

SEW IT BURE IT
ats
GET CREATIVE

THE CHILDREN'S FESTIVAL

SUNDAY 30TH & MONDAY 31ST AUGUST

OLDBURY WELLS SCHOOL, BRIDGNORTH

EVALUATION REPORT 2009

FREE ENTRY
OPEN 11AM - 5PM

for more info:
www.childrens-festival.co.uk

Designed by Design Jazz, Bridgnorth 767319

The Children's
Festival
... making more memories

CHILDREN'S FESTIVAL (BRIDGNORTH) LIMITED
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INTRODUCTION

The 4th Children's Festival was held at Oldbury Wells School, Bridgnorth over the August Bank Holiday weekend on Sunday 30th & Monday 31st August 2009.

This Report evaluates the outcomes of the Festival, provides information and considers feedback received.

The Organising Team is once more extremely grateful to the Governors, Head and staff of the School for allowing us to use their facilities free of charge.



The Arts Zone - always a popular attraction

As in 2008 it was decided to hold the Festival on the Sunday and Monday of the August Bank Holiday weekend (in 2006 & 2007 the Festival was held on the Saturday and Sunday). Although this decision results in additional costs (overtime payments for security staff on a Bank Holiday) as well as other organisational and administrative considerations (availability of volunteers and performers) judged purely on attendance levels it appears to be beneficial.

Thankfully although the weather was dull with little or no sunshine there was almost no rain during the event all the cold wind meant visitors had to wrap up well. This did spoil the excitement and it is estimated that **over 5,000 visitors** attended over the two days – **a record number** – many returning on the Monday having come on the Sunday.

We strongly believe the Festival has an influential role in bringing visitors to the town and therefore assisting with the local economy. Working with the organisers of the Music Festival and the Food Fair and holding our events at the same time also puts Bridgnorth "on the map" and provides a wide range of activities for families to enjoy. There are also benefits in terms of synergy and cost savings.

From the Prize Drawn entries we have extrapolated the following in terms of visitor attendance:

Visitor home location	Percentage
Bridgnorth Town	45%
Former Bridgnorth District (excluding Town)	24%
Remainder of Shropshire	14%
Surrounding Counties	13%
Other UK locations	4%

A more detailed breakdown is provided in **Appendix 6**.

THE DREAM

The Children's Festival aims are encapsulated in **"The Dream"** (Appendix 1) but in essence the Organising Team endeavours to provide a family-based, fun-filled event for all ages to enjoy the widest range of activities at the lowest possible cost with:

- Unique learning and development opportunities – we actively seek activities that are normally not available to families and young people
- Skills improvement and physical activities – developing hands-on practical expertise and competence in a range of areas and sports
- Performing arts and entertainment plus the opportunity to learn through experimentation and involvement in workshop activities

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- The provision of information on local services and organisations available within the local community
- Reinforcement of the need for children and young people to develop holistically and become positive contributors to society.

We subscribe to the five aims of the Government's "Every Child Matters: Change for Children" programme for the well-being of children and young people up to age 19 to:

- Be healthy
- Stay safe
- Enjoy and achieve
- Make a positive contribution
- Achieve economic well-being

ORGANISING TEAM STRUCTURE

The Children's Festival has been set up as a non-profit making, charitable limited company – Children's Festival (Bridgnorth) Limited. Three directors and a Company Secretary oversee and direct the strategy and an Organising Team acts as a steering group to co-ordinate activities.

The Company Directors are:

Stephen Derges – a Church Pastor and self employed business consultant, Chairman of the charitable company. Stephen and his wife had the original vision for the Festival

Mark Gibbons – a deputy head teacher, Vice-chairman of the charitable company and Festival Co-ordinator

Mark Anderson – a director of a local company, financial director of the charitable company

Karen Gibbons – a school teacher, Company Secretary

The 2009 Organising Team (with their specific responsibilities) comprised:

Mark Anderson	Financial reporting and accounting
Alan Colburn	Oldbury Wells liaison; on-site facilities; Control Tent
Stephen Derges	Funding; Publicity, Media & Public Relations
Mark Gibbons	Festival Activity Co-ordination and Direction
Karen Gibbons	Volunteer Liaison; Under 5's Zone
Ray Gill	Community Liaison
Val Gill	Community Liaison
Justin Shinton	Financial accounting and supervision; Health & Safety; Control Tent

The organisation chart showing roles and responsibilities is provided at **Appendix 2**.

CONSULTATION

Whilst there has been no formal consultation since the original questionnaire survey was undertaken with children in the local schools prior to the first Festival, comments and feedback received from visitors to the previous Festivals were considered in detail by the Organising Team in planning the activities for 2009.

**Free Climbing Wall in 2009
courtesy of Shropshire Army
Cadets**



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Regretfully it was not possible to develop an on-line questionnaire in time for this Festival but it remains a short term goal to provide this facility as well as provide a facility to submit comments and suggestions via the Festival website and/or social networking sites such as Facebook and MySpace.



A host of activities for all the family

We have continued to consult with the appropriate local authority service providers and through extensive public relations activities and press releases have ensured that the local community is made aware of our plans.

We have received excellent support, advice and financial assistance from all levels of local government – Bridgnorth Town Council, the former Bridgnorth District Councils and the new Unitary Authority Local Joint Committee.

The Festival website was used to provide detailed information of proposed activities and helped attract financial support and volunteers.

EVENT CO-ORDINATION

We continued to develop the concept of 'franchising' space for events and activities which has proved a very successful strategy.

With the Organising Team responsible for providing the physical facilities, e.g. ground space, marquees, sound systems etc., and some of the activities, the majority of the Festival events are made available by direct operators, e.g. entertainment, catering, demonstrations and coaching and skills training.

In order to keep costs as low as possible, the Festival subsidised many of the activities and negotiated maximum prices with the food providers and some of the unique and specialist events. As a result operators were not charged a ground rent or for the use of the facilities provided – e.g. power.

The schedule below summarises the charging structure:

- Free entry to the site (including car parking)
- A free passenger service to and from the site was provided in conjunction with the Bridgnorth & District Community Transport Scheme at the Festival's cost
- All entertainment and workshops were provided free
- Food & Drink – main meal options with a maximum price of £2:50
- All day use of the bouncy castles - £1:50
- Climbing Wall – free (in 2008 there was a charge of £2:00)
- Bungee trampoline and Gyro-spinner - £2:50
- Cub Go Karts - £2:00



Russ the Magician entertains the crowds

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- Large bouncy castles and other specialist inflatables - £2:50

Mark Gibbons as Festival Co-ordinator, designed the site layout (see Appendix 3) and liaised with activity providers to ensure fulfilment of:

- Festival and Oldbury Wells School requirements
- Health & Safety legislation – monitored independently by Justin Shinton
- Child Protection compliance
- Public Liability Insurance - £5million indemnity

Organisations and individuals providing services to the Festival were required to complete an Agreement confirming they met the above standards.

Mark Gibbons also liaised with the various Activity Co-ordinators to ensure the widest possible range of opportunities was available.

Karen Gibbons co-ordinated volunteers to whom we extend our grateful thanks.

During the Festival Justin Shinton reconciled cash receipts and payments and in conjunction with Alan Cowburn & Mark Gibbons maintained the Festival Information & Control Tent. Ray & Val Gill liaised with the various community organisations whilst Stephen Derges hosted various community guests and spent time with visitors attending the Festival to gather feedback and observations.

Walkie-talkies were issued to various Organising Team members and some volunteers to ensure contact could be established with the relevant person at any time during the Festival.



Stephen Derges shows the High Sheriff of Shropshire – Mrs Anna Turner JP – and her husband Jonathan, the Festival

MARKETING & PROMOTION

A wide range of Media & Public Relations activities were undertaken including:

- Extensive use of the Festival website as the primary externally facing medium for information regarding activities and plans. The site was continuously updated with relevant information, feedback, photos and media releases
- Media releases were regularly distributed to local newspapers and magazines and submitted to local and national TV and radio and were used primarily by the Bridgnorth Journal and Shropshire Star
- A 3-page advertorial in the Shropshire Review with front cover photograph
- A full page advertorial and front cover photograph in "What's What" magazine
- Advertising in various local publications and Internet activity guides
- Anecdotal evidence suggest that interviews on BBC Radio Shropshire in the lead-up to the event were instrumental in attracting a number of visitors
- Regretfully, despite repeated attempts to develop connections with terrestrial TV channels via local news programmes, again no coverage was generated. This will need to be a major objective for future Festivals

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- Roadside signs were erected on the main roads into Bridgnorth and further signs were strategically placed at the entrance to Oldbury Wells
- Large banners were displayed in Low Town and at Severn Park. This year it was agreed to jointly advertise the Festival with the Bridgnorth Music Festival. This enabled cost savings to be made and for the two events to be seen to be working in conjunction with one another
- Leaflets and posters were distributed to shops, businesses, Library and Tourist Board, caravan parks etc. and personal contact was made with local councils, organisations and community groups
- Various presentations and informal discussions were held with local organisations including The Bridgnorth & District Rotary Club, churches, local businesses, councillors and Police officers

FUNDING & FINANCIAL ACCOUNTS

Although audited accounts will not be available until 2010 following the Company Year End, summarised Draft Income and Expenditure for the Festival is provided in Appendix 5 and is indicative of the sources of income and disposal of expenditure.

The estimated cost of the Festival in 2009 was **£20,355** covered by income of all types amounting to **£20,230**. The resulting excess of expenditure over income of **£125** will be covered by small surpluses carried forward from previous years.

None of the Company Directors or members of the Organising Team receives any remuneration in respect of the activities although out of pocket expenses are refunded on production of receipts. The Directors of the Charity would be pleased to provide further information as necessary. Please contact Stephen Derges or Mark Anderson via the links on the Festival website. The Festival bankers are HSBC plc, Bridgnorth branch.

Obtaining funding is a major activity and we are extremely grateful to the Local Authorities, a number of businesses and other organisations and trusts as well as private individuals for their support. Without this financial assistance the Festival would not be possible.

Our primary sources of income are shown in **Appendix 5** but are summarised below:

• Grants:

- Bridgnorth Town Council (£2,500)
- Bridgnorth District Arts (£2,500)
- Shropshire Arts (£500)
- Bridgnorth & Morfe Local Joint Committee (£5,000 + use of skateboard ramps)
- West Mercia Police Community Fund (£1,000)

• Individuals:

- Via one-off donations and regular standing orders for which we are extremely grateful



Harley Entertainments – strolling minstrels

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- **Business Sponsorship:**

- A listing of companies and business supporting the Festival is shown in **Appendix 4**
- A number of on-site traders were charged a site fee to attend the Festival and promote their activities

- **Festival event proceeds**

- For the first time the Festival Organising Team took control of the Refreshment Marquee which was excellently managed by Peter Greenham and a team of volunteers drawn from various churches. This generated income in excess of £1,450 from the sale of food, drink and fruit
- Free bottled water was supplied to those attending the Festival courtesy of a local water company.

- **Expenditure**

Regretfully once again the costs of providing the infrastructure required to hold the Festival have increased. We were able to reduce costs in some areas but expenditure in terms of marquees, security, insurance and generators all increased.

We are extremely grateful though to Dave Fish of IDE Systems for providing all the electrical connections and safety covers across the whole site free of charge.

Small gifts were made to specific entertainers who gave their services free of charge and to some of the volunteers and activities co-ordinators.

Further details are shown in **Appendix 5**.

POLICIES & PROCEDURES

The Organising Team is fully committed to acting in a responsible manner to ensure the safety and welfare of all those attending or contributing to the Festival. 24-hour, on-site security was provided by a professional firm and policies are in place in the following areas:

- **Child Protection** – all the Organising Team members are CRB checked together as are those co-ordinating activities. Festival contributors were asked to confirm they had undertaken relevant checks
- **Health & Safety** – policies were agreed and a risk assessment carried out and documented

Agreements were signed with all those operating activities or providing services requiring them to comply with the above and to have adequate public indemnity insurance cover.

VISITOR NUMBERS

It is not possible to accurately calculate the number of visitors due to the many entrances to the site which also has a public right of way across it. As previously a crude 'click-in' system was used to estimate the number of visitors.

Our conservative estimate is that **in excess of 5,000 visitors** of all ages attended the Festival over the two days.

A detailed breakdown of the visitor home location is provided in **Appendix 6** from which we estimate around 23% of attendees came from outside of the local area.

There were no complaints received regarding any aspect of the event administration and no incidences which required either Police or other investigation. Unsolicited feedback has again been universally positive.

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EVENT PROGRAMME & ACTIVITIES

The Festival was organised around a series of '**Zones**' summarised as follows:

Area	Services provided
Entertainment Zone	
Disco Daddy	On stage entertainment & Festival compere
Harley Entertainments	On stage entertainment and workshops: Circus skills, percussion, stilt walking, uni-cycling, magic, storytelling, face painting
Russ Styler	Magic Shows & balloon modelling
John Row	Storytelling – on stage and walkabout
Snail Tales	On stage and walkabout storytelling
The Animal Woman	Pets
Petwise Zoo	Mobile zoo and pets
Professor Jif	Punch & Judy shows and Circus Workshop skills
Local Youth bands	"Open stage" performances showcasing various youth bands
No Strings Puppets	Puppet shows
The Magic Man	Balloon modelling
Jodie Leigh School of Dance	On stage Dance entertainment & workshops
Majestic Dragon Light & Sound	PA facilities for main stage
Arts Zone	
Dr Parson's Crazy Comic Club	Cartooning & comic drawing workshops
Bridgnorth Youth Centre	Arts and crafts – badge & mask making; Karaoke;
Alan Murphy	Hands-on pottery making & demonstrations
Whack It Smack It	Inter-active Junk Music Workshops & demonstrations
Mark Speight Foundation	Painting; sculpture; portraits and other art activities
Children's Festival	Arts & Crafts activities including: Big Art; T-shirt and card making
Sports Zone	
Central Galaxy Trampoline Club	Trampoline demonstrations & skills coaching
Lee Matthews Black Belt Academy	Martial Arts demonstrations & skills coaching
Shropshire Lawn Tennis Association	Tennis coaching
Children's Festival	Provision of mini golf equipment and Skateboard/BMX ramps (courtesy of Shropshire Council)
Fun Zone	
Go Kart Party	Children's Go Karts
Xtreme Trampoline	Bungee trampoline & Gyro-spinner
Bridgnorth Bouncy Castles	Bouncy Castles and slide
Tangerine Events	Large Bouncy Castles
Merlin Entertainments	Large inflatables and other specialist attractions
Shropshire Army Cadets	Climbing Wall
Children's Festival	Giant games
Under 5's Zone	
Children's Festival in association with: - St. Mary's Playgroup, Bridgnorth - Bridgnorth Baptist Church Toddlers Group	Bouncy Castle, soft play area, story-telling, games, arts & crafts etc.

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Education & Community Zone	
West Mercia Police	Community Support stand & vehicles
West Mercia Fire & Rescue Service	Fire support vehicles
Church in Community	Presentations from Mark Harrington (Illustration); Open the Book & Sustainable Bridgnorth
Stacey's Trust	Community based organisations and charities with stands & information facilities
Bridgnorth Brownies/Guides	
Bridgnorth Scouts/Cubs/Beavers	
Retrak	
Northgate Swimming Club	
Dower House School	
Trading companies & organisations	Various stallholders including: hairbraiding; airbrush tattoos; gifts; cards and books
Food Zone	
Gerry's Sweets	Confectionery
Tris' Pig Roast	Pig Roast & Refreshments
Mr. Ali	Ice creams
Dinner Jackets	Hot food & refreshments
Kaden's Kitchen	Hot food & refreshments
Billabong Sandwiches	Hot food & refreshments
Simply Crepes	Hot food & refreshments
Mobile Espresso	Tea & Coffee
Merlin Candy Floss	Sweets
Children's Festival	Refreshment Marquee – sandwiches, cakes, hot and cold drinks, fruit
Organisational Activities	
Children's Festival	Security & Festival co-ordination; car parking; general maintenance including litter and rubbish collection etc.
Red Cross	Provision of first aid services

VOLUNTEERS

The Festival could not have taken place without the wonderful support of scores of volunteers who freely gave of their time and abilities.

The Organising Team members contributed **in excess of 800 hours** of their time free of charge and over **80 volunteers** gave their service over the actual Festival days and in preparing and dismantling the site. In total it is estimated that **circa 1,300 hours** of time were donated by volunteers and organisers and those associated with activities.

A variety of roles were undertaken by volunteers including:

- Catering
- Cleaning
- Stewarding
- Setting up equipment
- Supervising events
- Running workshops
- Providing first aid
- Car parking supervision

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Volunteers met on site on the evening prior to the Festival for a full introductory session and were briefed by Activity Co-ordinators as necessary prior to and during the Festival.

EVALUATION & FEEDBACK



Happy smiling faces – a Festival dream

As in previous years we appreciate greatly the numerous unsolicited emails and telephone calls we receive from visitors complementing the Festival.

This makes all the hard work worthwhile and encourages us that we are indeed achieving our dream.

Local Councillors have expressed their support and congratulated us for the provision of the Festival and we received an excellent write-up in the Bridgnorth Journal following the event.

To our knowledge there have been no complaints – formal or informal – regarding the Festival.

Some of the comments received are posted on the Festival website and a selection is provided in **Appendix 7**.

The Directors and Organising Team Members of Children's Festival (Bridgnorth) Limited are satisfied that the Festival achieved its objectives in 2009.

FUTURE PLANS

At the time of writing this Evaluation Report a decision has not been made regarding an event in 2010, and an announcement will be made as so as possible.

Much will depend on the availability of the Directors and Organising team members and whether funding will be forthcoming.

A comprehensive internal evaluation was undertaken by the Organising Team post-event and any actions required will be taken forward in due course.

The key areas for consideration are:

- Development of on-going sustainable funding to secure the long term future of the Festival
- Widening the expertise of the Organising Team by identifying others who would wish to become involved
- Increasing the number of volunteers especially for the pre-event setting up and post-event site clearance
- Working with other community event organisers especially where there are synergies and potential cost savings
- Improvements in monitoring and feedback especially in terms of attendance numbers
- Developing an on-line feedback and evaluation mechanism
- Considering the possibility of working with other groups as they hold events in their local areas
- Obtaining a Prize Draw licence instead of a Festival Programme
- Fully exploit the Promotional Video that was produced showcasing the Festival

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CONCLUSIONS

Undoubtedly the Children's Festival is well received in the local area and continues to draw visitors from outside of our core area.

The support of Local Authorities has been much appreciated and we hope that with their backing it will be possible to secure the long term sustainability of the Festival.

We thank all those who have actively and financially supported the Festival during 2009.



It's not just for kids – adults can join in too



Up, up and away on the Bungee Trampoline



Here's looking at you kid!



It's been a tiring day

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APPENDIX 1 – THE DREAM

The Children's Festival strap-line **"...making more memories!"** sums up the ethos of the event and the following statements have become our guiding principles.

We have a dream....

- That children and young people will enjoy their childhood and adolescence to the full
- That they will have opportunities in their lives to learn, to develop, to be creative and to have fun
- That they will be appreciated as individuals who have amazing talents and gifts which we as a community admire and celebrate
- That they will be respected whatever their background, ethnicity or culture

So we dedicate this Children's Festival to....

- Upholding children and young people's place in this community
- Valuing them, appreciating them and providing them with experiences that will enhance their development and live long in their memory
- Protecting them as much as we can from dangers which could destroy their innocence and physical wellbeing



Snail Tales – roving story tellers



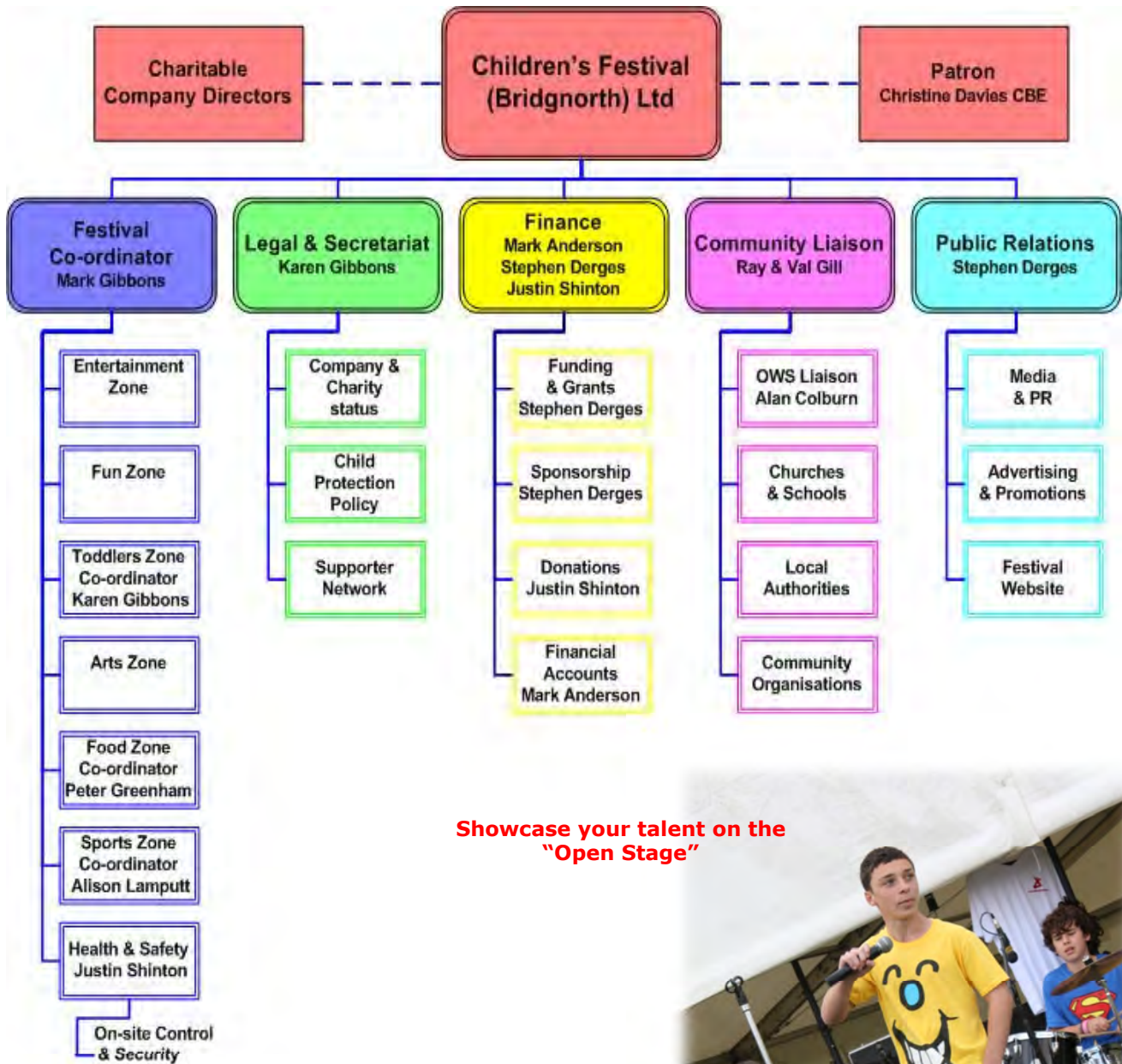
No Strings Puppets in action



Part of the Big Art activities

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APPENDIX 2 – ORGANISATION CHART



Showcase your talent on the "Open Stage"

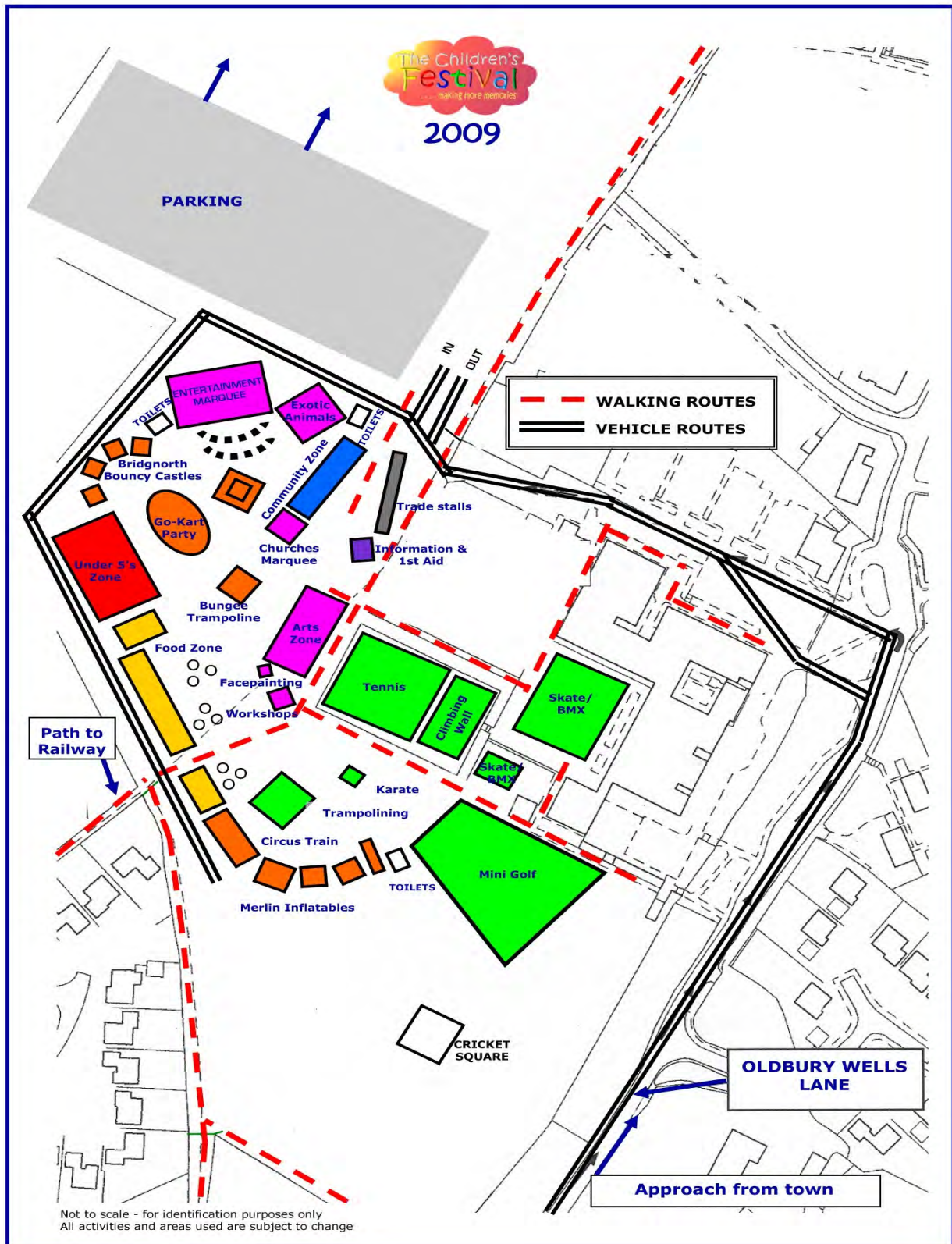


Escapology with "Illustration"



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APPENDIX 3 – FESTIVAL LAYOUT



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APPENDIX 4 – BUSINESS & ORGANISATION FUNDING

Children's Festival (Bridgnorth) Limited wishes to place on record its appreciation to the following organisations (listed in alphabetical order) who provided financial and other non-tangible support to make the dream a reality.

- **All Saints Anglican Church**, Claverley
- **Ault Insurance Brokers**, West Bromwich
- **Bridgnorth & District Rotary Club**
- **Bridgnorth Baptist Church**
- **Bridgnorth Bouncy Castles**
- **Bridgnorth District Council Arts & Leisure**
- **Bridgnorth Journal (Shropshire News Group)**
- **Bridgnorth Town Council**
- **Cartway Church**, Bridgnorth
- **Castle Hill Railway Company**, Bridgnorth
- **Chorley Chapel**
- **Classic Motor Cars**, Bridgnorth
- **David Dexter Motor Repairs**, Bridgnorth
- **Denro Generators**, Shrewsbury
- **Design Jazz**, Bridgnorth
- **John Hemming Chartered Accountant**, Bridgnorth
- **HSBC plc**
- **Jubilee Trust**
- **Oldbury Wells School**, Bridgnorth
- **Midcounties Co-operative Community Dividend**
- **Mint Video**, Wolverhampton
- **NFU Mutual Assurance**, Ludlow & Bridgnorth
- **Revert Design**, Shrewsbury
- **Review Media/Shropshire Review**, Bridgnorth
- **RSM Bentley Jennison**, Telford
- **Servosteel**, Dudley
- **St. Innocent's Anglican Church**, Tuck Hill
- **St. Mary's Anglican Church**, Highley
- **Tanners Wines**, Bridgnorth
- **The Chorley Show**
- **Tuck Hill Village Hall Committee**
- **TFM Superstore**, Bridgnorth
- **Torchbearers Trust**, Bridgnorth
- **Village Outreach**, Bishop's Castle
- **West Mercia Police Community Fund**

We are also grateful to the many private individuals who have supported the Festival through donations, especially those who regularly give by standing order.

Our special thanks go to **Tim Sargent** of **Mint Video Productions** for the excellent promotional video he directed and produced which will be used in future activities and which is now available on the Festival website.

MAIN SPONSORS



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APPENDIX 5 – DRAFT FESTIVAL INCOME & EXPENDITURE

Income	£	£	£
Grant Funding:			
- Bridgnorth & Morfe Local Joint Committee	5,000		
- Bridgnorth District Arts	2,500		
- Shropshire County Arts	500		Note 1
- Bridgnorth Town Council	2,500		
- West Mercia Police Community Fund	1,000	11,500	
Donations & Fundraising			
- Trusts	1,000		
- Churches	800		
- Private donations	1,065		
- Fundraising & Events	128		
- Business sponsorship	1,475	4,468	
Festival Weekend Activities			
- Stallholders & Traders	335		
- Refreshments & Catering	1,490		
- Income from Festival activities	2,259		
- Programme sales	178	4,262	
		TOTAL INCOME	20,230
Expenditure			
Entertainment & Event Hire			
- Entertainment Zone Performers	3,560		
- Fun & Under 5's Zones Acts & Equipment Hire	1,532		
- Sports Zone	615		
- Refreshment Zone	481		Note 2
- Arts, Education & Community Zones	1,441	7,629	
Equipment Hire			
- Marquees (Burgoynesl)	6,386		
- Sound equipment (Majestic Dragon)	500		
- Toilets (Space Mobiles)	537		
- Generators & Fuel (Denro Generators)	350		
- Rubbish skip (Wellings)	240		
- Other Equipment & Furniture	1,287	9,300	
Publicity & Marketing (net of advertising income)			
- Leaflets/Banners/Signs/Posters	595		Note 3
- Advertising/Website	465		
- Festival Programme	150		Note 4
- Stationery/Postage	0	1,210	Note 5
Insurance & Security			
- Legal & Insurance	1,113		
- Security	911		
- First Aid	92		
- Sundry costs	100	2,216	
		TOTAL EXPENDITURE	20,355
		EXCESS EXPENDITURE OVER INCOME	(125)

Notes:

Note 1: £50 retained by the Council until completion of the Festival Evaluation

Note 2: Cost of goods for sale

Note 3: Roadside banners cost shared with Music Festival

Note 4: Includes donation from Shropshire Review for programme printing

Note 5: Includes contribution by Church in the Community for the cost of the Bridgnorth & District Community Transport Scheme taxi facility

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APPENDIX 6 – VISITOR ANALYSIS

We have analysed the Prize Draw entries to extrapolate the following in terms of visitors' home locations:

Postcode location	%
Bridgnorth District	68.6%
- Bridgnorth Town	44.5%
- Highley	8.4%
- Shifnal/Albrighton	6.6%
- Much Wenlock	3.5%
- Broseley	2.6%
- Claverley/Worfield	1.3%
- Ditton Priors	0.9%
- Alveley	0.4%
- Cleobury Mortimer	0.4%
Shropshire	14.1%
- Telford/Wellington	6.2%
- Shrewsbury	3.2%
- Ludlow	2.6%
- Oswestry	1.3%
- Market Drayton	0.4%
- Newport	0.4%
Surrounding local area	13.2%
- Wolverhampton	5.3%
- Worcestershire	2.6%
- Birmingham & Dudley	2.2%
- Staffordshire	1.8%
- Walsall	1.3%
Other UK locations	4.0%

The split by Shropshire County areas is:

Southern: 71.4%

Central: 3.1%

Northern: 2.2%

With just under a third of visitors coming from outside of the local District, we believe the Festival makes a major contribution to the local economy.

The reason partly is of course that over the Bank Holiday Weekend the Music Festival and the Food Fair draw visitors to the town and we all benefit from each others activities.

However whilst the main focus of the Festival is to provide local families with a fun-filled weekend of unique experiences and learning opportunities, it is gratifying to know that visitors come from a wide geographical area and our increasing reputation means previous visitors are returning.

To know that we help assist in the economic development of the community through bringing in visitors to the area is a supplementary benefit.

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APPENDIX 7 – FEEDBACK

“What a wonderful day we had on Bank Holiday Monday. The range of activities was so good we couldn't decide what to do next and such great value for money. Thank you so much for organising it” – Mrs JC, Highley

“Just wanted to say what a fantastic event the Bridgnorth Children's Festival is - we really enjoyed it. The volunteers were all brilliant, very friendly and helpful, there was a good range of stalls, and my four-year-old loved the bouncy castles, under-fives area, animal woman, tepee, and arts tent in particular. So thank you very much for putting on such a great event - we look forward to next year's” – Mrs CRB

“Dear Stephen, Jonathon and I were delighted to have been asked to your Festival and thoroughly enjoyed our visit. It was great to meet some of the committee and see some of the enthusiasm and dedication to a successful day that you all put in. Many thanks, I look forward to seeing you again.” – Anna Turner JP, High Sheriff of Shropshire

Letter to the Editor of the Bridgnorth Journal

“I am sure many Journal readers will agree with me that this year's Bridgnorth Children's Festival was a fantastic day out for the whole family. There was a huge range of entertainment, from arts and crafts to climbing, cookery, animals, music-making, and a live stage, and all free too, as was the very well managed parking. With something for every age, lots of low-priced bouncy castles and other games, and stalls and information on hand, it's a real credit to the town to have such a well thought out and managed family event. And special credit must go to the army of volunteers who made sure everything ran smoothly. This was the first time we have been to the Festival, but it certainly won't be the last - well done!”

Tim Sargent of Mint Video Productions in action



“Many congratulations on the Children's Festival – it was as fantastic as ever and even though the weather wasn't great we had a brilliant time. With so many activities there wasn't time to do everything but my 2 children had such fun with the pottery workshop and to be able to take home the pots they made was such a great idea. Well done – we'll come again” – RM, Bridgnorth

“Thank you so much for putting on the Children's Festival. I can't think of any other event which costs so little. Compared to the recent “Party in the Park” (which was such a rip-off) this was just so brilliant.

Having the site laid out with Zones was a good idea too. We spent all day there on Sunday and my 4 children couldn't do everything so they were up early on Monday pestering us to go back again. They really loved the animals – being able to hold snakes and spiders doesn't do much for me but they loved it. And I got some great photos. Thank you, thank you, thank you for such a great time” – Mr BD and 4 worn out children

“Just a short note to say how much we (me and my 3 girls) enjoyed the Children's Festival this year. Your hard work certainly paid off and we'll definitely want to come again. Thank you so much.” – Mrs AW, Bridgnorth

CHILDREN'S FESTIVAL (BRIDGNORTH) LIMITED
EVALUATION REPORT 2009

APPENDIX 8 – ADDITIONAL PHOTOS



A host of inflatables for everyone

Ever popular facepainting



Hands-on experiences with some furry friends

