composition, age, motivation to visit the event, visitor planning and marketing effectiveness and co-creation of value.

Fuze Metric 2 – Visitor Journey and Experience: evaluate visitor journey across the programme of exhibitions, including level of engagement, experience and satisfaction scoring (e.g. inspiration and inclusion, quality of event, organisation etc), areas to improve and favourite aspect/piece of art, key reflections on 'meaning-making'. Essentially evaluating key emotional and functional elements.

Fuze Metric 3 'Strategic Aims': develop an evidence base that helps assess whether the event achieves the strategic aims, e.g. importance to the region, assessment of co-creation across visitors-participants-artists, brand assessments, brand values assessed.

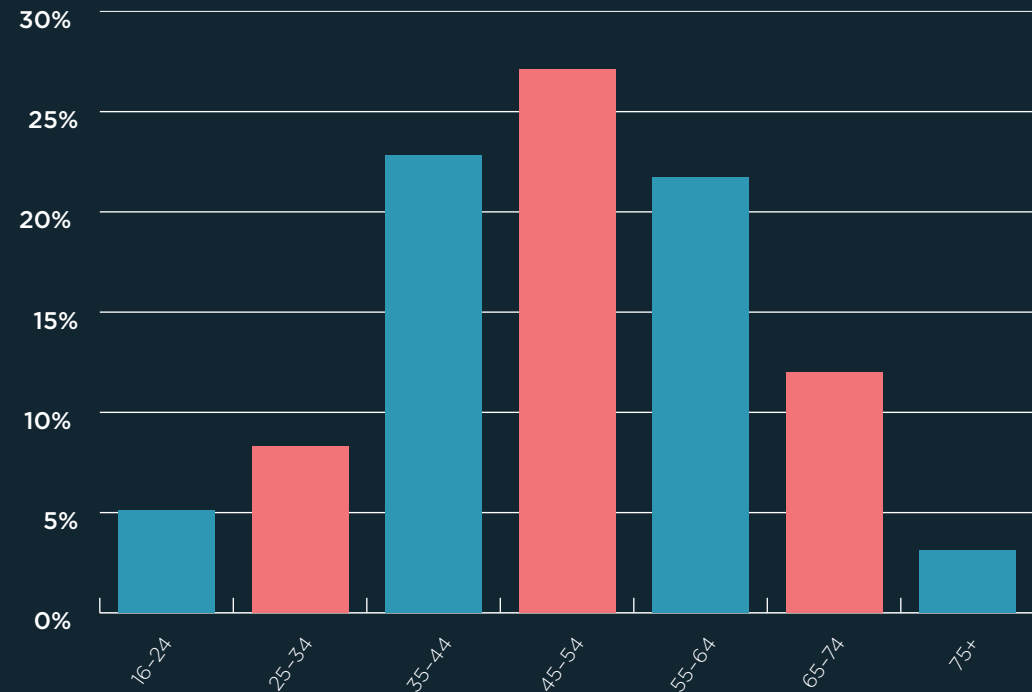
Fuze Metric 1

Understanding the visitor

Fuze Metric 1: Understanding the Visitor Visitor Profile

- There were more female respondents (67%) compared to male (33%).
- The highest proportion of respondents were in the 45-54 age category.
- The age profile by combined age groups indicates interesting insights; with the market share for the 'Under 35s' being worth 13% with 8% being aged 25-34, and the 35-54-year-old market worth 50%, which was proportionally higher than any other age group category; in other words, there were more in this age group represented across the Festival.
- The over 55 age group market was worth 37%.
- From this we can infer that the 25-34 age group along with the 35-44 age group - which together represent 31% of visitors are also likely to be the age range that is visiting with families.
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Comparing Age Profile



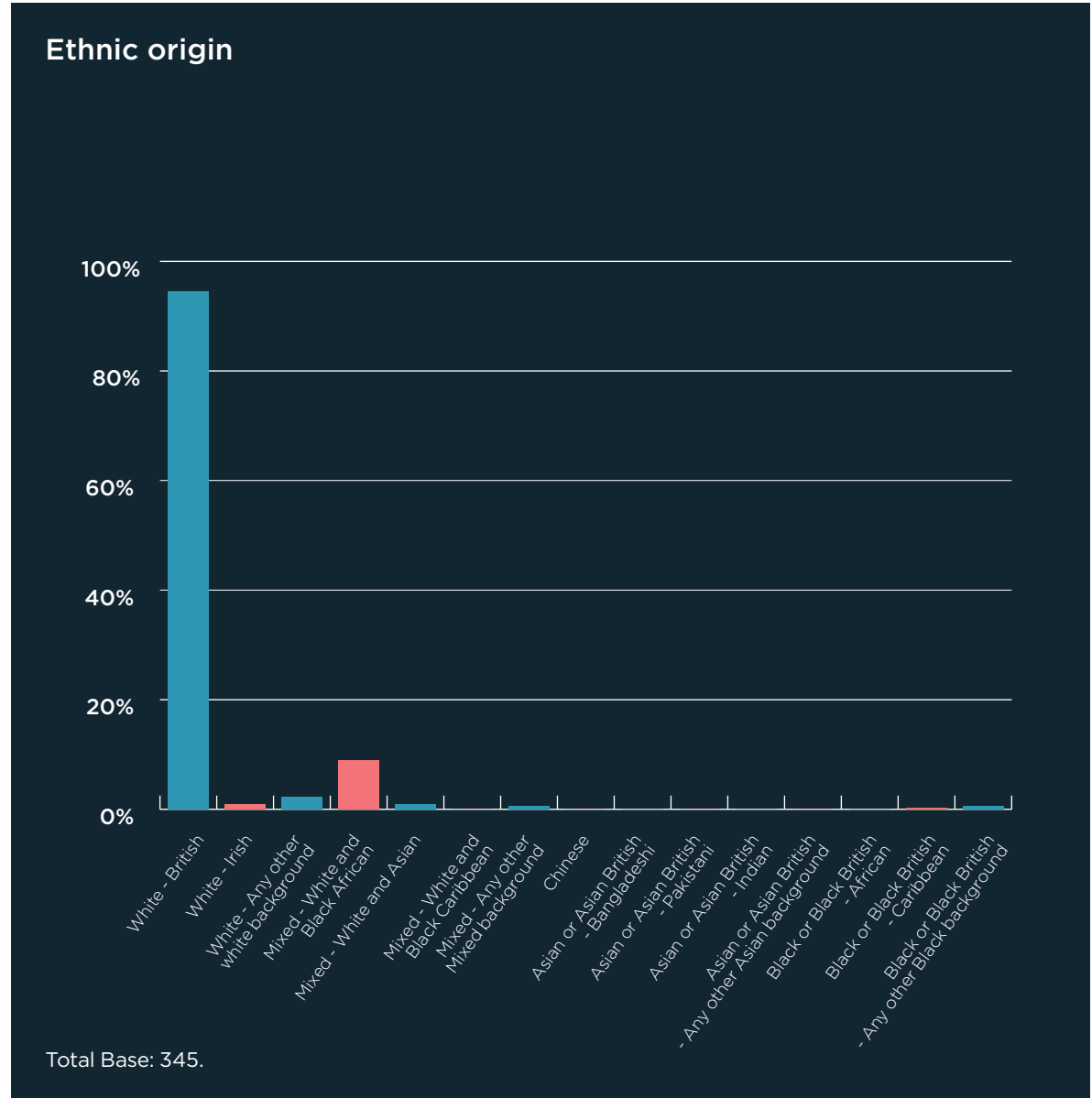
Total Base: 351.

- The gender balance of visitors remained similar in 2018 to what it was in 2014, although while most visitors were women in both 2014 (60%) and 2018 (67%), in 2018 there were 7% more women attending the festival compared to 2014. (Please note that there is no comparison to 2016 attendance as it was not included in the study that year.)
- The age profile of the 2018 festival was on trend with the previous festival in 2014, with the largest age group being 35-64 most likely due to the festival's appeal to families and couples.

Fuze Metric 1: Understanding the Visitor

Ethnic origin

- The results are conclusive, with 95% classing themselves as 'White - British' followed by 2% 'White - any other white background', leaving only 3% of visitors classing themselves as non-white. Therefore, this demonstrates the Festival seems to attract certain type of visitor; this profile of visitor reflects the local population.
- The Festival currently engages with local community groups, but from our experience there are certain specialist BAME champions that are able to connect projects/festivals with these communities. Perhaps targeting more urban areas such as the Newport & Cardiff areas (represented 11% of the Festival's origin market)

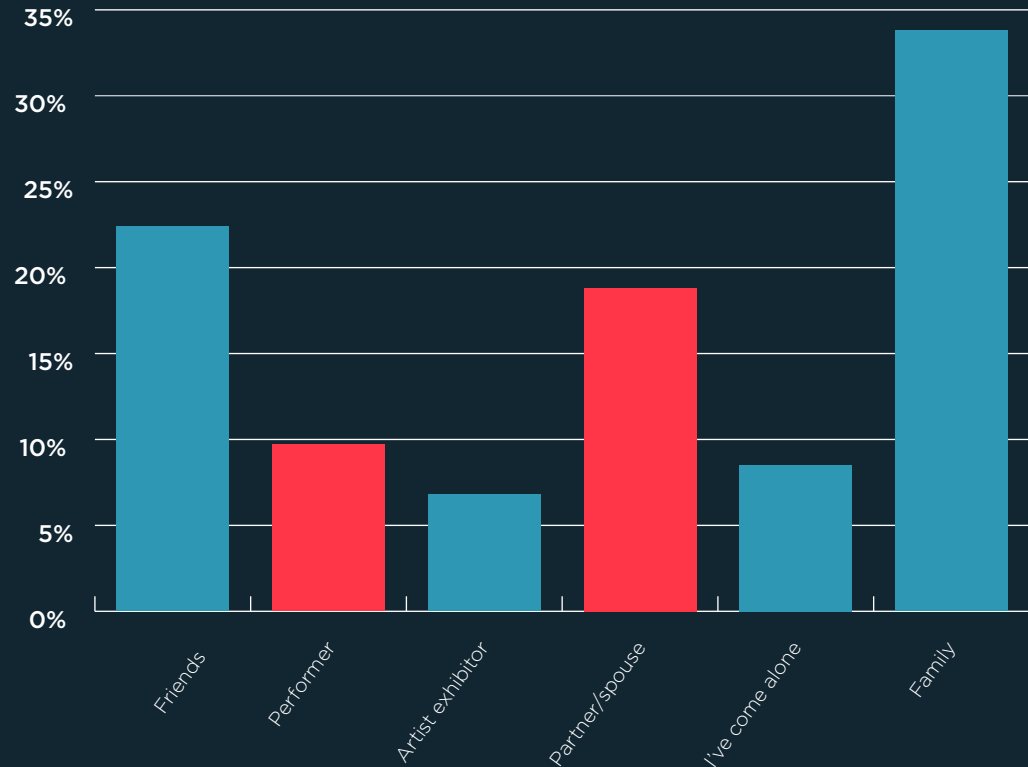


Fuze Metric 1: Understanding the Visitor

Who are you here with?

- The highest proportion of respondents came to the festival with family (34%), followed by friends (21%) and partner/spouse (16%).
- The average group size was 2.9 people.
- The average group size is smaller than in 2014 at 2.9 in 2018 compared to 3.24 in 2014.
- The large number of families is likely to represent those visiting from the local Wye Valley area, as well as contributing – along with the ‘friends’ and ‘partner/spouse’ demographic – to the number of people visiting for just the day.
- The highest proportion of respondents came to the festival with family (or as some form of social dynamic). This is a key finding, in that it is clear the festival had a consistently strong appeal to the family market segment. This is certainly an important point to consider when planning future activities, such as family-focused activities. Indeed, some of the most engaging areas of the festival, had some form of family fun engagement ‘hook’ – and this increased engagement and dwell-time.

Group Composition



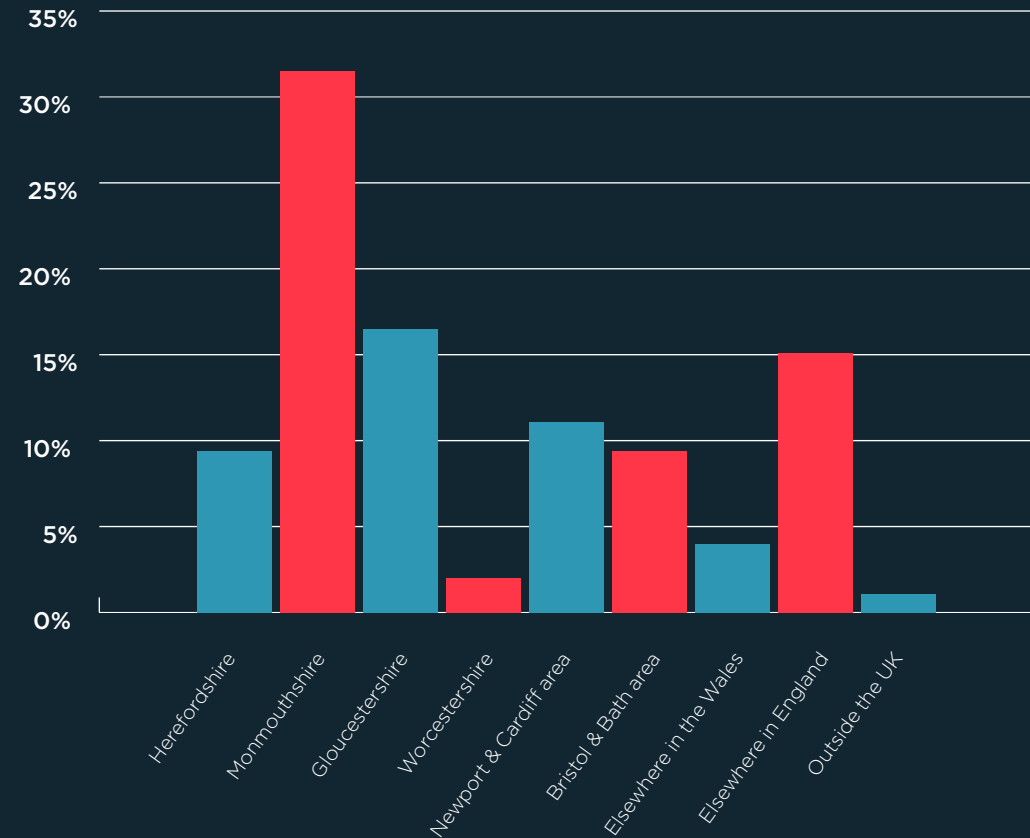
Base: 352.

Fuze Metric 1: Understanding the Visitor

Where do you live?

- Overall, the majority of respondents (32%) were from the Monmouthshire area, suggesting there is a strong appeal to the local day visitor market; this was followed by visitors from the 'Bristol and Bath area' (17%).
- What is interesting is that the festival was able to attract a relatively high number of visitors from 'elsewhere in England' (15%).

Where do you live?

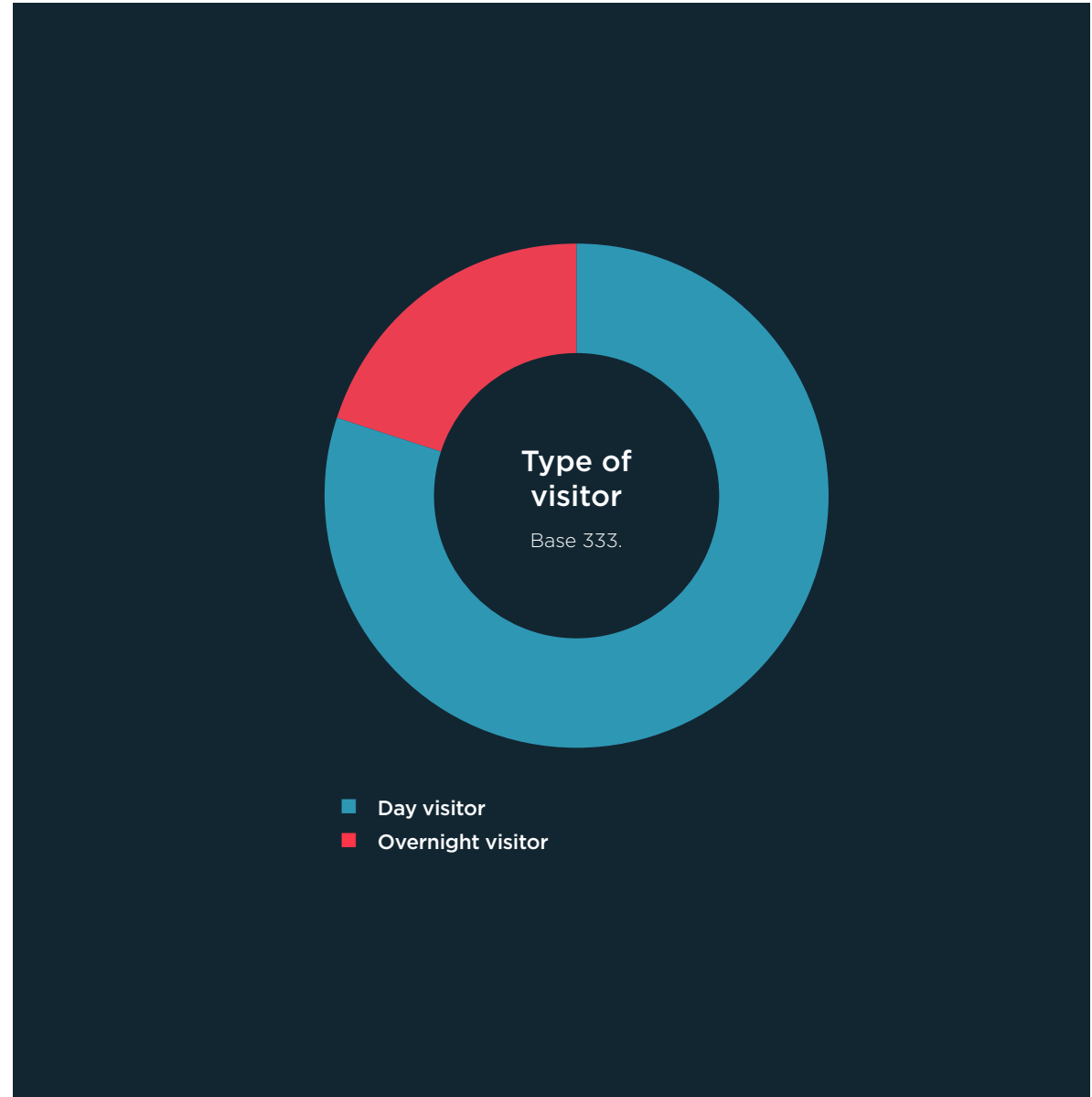


Base: 352.

Fuze Metric 1: Understanding the Visitor

Type of visitor

- 80% of the visitors to the Wye Valley River Festival were day visitors which fits the profile of the main audience. For instance, there were a high number of families attending the event, who are likely to be day visitors due to families with young children being unwilling to stay away from home overnight.
- Interestingly, as the Festival grows it is essential to develop an overnight visitor stay.





Fuze Metric 2

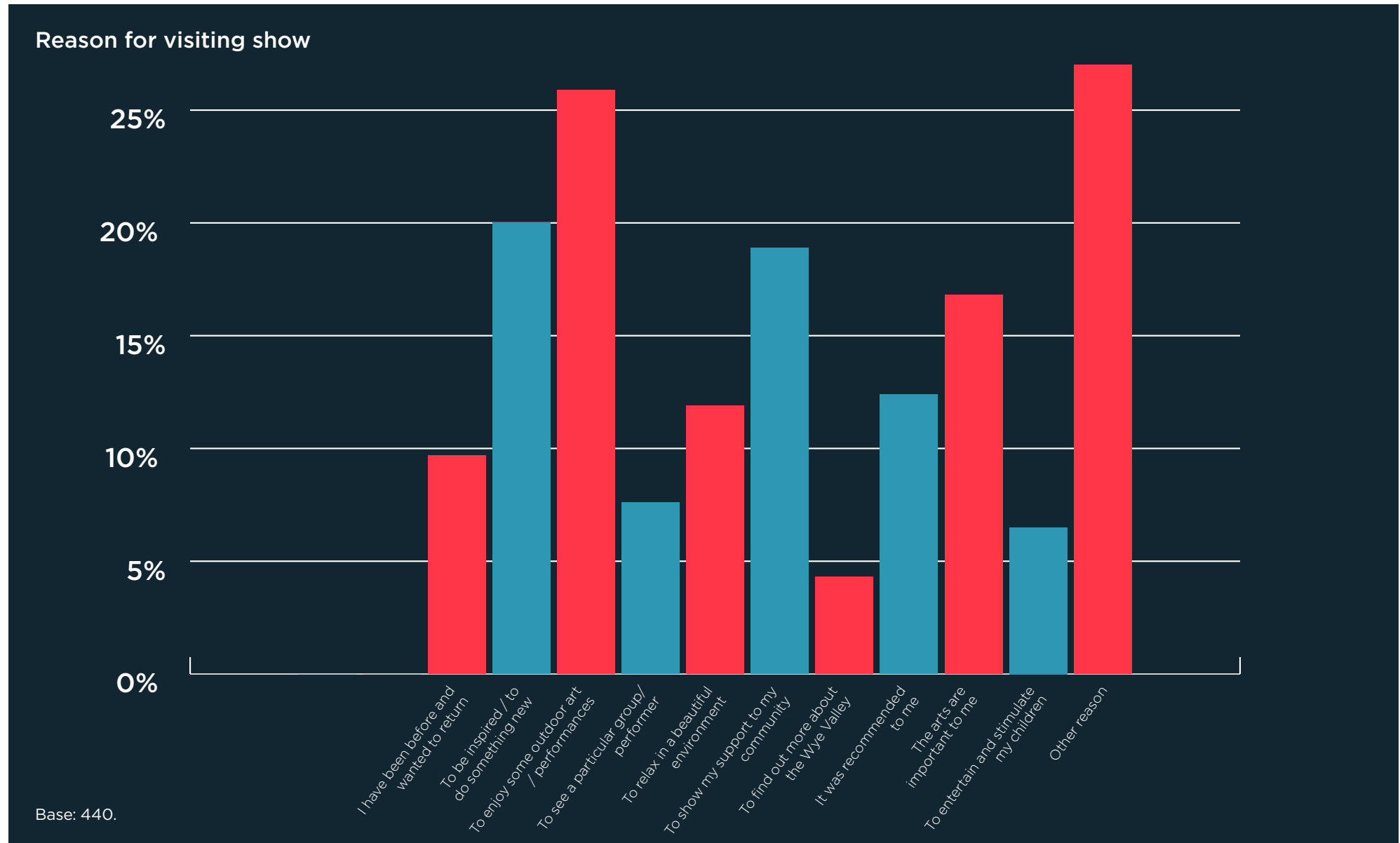
Visitor behaviour and motivations

Fuze Metric 2: Visitor behaviours and motivations

Reason for visiting

- The purpose of this question was to isolate the main reasons for visiting the festival (plural) as we decided we needed to identify the top reasons to sharpen and develop these motivational drivers for future planning. For instance, in our experience, this will provide clarity and a valid platform to start segmenting various visitor groups by motivational drivers to visit the Wye Valley River Festival (against its vision and ambitions) – and as a result, we can start to glean clear conclusions, which are statistically significant and valid.
- Overall, the key driver for visiting was ‘to enjoy some outdoor art/performances’ (26%), closely followed by ‘to be inspired’ (20%); this represents a strong connection with the Wye Valley River Festival’s core-values. Moreover, if we consider the family market which was prevalent in terms of group composition, only 7% attended the festival to ‘entertain and stimulate my children’ suggesting that there is some other driver for family attendance – or it was not one of the top three reasons as to why families attended the festival. One could argue, this appeal of parents having a specific interest in art as it is important to them, coupled with them wanting to share this with their family could be a distinctive appeal for future Wye Valley River Festival.
- The key drivers that motivated visitors to attend the event in 2018 are much the same as they were in 2016. In 2016 the largest driver for attending was ‘to enjoy some outdoor art/performances’ to which 68% responded in saying it was a key motivator, whilst the smallest driver was ‘to find out more about the Wye Valley’ to which only 13% responded with as the prime motivator. The results from 2018 are much in-line with this as ‘to enjoy some outdoor art/performances’ remains the main driver for visitors to attend the festival (26%) and likewise ‘to find out more about the Wye Valley’ remains the smallest motivator for attendance (4%).
- Interestingly while the main reasons for attending have remained the same, the percentage of respondents giving each as a motivator has decreased significantly, this is mainly due to there being a smaller selection of choices in the 2016 study (6 in 2016 compared to 13 in 2018) alongside a smaller base of responses (148 in 2016 compared to 185 in 2018).
- It is also worth mentioning that the respondents in the 2018 study had a more diverse reason for attending the festival, this is due to an expansion of the question.

Fuze Metric 2: Visitor behaviours and motivations



Fuze Metric 2: Visitor behaviours and motivations

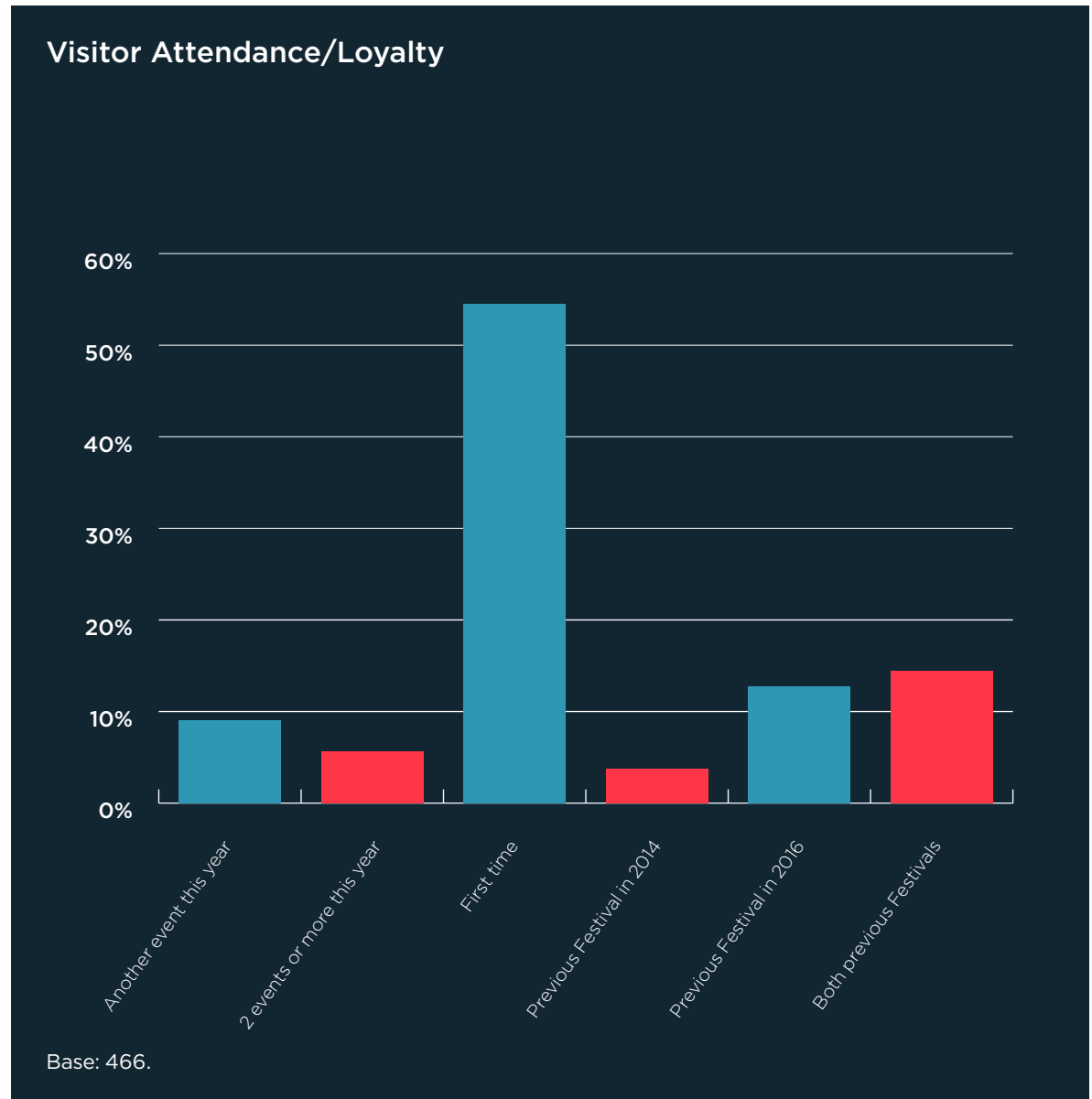
Other reasons for attending

I'm working here	20	I came with a group from the Asha Centre
Found it in passing	17	You've done an installation before
Performer	7	Interested in the talks
Museum of the Moon	7	Promoted the woodland trust
I love it	5	Woodland Audit Research
Steward	5	Support AONB around importance of woods and trees
Exhibitor	4	To be part of a festival, with my family which celebrated the culture and beauty of the Wye Valley
I live here	3	
The bands	3	
Running workshop	3	
Giving talk	2	
Privately invited	2	
Participants	2	
Demonstrator		
Desperate Men		
Made auto meter		
Make a mandala		
Husbands coming		
My friend is organising it		
We live here and always come		
Family member a wye valley volunteer		

Fuze Metric 2: Visitor behaviours and motivations

Visitor loyalty

- 55% of visitors to the Wye Valley River Festival were visitors for the first time perhaps suggesting greater outreach than previous years in terms of creating awareness for the festival and greater success in its marketing this year. However, the second largest proportion of visitors were those who had attended both the festival in 2014 and 2016 (16%), implying that there is a driver for return visits among some people.
- 9% of visitors had attended another festival event this year, however 6% had attended two or more festival events this year.
- The results do suggest that as an overall picture, whilst 15% of visitors surveyed visited multiple events within the 2018 Festival; 85% of the sample only visited one event, perhaps there are multiple reasons for this; it does provide a useful baseline to entice future festivals to increase this 15% multiple event visits.
- The results show that visitors are attending multiple Wye Valley River Festivals over the years, and this reinforces the local community values in bringing together the art-festival-families dynamic.





Fuze Metric 3

Marketing awareness and barriers

Fuze Metric 3: Marketing awareness and barriers

The detailed breakdown analysis of the qualitative themes highlight, the principal 'main theme' awareness builder was some form of word-of-mouth/personal recommendation; however across various channels friends and family, community/school outreach, being involved in some form of the Festival). Traditional advertising channels were effective, as was the digital/online activity.

What is interesting, and pleasing, is the effective nature within which AONB/WVRF's professional network promoted the Festival in developing that initial brand awareness, and then, the visitor having that clarity on recall. This is a strategic strength in partnerships, and is a powerful mechanism of growing the Festival's reputation.

How did you first hear about the Festival? (selected themes from a total 170 responses)

Other (72)

Friends/Family	33
Word of mouth	14
Stumbled across it	9
Previous visit	4
Work	2
My kids' circus club	

Traditional advertising (57)

Local Advertising	12
Brochure/Programme	8
Approached by Wye Valley AONB	7
Richard Headon	3
Sara Sawyer	2
Flyer/Leaflet	5
Local paper	5
Advertising	4
Posters	3
Booked	2
Advertising in Chepstow	2
From the Shire Hall Monmouth	

Online advertising (45)

Facebook	13
Social Media	6
Internet search	6
Website	4
Email	4
Instagram	
Looked on moon .org	

Involved (16)

Children's school are involved so we heard about it via them	2
Employed to work here	
Volunteers	
Made props	
My involvement as a performer	

Son performing

Part of the development of the Festival
NCAS
Meetings early on in the project
I'm on the committee
Through internal meetings
I was approached by Desperate Men with a view to my circus youth performing at the 2014 festival
I'm a local Town Councillor and was contacted to help make lanterns/ advertise the event
Member of social media project promoting rural Newport & Monmouthshire

Other channels (13)

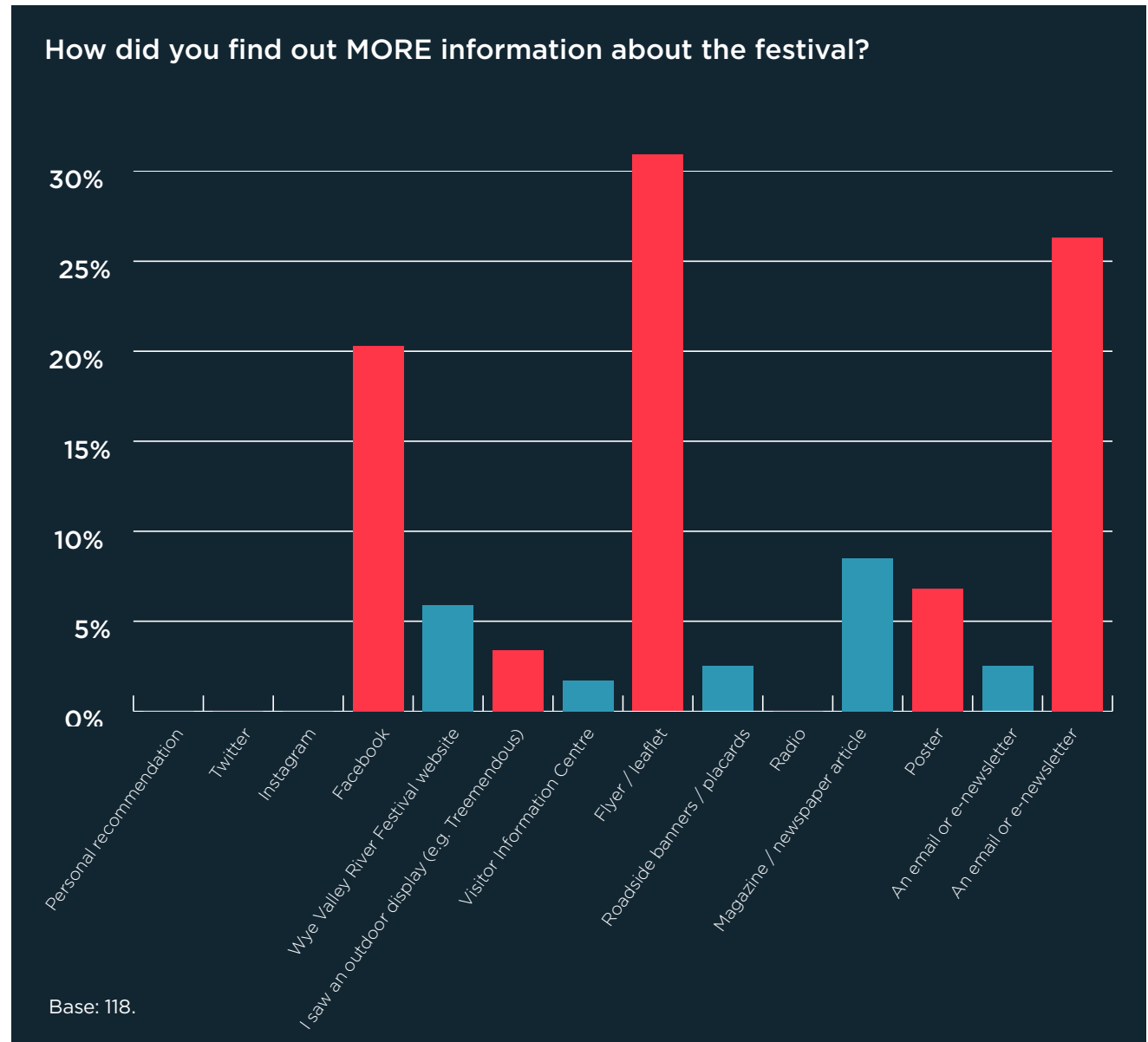
AONB
CADW Monmouth Festival
Indy Monmouth
Facebook
Twitter,
Shire Hall Facebook
Visit Monmouthshire
Monmouthshire cottages
Moon.org
Via Severn Area Rescue Association
Willdings.com
William Wilding

Fuze Metric 3: Marketing awareness and barriers

Marketing Planning: There was a question that asked how people found out about the Wye Valley River Festival, the main themes were: (1) Flyer; (2) saw an advert; (3) found out from a personal recommendation – principally through a community or personal network; (4) outdoor display.

The most commonly used information sources were flyers/leaflets (33.1%) and Facebook (20%) followed by magazines/newspaper articles (9%). What is interesting is that personal recommendation/locality was a key driver in awareness building, but this probably impacted those who 'did not use any information'; obviously, these types of visitors perhaps used other sources but could not recall some channels.

When considering any future marketing activity it is worth noting the success of the Wye Valley River Festival in terms of planning, that leaflets and social media have been very powerful in building a solid awareness base contributing positively to visitor planning. Fuze have found that both traditional and digital activity like leaflets and social media tend to feature strongly in rural festival and visitor economies marketing.

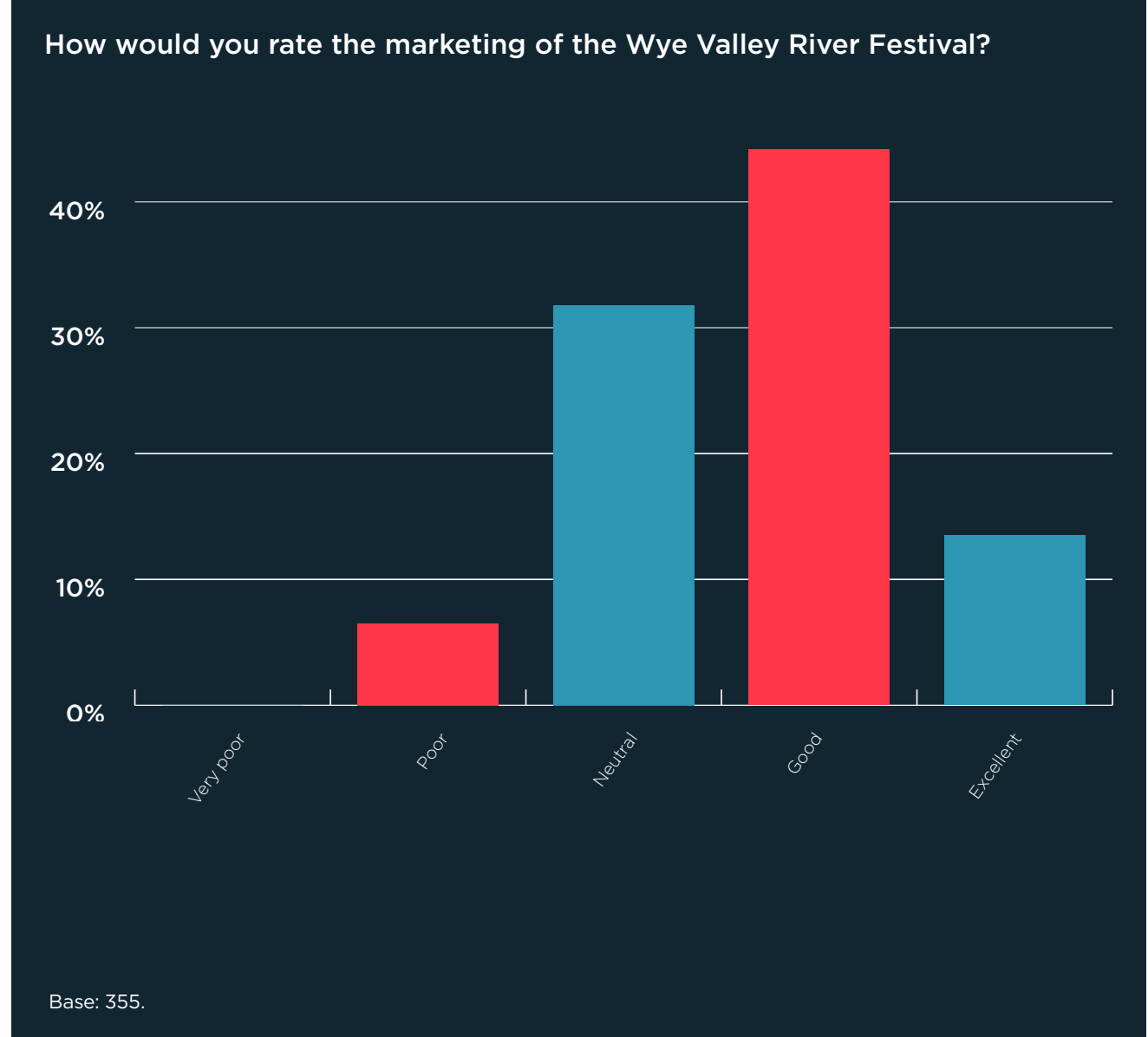


Fuze Metric 3: Marketing awareness and barriers

Overall marketing for the Wye Valley River Festival has seen some positive results with 62% rating it as 'good' or 'excellent'.

The following pages include the breakdown in respondents giving positive and negative examples; however, the key finding is that of those who provided an answer to the question - the majority provided a positive examples (71r): the main themes mirror the previous analysis, about how there was very strong local reach and engagement via various traditional, digital and 'community/professional' channels. Although we are not able to value a ROI per channel (as we do not have that information) it is fair to assume that marketing spend has been effective (based on the clarity of recall) and efficient (based on the diverse positive examples).

In terms of negative examples, (9r) provided a 'negative' examples and (15r) were explicitly 'unaware'. Given the total population, there will always be some members who cite not being aware, but also reference personal recommendation (which is a form of marketing comms based on a positive WVRF brand). Pleasingly, respondents engaged with the task and made suggested improvements (46r), which are inherently positive for future planning. And tended to focus on 'more' focused activity in the future or improved details for the visitor experience, for example.



Fuze Metric 3: Marketing awareness and barriers

Examples of positive and negative marketing (141 total responses)

Positive (total 71 - top themes and examples)

Well-advertised	5
I saw lots of posters	4
Facebook adverts	2
Posters everywhere	2
Artwork caught my eye	
Attended a presentation given to the social media project and was encouraged to spread the information, so good use of existing marketing resources i.e. ambassador network	
Banners down the valley, programmes out early and in lots of places	
Banners everywhere!	
Beautiful print and strong supporting marketing images	
Better than in 2016 but could still be improved	
Clear	
Effective	
First year in the area and we're here!	
Found it on google events	
Good clear website	
Good Facebook posts	

Good logo, clear links to website and information on Facebook popping up on my feed

Good poster presence. Improve social media - Instagram and twitter

Great exposure and the programmes are nice

What was really useful was the actual timetable i.e. time guide to the day...so u can decide what time to attend. Didn't use the paper guide at all

Have seen lots of leaflets around

I didn't have to look hard to get more info

I live in Malvern and do enjoy events that are alternative and encompass the beauties of our glorious countryside

I have noticed many posters advertising the festival in and around the Monmouth area where I live

The leaflet I picked up was at work (NRW). Marketing as you travel through Wye Valley excellent

I'm here so must be effective

Info is available everywhere which is easy to access

It was different and informative

Local advertising was good but need to go further afield

Lots of brochures around

Passport and pamphlets good

Your flyer was very informative. I could not wait for it to start. It was beautifully designed

Fuze Metric 3: Marketing awareness and barriers

Examples of positive and negative marketing continued...

Suggested improvements (46 top themes and examples)

More social media publicity would be great	4	Was a little confusing until programme came out	Plenty of info on what was on with days and times but would have like to see more information describing events
More visible	2	Need to do more through school	
Could be better - announced quite late so make it sooner. More social media	2	Perhaps ask schools to distribute flyers to children to take home?	The programme would be useful to distribute early before the festival to permit time for planning especially for visitors outside of the Wye Valley area
More exposure needed out and about	2	I think the leaflet was better this year, but it was quite hard to find a day time programme listed all the events that were taking place in each place.	Going looking for info - marketing needs to be - character promoting on day but could be more pre-festival Local non-awareenes
More visible than 2016 but still limited exposure		I have seen comments on Facebook that residents of Monmouth were not aware of the daytime activities and parade; this surprised me as lots of information was available via various sources	
There wasn't much online or TV		I think you could do more on social media, surprised not to see more people from our kids school although they had the brochure in foyer. Maybe smaller leaflets that went in book bags	
Awareness good but detail poor		Could make more of the fact that it is free or very affordable on cover or leaflets and FB. There are so many festivals that cost a lot of money and more families would give it a go if they knew. It isn't until you look into it a bit you realise that. Not that that is the main reason to go but it just is quite unusual these days, we couldn't believe the quality of experience for potentially no cost! Thank you	
Could always be more around local area		It was a bit wordy, could have had a more succinct explanation of what the experience would be like. Otherwise it portrayed the festival well	
Could be more in other areas of Wales			
Could have been advertised earlier			
Could have seen more around town			
You need bigger posters and more of them			
The publicity came out too close to the event			
More in schools - target certain age groups			
Maybe the website needs work, especially on a mobileMay not have known if not using social media			
More advertisement i.e. posters around the forest			
More concise promotion of different events on Facebook somehow needed			

Fuze Metric 3: Marketing awareness and barriers

Examples of positive and negative marketing continued...

Unaware (15)

I live in Gloucestershire, and would have known nothing about the festival if a friend hadn't told me

Hardly anything in Monmouth town. Could use empty shop to do a display etc.

Haven't heard anything - perhaps questions marketing

I didn't see many adverts and had to search

Didn't realise the event was on

Didn't see any posters

Didn't see much advertising

Didn't know about today's event until today

I live near Chepstow, but didn't get any info through the post or via local community

I live in Swansea so did not see any advertisements for it

I'm from Bristol, only heard by word of mouth

I don't know enough about it

We didn't see much

We didn't realise there was a connection with the festival

People tend to walk past posters on the street now

Negative (9)

Not enough images available in advance to enable others to help promote by sharing on Facebook etc.

Not enough day- after coverage of the early events which would lead to more interest in the later events

Not enough in areas e.g. Not recognisable around town

Not hugely effective: no distribution - more locals involved

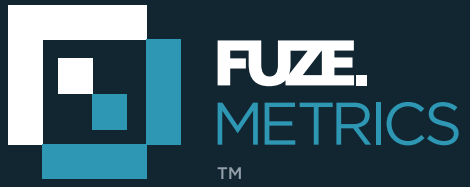
Wanted to see more

I went along to the Tump fete at Lydbrook travelling from the Coleford direction, on entering the village there was no signage! I basically just parked the car and followed other people who knew where they were going! I was disappointed in the fete, not enough stalls, as an adult with no children there was nothing to keep me there!

I had not heard about the festival and have never seen any advertisements

Wouldn't have heard of it without an invitation

Wye Valley River Festival booklet was not produced early enough to ensure availability at shows



Fuze Metric 4

Visitor experience and satisfaction

Fuze Metric 4: Visitor experience and satisfaction

Overall the various facets of the Wye Valley River Festival received strong results, predominantly rated as 'good' or 'excellent'.

The results reflect excellent results, across each facet of evaluating the Wye Valley River Festival. On balance those that visited the Festival had a positive experience in each measure. Pleasingly, the stand-out performer was the 'overall visitor experience' with the majority of respondents rating it as 'excellent' (69%), leading to an overall positive satisfaction score (good-excellent) of 98%. The 'welcome and hospitality staff/volunteers' score stood out as a real strength, with 66% of visitors rating it as 'excellent'. Another strong result was regarding the 'quality of the art programmed' with 53% rating that element as excellent. There were very few negative scores, which represents a positive story overall when assessing the project as a whole against its aims and vision.

The learning aspects, being involved in art and connecting art with landscape, received positive results overall – but in comparison to the staff and overall visitor experience, did not hit the heights in terms of 'operational excellence'; therefore, we need to assess how this is integrated into the 2018 Action-plan for the 2020 Festival planning.

The qualitative themes highlighted:

Visitor's favourite art piece - which inspirational on a number of levels - was the Moon at Tintern - as a stand-out favorite (short vignette): "The Moon - I liked the juxtapositioning of a stunning modern installation in a very old building... Moon at tintern. Perfect weather. Very moving and by staging it here it meant I went to see the abbey which I'd never been thinking to visit before. As a result we are going back as loved it and want to spend the day in tintern. If it wasn't for museum of moon I would not have thought to go to this part of Wye Valley.

Generally, the live music/jazz band, and overall performances were cited as favourite aspects. As was the Heart to Hart: "Ending of wonderful Heart to Hart performance. But this was enhanced by seeing it several times before

and getting to know the characters. When the King reached the other side of the river my heart was filled with joy!" Overall, very positive comments about the atmosphere, and community feel, but also the quality of the performances: "The players and music - they brought accessible fun to the Wye Valley.

In terms of areas to improve, are typical event type areas - but some useful/common themes included nothing, publicity/planning, activities/events, and services/social aspects. However, a large majority of these are framed as building on what has been present at other WVRF. The following are selected quotes that personify themes/useful development ideas:

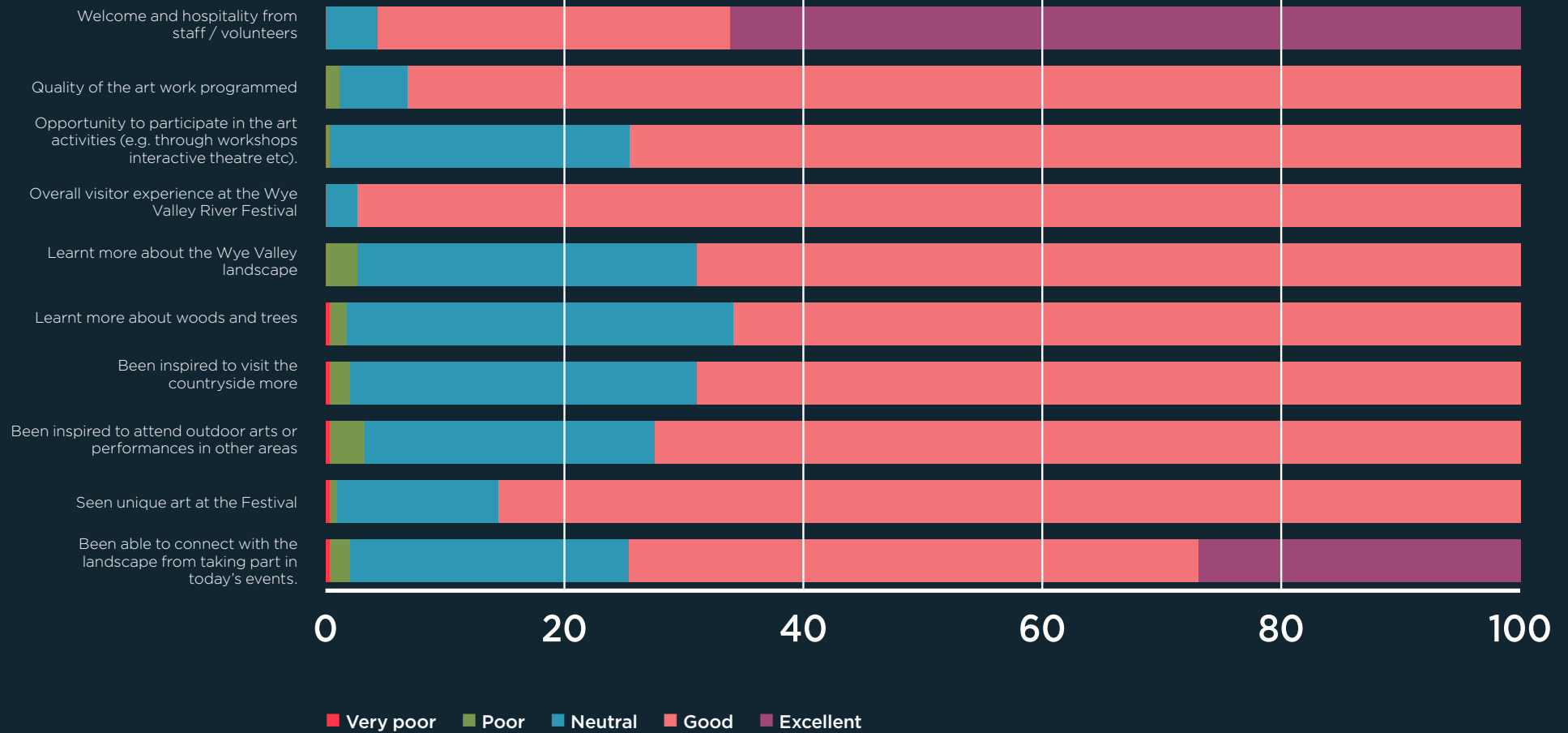
- "Signage, and more complete timings of events in the programme. Rather than just something being on from 1pm to 10pm and indication of what is on at what time. Even just a rough guide would be helpful to plan a visit."
- "Signage, wheelchair accessibility knowing from a friend's difficult experience."
- "The marshalling at the torchlight procession at the Llandogo finale could have been improved as once they reached the Riverside the torch holders did not seem to know where to go and were wandering around in the crowd with torches still alight. Otherwise all the events I attended seemed very professional and great fun." The overriding functional areas were clear car parking, directions to the site and "more seating and more recycling points".

Inspired by... key themes were (1) culture and events; (2) social / community aspects - as well as those who said (3) "don't know/nothing".

Learnt... key themes were (1) general / nothing yet (2) nature; (3) arts (4) history.

Challenged by... key themes were (1) general / nothing yet; (2) nature (3) arts and event; (4) history.

Ratings of festival



Fuze Metric 4: Visitor experience and satisfaction

Favourite part of the festival (287 total responses)

Moon installation	44	Llandogo; the whole day and evening was fantastic	3	Folk dancers
Live bands/Jazz band (Paris 3)	22	The setting	3	All the performances
Music	19	Show	3	Automaton Art Work
Performances	12	The location	2	Foraging walk
Fire lantern/Torch parade	11	Baton was good	2	Folk Dance Remix - high energy fun outdoors
Everything/all of it	9	Fireworks	2	Flying trapeze
Brass band	8	Enjoying music in the sun	2	Ending of wonderful Heart to Hart performance. But this was enhanced by seeing it several times before and getting to know the characters. When the King reached the other side of the river my heart was filled with joy!
Atmosphere	7	Forest upstairs	2	Enjoyed all of it but the woodworking re-enactment in Jony Easterby's 'Tree and Wood' was outstanding!
Hip hop/maypole/morris dancing	7	River pageant	2	Enjoyed the Pilgrimage walk from Chepstow and the Museum of the Moon, although walk could be timed later, even if only by an hour so not so long to hang around to see the Moon at night
Play	7	Seeing family/friends	2	Evening music performance at Symonds Yat was brilliant - real sense of being at a 'Happening'
Tintern picnic	5	Working with the team	2	Every event was really enjoyable particularly the music amongst the trees and the show, but the Finale at Llandogo was amazing. The final act, the procession and the fire display (which was absolutely incredible)
Don't know	5	Stump ...	2	
Finale's	5	Making mandala performance art	2	
Heart to Hart production	5	The art - pictures	2	
Location of Symonds Yat	5	The fires tonight	2	
Court room	4	Beer tent		
Desperate men	4	Being a part of the square and listening to music		
Shadow forest and speakers	4	Bringing everyone together		
Weather	4	Charlotte forest		
Baton play	3	Ash tree information that I didn't previously know		
Community feel	3	Dance routines by the two young girls		
Diversity	3			

Fuze Metric 4: Visitor experience and satisfaction

Favourite part of the festival continued...

Being entertained outdoors in a beautiful location on a sunny evening with my family - its what spring is all about!

Guests at the press launch but will be coming again in private capacity too and also as a steward

Attended multiple events over the past 2 weeks and Llandogo was amazing! The fireworks at the end was incredible

I love the circus element & especially the Llandogo event which is always excellent and has a wonderful community feel

I really enjoyed the event in the Nelson Gardens in Monmouth. Wonderful fun atmosphere for the whole family where we were encouraged to meet and talk to people we didn't know

I really enjoyed the Paris Café Jazz Band: extremely competent musicians

Moon at Tintern. Perfect weather. Very moving and by staging it here it meant I went to see the abbey which I'd never been thinking to visit before. As a result, we are going back as loved it and want to spend the day in Tintern. If it wasn't for Museum of Moon I would not have thought to go to this part of Wye Valley

Plenty of covered seating provided to keep me out of the sun and able to listen to the music

Fantastic weather so shade really appreciated. Some lovely Welsh rarebit from one of the food

stalls and plenty of soft drinks available. Plastic fairies who came around and collected rubbish and plastic for recycling

The Moon... though slightly underwhelming in the daylight - come night (as you would expect!) it came alive. Wondrous

The Museum of Moon is a natural fit to Tintern Abby compared to other sites. It was fascinating to see the public staying longer to wait for the moon to glow in the dark.

The story of the deer so much information and such fun. The fireworks !!!! The crafts

The superb activity engagement as it highlighted the unique landscape of the Wye Valley the whole launch event including speeches was very enjoyable, the welcome given, seeing the moon insitu was amazing (I'm returning to see it by night) getting lost in the stunning rural countryside on a glorious day, I missed turn off on 449 so came via Raglan & farm lanes

Fuze Metric 4: Visitor experience and satisfaction

What would you improve? (244 total responses)

General (84)

Nothing	53
Don't know	20
Continuing every year	3
More of the same	8

Publicity and planning (76)

Marketing (Schools/wider area)	10
Advertising (More)	8
Publicity	7
Stronger theme	5
A complete timetable	4
Need to engage more people	4
Info on website (Clearer)	3
Wider range for all ages	3
More involvement of schools	3
Stage managers helping out	2
Glad it moved from Chepstow	2
Funding	2
More leafleting	2
Introduce a little more Welshness (quite a bit of the Wye Valley is in Wales after all)	2

Easier to read programme
More things for teenagers and small kids
Better coordination between ANOB and other parties
Better direction
Easier ticket access
Engage local schools
Minimise clashes between speakers times
More event further up the river near M50 access
Maps of where performance
More towards Chepstow
Put it back to the river
Reserve the weather
More reach
The organisation
Still think more can be done to communicate each town's programme of events
To become more inclusive with minority groups and encourage them that activities within the Wye Valley AONB are opportunities for them to connect with the landscape
Try and spread events everywhere This year didn't feel as educational as previous years, didn't learn much about trees at all....the performance was really good but once u have seen it once then

that's it. Previous years have been more engaging on the subject ...i.e. water

Blimey. We loved it. The posters - could have highlighted particular events

Monmouth folk saw posters around town then forgot things were on

Activities and events (24)

More art workshops/activities	3
More live music of different genres	2
Dancers	2
More craft/painting/sculpture	2
Less choirs!	
More guided walks	
More like Museum of Moon	
Nationally acclaimed artists/ companies integrating into the community(ies)	
Night time laser light Historical events showing what went on in the Valley over history	
The music at picnic of the moon was the Ronaldo's...brilliant band however totally wrong time slot ...everyone going home...	

Fuze Metric 4: Visitor experience and satisfaction

What would you improve? continued...

The marshalling at the torchlight procession at the Llandogo finale could have been improved as once they reached the riverside the torch holders did not seem to know where to go and were wandering around in the crowd with torches still alight. Otherwise all the events I attended seemed very professional and great fun

Perhaps a mic for the finale so everyone could hear what was going on and instructions

Even more events in the evenings (like the picnic) with seated entertainment- slightly more formally organised style

Greater attempt to give Ross on Wye a more pivotal role within the festival

Have more activities and workshops where the public can get involved - i.e. some drama workshops led by the Desperate Men

Knowing that one could participate. I didn't know

Making the story more continuous rather than repetitive

Something for the children under 14 to carry. Many were disappointed not to be allowed a torch. A lantern would be good with a torch or battery candle in.

Repeat performance evenings for the very popular ticketed events i.e. The Friday moon instillation in Tintern this year. Many people I know, including myself would have loved to attend but tickets were limited and sold out

Social (60)

Directions to the site/Car parks	10
Bins/dog bins (Recycle)	9
More shaded areas	6
Better range of stalls	4
More food and drink	3
Toilets	3
Signage, wheelchair accessibility knowing from a friend's difficult experience	3
Weather	2
More space	2
Close the road (to minimise noise)	2
Signage	2
Cash point	
Local produce for sale	
More picnic tables	
More seating and more recycling points	
More volume from speakers	
Natural woodland outside	

Fuze Metric 4: Visitor experience and satisfaction

What have you been inspired by? (203 total responses)

General (40)

Don't know	21
Nothing	12
Everything	7

Culture and events (118)

Art/works	18
Moon installation	10
Music	6
Trapeze artists	5
Performers	5
Outdoor performance	4
Dancing/folk	3
The enthusiasm surrounding the event	3
Trees	2
Being creative	2
Events/activities	2
Hip hop dancers	2
Heart to Heart show and the speakers	2
The outdoor art at Tintern	2
Play	2
Shadow forest	2

Show	2
Photography	2
The Festival to attend more experiences	2
Live bands	2
The abbey	2
The diversity and passion of the festival	2
Always inspired by woodland	2
Amazing performance art	2
Anything made by hand	2
Nature focus	2
Culture	2
Different arts	2
Educational activities	2
Fireworks and procession ...against the setting of the river and Wye Valley	2
Green craft	2
Hearing from the experts in woodland	2
Leafs	2
Performers interaction with the kids	2
The dedication of the actors, performers, production staff and teachers involved in the festival	2

The festival teams generous hearted approach and the Way Andrew and the AONB have worked creatively and openly with the festival team, a really good coming together of very different disciplines

Social (45)

Beautiful Wye Valley landscape/location	14
Community spirit	5
Atmosphere/Ambiance	3
Lovely outdoor experience in beautiful Wye Valley setting	2
Passion of local history	2
Setting	2
Relaxation	2
To be myself more	2
Being outside	2
Being here	2
Coming to a completely different area and understanding the local community	2
Coming together of people	2
General level of participation	2
How friendly and approachable everyone has been	2

Fuze Metric 4: Visitor experience and satisfaction

What have you been inspired by? continued...

Being able to spend time enjoying the beautiful Wye Valley in a totally different and more creative way with my family and friends

How many young people are involved

Remote Nature

The calmness that prevailed throughout the evening

The community feel - going to the museum now

The picnics

The vision and commitment to quality

The volunteering staff who made it possible to have a continuous programme of activities

The whole idea of the festival

What have you learnt? (174 total responses)

General (75)

Nothing	36
Not yet	21
Lots	3
Community of practice	2
Think about future plans	2
Other people	
Best things in life are free	
How inspiring people are	

Arts (19)

Artwork	2
More about the moon	2
A new skill - rush weaving	
Alice Oswald is a good poet	
How much the arts mean to me, especially when it is using the natural world where I live	
How to make rush mats	
How to use a lathe	
Loads mostly keep living a creative life and see as much of this kind of thing with my kids as possible	

Nature (71)

Trees	19
Ash trees	3
Herbs	3
The whitebeam	5
Leaves	2
The Wye Valley	6
Nature	2
The tides of the river	3
Managing our woodlands and that the cutting of trees is necessary too	2

History (9)

27th century	
Monmouth	
The history of the Lynbrook Brass Band	
The history of Tintern and can't wait to return	
Queen Boudicca	
Wye Valley	
Henry 5th born here	
More about area	
More about the history of Tintern Abbey	

Fuze Metric 4: Visitor experience and satisfaction

What have you been challenged by? (132 total responses)

General (81)

Nothing	24
Nothing Yet	25
Don't know	9
Parking	4
How to work better in partnerships	2
No bins	2
What I can do to change things for the better	2
Better partnerships	
Community involvement	
Have lots of questions I would have asked	
How white middle class the audience has been	
I would like to hear more local accents... But I know how challenging it is!	
Keeping the area as an AONB but combining with commercial interests	
No shade	
The event closed with the Royal Wedding shame it could have not been on another date	
The journey here	
Welsh accent!	
The heat	
Why they don't do such an event in my local city?	

Art and events (22)

Heart play was good...	4
Artwork	3
The theatre show	3
The performances	2
The museum of the moon	2
Alternative media	
Going on a trapeze	
How do you transport a massive installation like that safely	
How fortunate to live - good to have arts HERE	
How on earth did they get the fire on the Wye?	
The Art, music and poetry	
The awe of light and music	
The poetry	
History (4)	
How we keep rural communities alive	
Medieval gate	
The cellars and courtroom	
The history	

Nature (25)

Balance between money and nature	
Birds	
Chopping trees down	
Coppicing	
Deer character	
How art and the natural landscape can enhance each other	
How is best to protect our forests	
How there are different ideas about looking after the wild areas	
How unique the history and landscape diversity is along the River Wye	
Looking after the forest	
Our role in landscape management	
Talks around how to manage forest/culling/deadwood	
That not all tree felling is bad.....it kind of goes against what I normally feel/believe!	
The business of trees	
The dreadful ecological footprint that we are leaving for future generations	
What is going to happen to the forest in the future and the fragility of it	

Fuze Metric 4: Visitor experience and satisfaction

What have you been challenged by? continued...

The important messages about nature

The life of trees

Tree disease

The need to do even more to protect our fragile ecosystem

The whole ecosystem

What is going to happen to the forest in the future and the fragility of it

Woodland

Woodland challenges

Too many trees- need to be cut down for more light

The dreadful ecological footprint that we are leaving for future generations

What is going to happen to the forest in the future and the fragility of it

Woodland

Woodland challenges

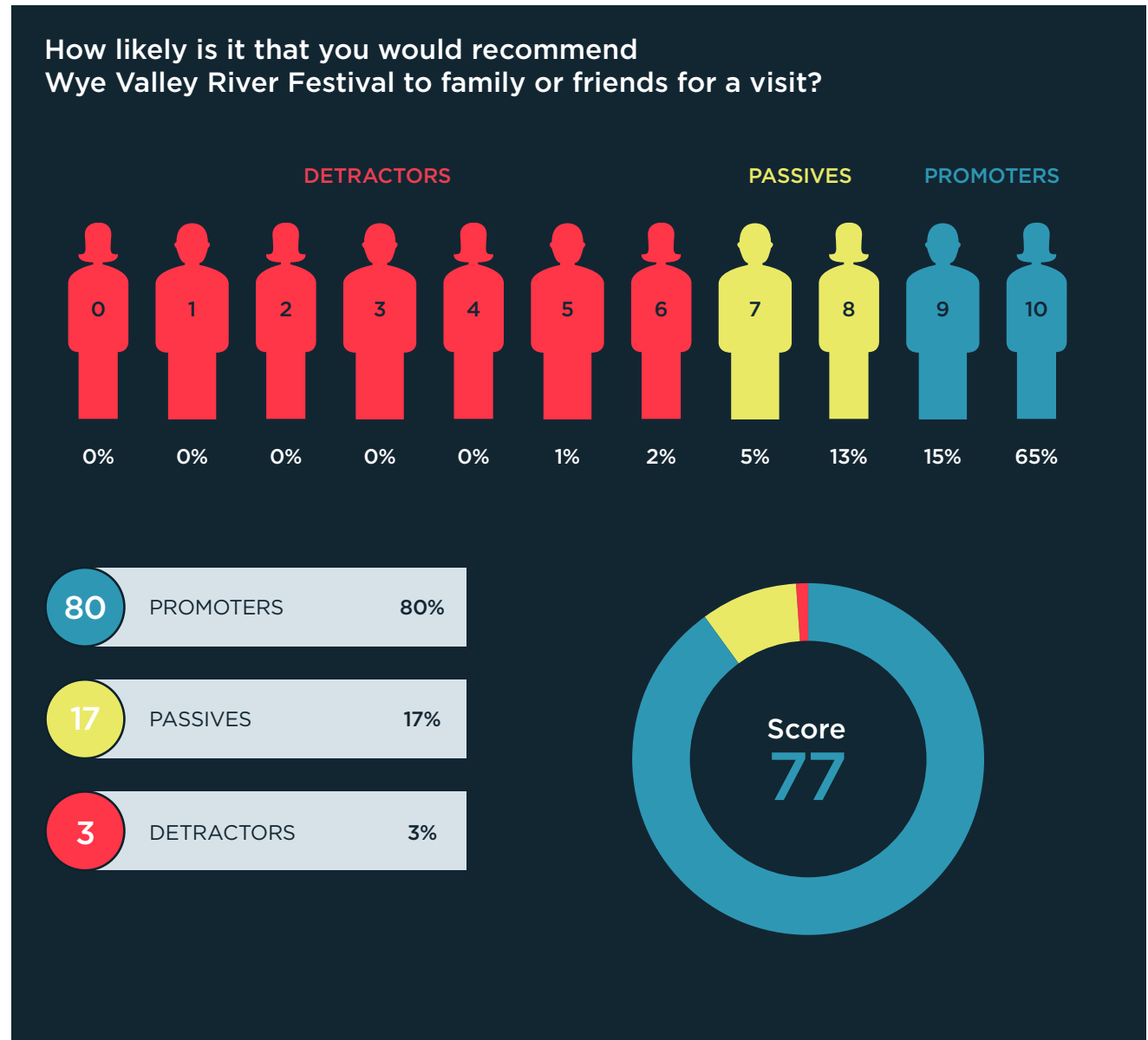
Talks around how to manage forest / culling / deadwood

Fuze Metric 4: Net Promoter Score™

Using the well established *Net Promoter Score ® (NPS), we are able to assess to what extent the general Festival visitors would promote their experience to friends and family. It must be made clear that this is not a Fuze Research product, but a research approach designed by Fred Reichfield as an open-source tool. It is useful in demonstrating the overall satisfaction and as a consequence, how important the Wye Valley River Festival is to the local visitor economy and beyond, as a tool to build a strong brand reputation. It essentially subtracts the total detractor score, by the total promoter score, to leave a NPS.

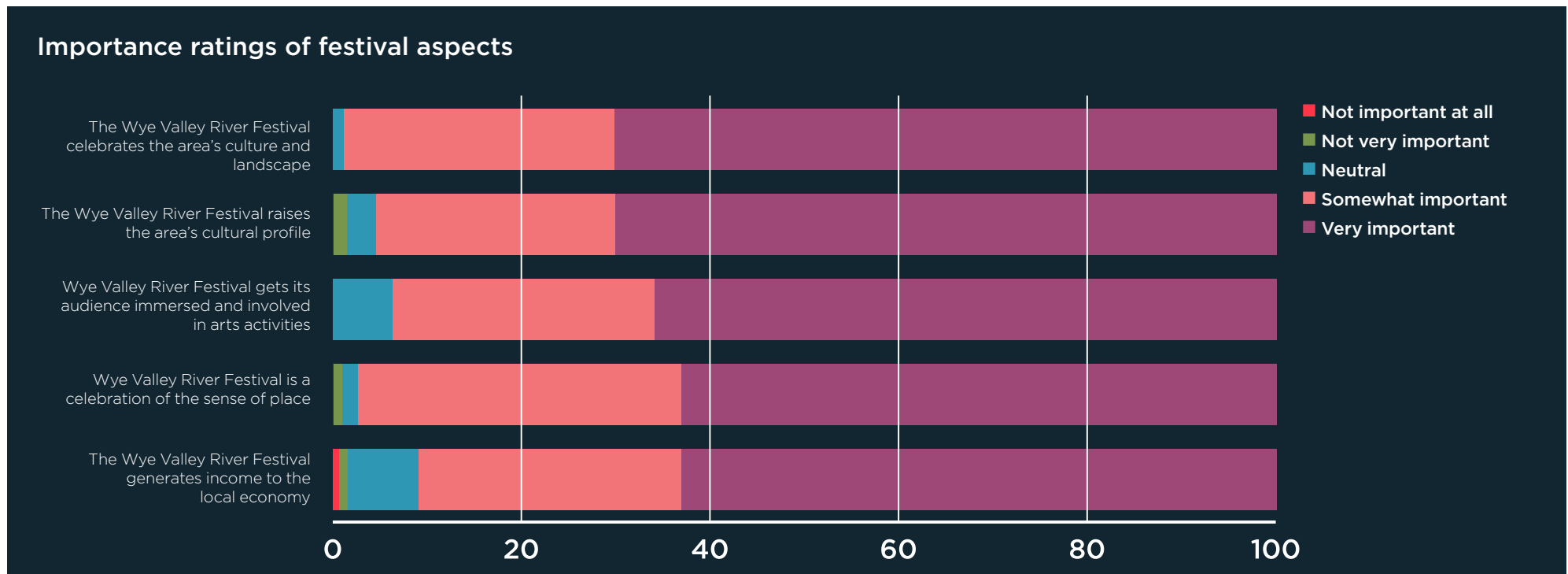
As indicated above, the results festival average 'net promoter score'; whilst the majority are classed as 'promoters', there was a reasonable number of respondents that classed themselves as 'passives'. The NPS was strong due to there only being a detractor score of 3, with a high majority of promoters that are deemed as brand proponents positively advocating to the Wye Valley River Festival to a wider audience and their social network.

*Net Promoter, Net Promoter Score and NPS are registered trademarks of Bain & Company, Inc., Satmetrix Systems, Inc., and Fred Reichheld.



Fuze Metric 4: Visitor experience and satisfaction

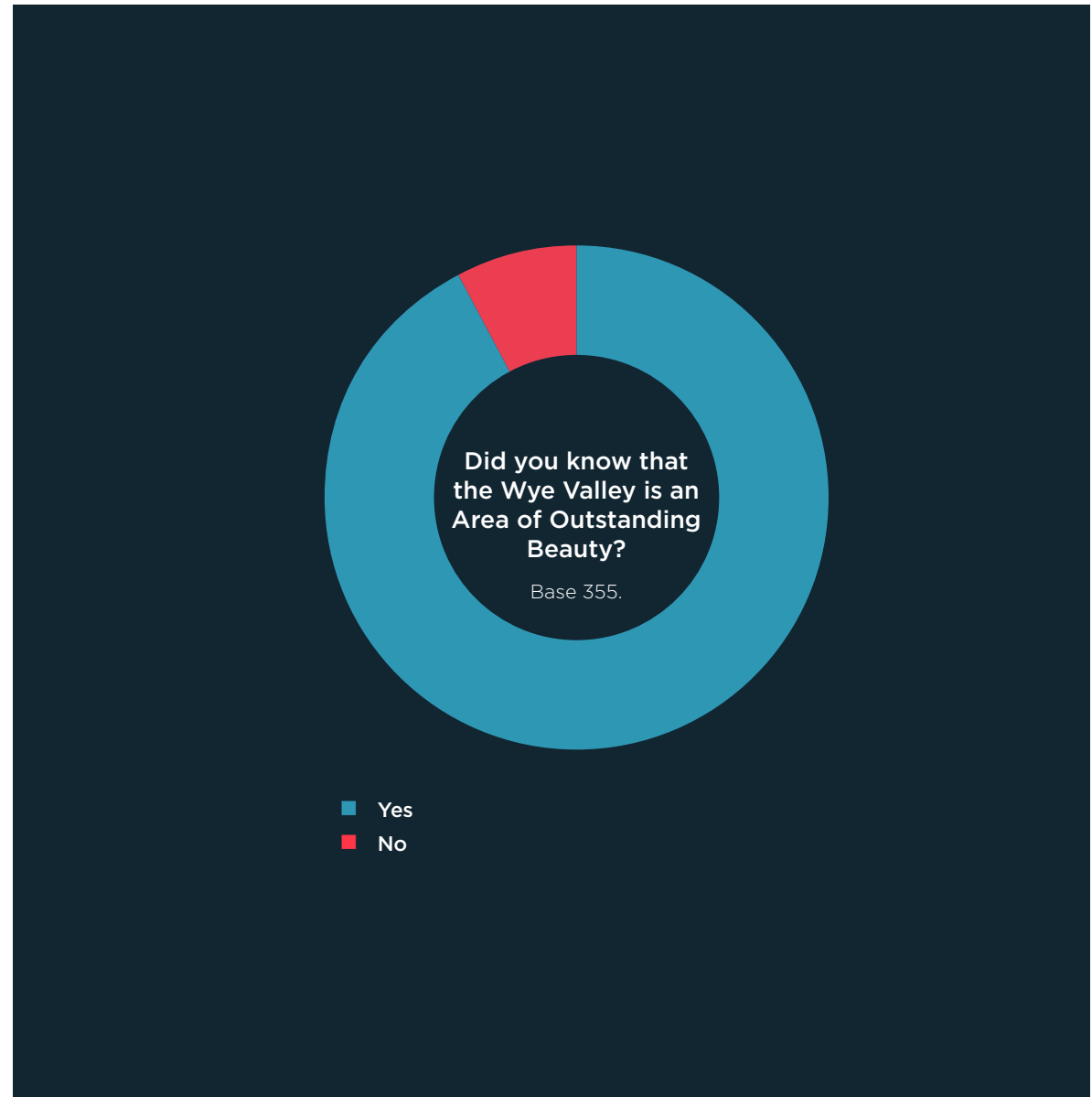
This question was useful in testing the 'brand' values with the visitors of the Wye Valley River Festival; a very useful measure in aligning what the festival espouses versus what the customers value. The results are overwhelmingly, positive; with 63% stating it was 'very important' that the festival generates income to the local economy. Similarly, 66% said that it was very important for the Wye Valley River Festival to ensure audiences engaged and were immersed in the arts. It is also worth noting that there are no responses that received less than 63% 'very important' in the results displaying that the festivals core aspects are well received and well demonstrated to its visitors.



Fuze Metric 4: Visitor experience and satisfaction

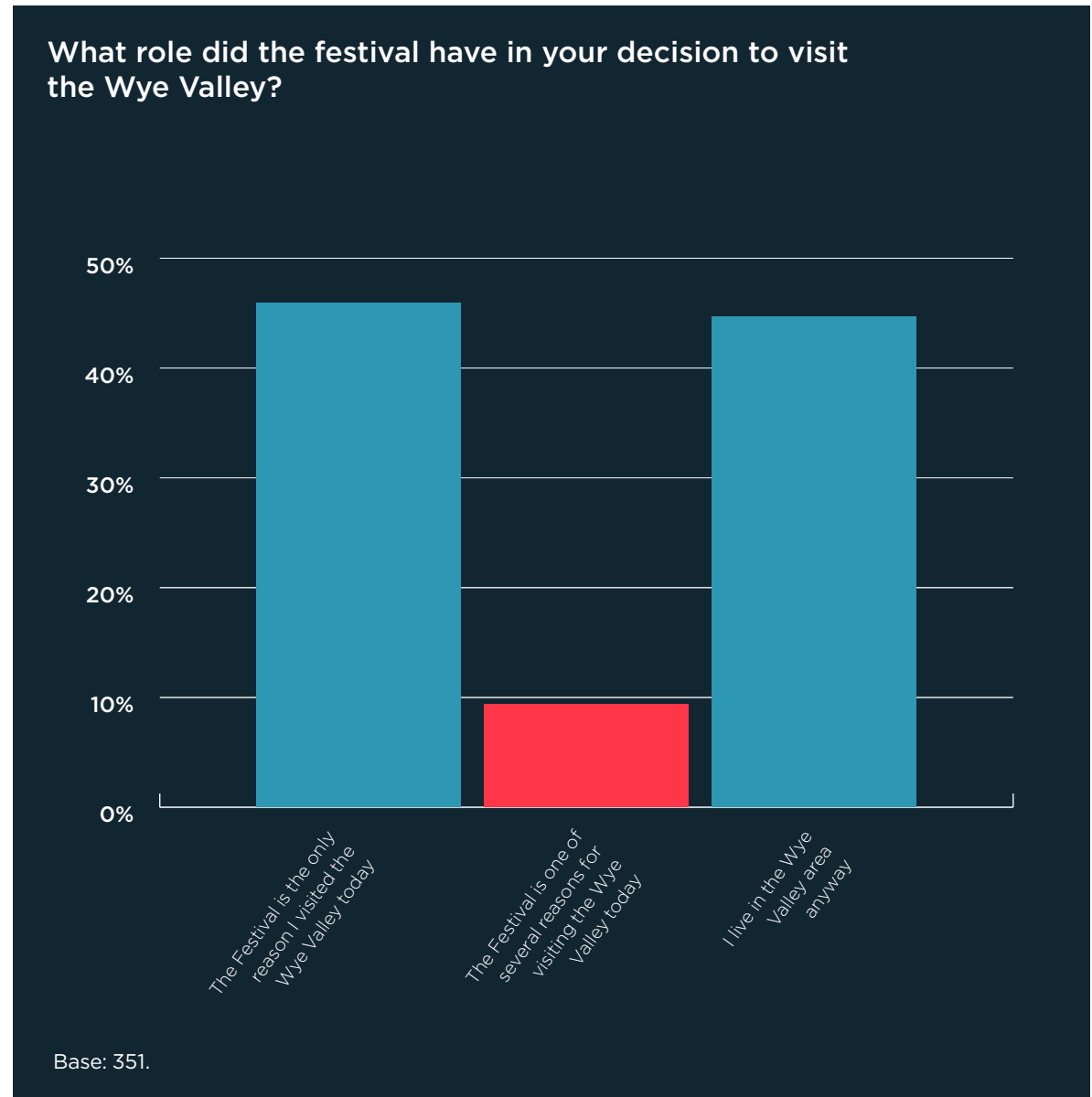
92% of visitors were aware of the Wye Valley being an AONB implying that the awareness of the Valley's status is well known through various mediums.

The percentage of visitors that were aware of the Wye Valley being an AONB has increased since 2016 from 79% to 92% in 2018. However, the report in 2014 shows similar numbers (90%) implying that the 2016 result was an anomaly. This is a pleasing result and indicates the strong awareness levels within the sample, and a very strong base to continue to build the Wye Valley River Festival in the future, in markets beyond a local/regional travel time.



Fuze Metric 4: Visitor experience and satisfaction

- A large proportion (45%) of visitors to the festival were residents of the Wye Valley area.
- Pleasingly, 46% of respondents stated the festival was the only reason for visiting the Wye Valley and therefore any visitor spend by this segment is a direct result of the Wye Valley River Festival.
- Please note this was spend per person per day of trip:
Accommodation: £20.42
Food and Drink: £18.22
Shopping: £8.05
Entertainment £3.60
Travel: £14.31
Total: £64.60





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