

Food & Drink Festival 2024: Visitor survey analysis

Report by Consultation & Research Team

December 2024

Summary of key survey responses

72% of

respondents came from within the Bolton post code area

Q41

Monday 46% and **Saturday 54%**, **daytimes** were the most popular times

to visit

Q1

56% stayed at the festival for over three hours

Q5

94%

came into Bolton town centre specifically for the Festival

Q2

62%

Had travelled by car, motorbike or moped

Q9

Why visit?

84% chance to see and buy different foods at the

market, **66%** the atmosphere and general buzz

65% a good day out / chance to socialise

Q3

50% combined their festival visit with other things, primarily using local eating / drinking establishments, and non-food shopping in town

Q3

67-73%

supported the provision of recycling bins at future festivals

Q35

34% found festival information via Facebook – this was the most popular source

Q7

93% were

happy with current trading times

Q13

77% spent £25

or more at the festival

Q6

42% correctly recalled at least one sponsor

Q32

Summary of key survey responses – overall

95%

satisfaction overall with the
festival markets Q15

96%

satisfaction
with chargeable special events
overall Q21

96%

would recommend the
festival to others Q35

91%

satisfaction with the
activities / entertainment
for children / young
people Q31

98%

satisfaction with the festival
music stages & bars
Q26

100%

satisfaction overall with free
regional chef demos Q18

79%

felt the
festival was as good
as or better than last
year Q35

91%

likely to go to the 2024
festival Q35

93%

satisfaction with
the festival overall Q35

Introduction & methodology

Objectives

- To gain feedback from visitors to the Bolton Food and Drink Festival, including the speciality market, cookery demonstrations, entertainment, and attractions for children.
- To establish levels of satisfaction with the festival.
- To understand how people found out about the festival.
- To establish if people felt that the festival had improved since 2023.

Methodology

- An initial data collection survey ran before and during the festival to collect email addresses and postcodes. An incentive was offered in the form of a prize draw with the chance to win a goody bag [festival flask, cocktail glass, Bolton tea towel and signed copy of 'The Yorkshire Forager' book.
- The initial survey was used by TfGM's data collection team who approached visitors at the festival in their 'down time' from collecting data for the visitor count. 1325 contacts were made, 1046 gave their postcode, 588 wanted to enter the initial prize draw, and 558 agreed to be sent a full survey, although not all gave a valid email address.
- The initial survey was also added to the festival website, receiving 281 responses of which 277 gave their postcode, 267 wanted to enter the prize draw and 259 agreed to receive the full survey.
- 80 email addresses from ticket bookers who agreed to receiving contact from the council were obtained from the Octagon.
- After the festival, a link to the full [electronic] survey was emailed to all contacts gathered from all sources, some 844 unique email addresses. One reminder was issued to non-responders.
- To encourage responses to the full survey, an incentive was again offered; this time with the chance to win a bumper festival goody bag containing two festival flasks, two festival cocktail glasses, a Bolton tea towel, children's aprons, adult apron, and a signed copy of 'The Yorkshire Forager' book.

Consultation responses

Analysis notes

- Results are presented in the questionnaire format, with 'don't know' type responses removed unless otherwise stated. Response options may be abbreviated and / or ranked in order of popularity.
- Comments have been categorised where feasible. Unless otherwise stated, categories with 10 or more responses are shown. A sample of comments [verbatim] are included in the report. Comments may be abbreviated and only the portion relevant to category shown. One comment may be coded into multiple categories, and each category may only cover a certain aspect of the

comment eg a respondent may have made both positive and negative comments about the same aspect.

- Data has been validated where appropriate eg comments moved into existing or added response options, obvious duplicates and non-attendees removed.
- Total percentages may exceed 100% where multi-responses were allowed and / or when rounded. Percentages have been rounded to the nearest whole number. Base: unless otherwise stated, percentages are based on respondents to a particular question.
- Where appropriate, responses are compared to 2023 and 2022. Questions and response options used are from the 2024 survey which may differ slightly from previous years.
- Percentages should be treated with caution where bases are low.

Responses

- 435 valid questionnaires were received [2023: 707, 2022: 426]. Non-attendees [2024:12] and duplicates [2024:3] have been removed from these figures.
- 92% of respondents opted to take part in the prize draw [Q45] [2023:90% 2022:97%].

Important note

- Due to adverse weather conditions the festival didn't take place on the Friday in 2024. The 2024 questionnaire was adjusted to reflect this before issue. Whilst Friday data has been left in the charts for previous years, any superfluous references and comparisons have been omitted from the text of the report.

Demographic summary

Detailed demographics are given in appendix two.

- 72% of respondents came from the BL postcode area, [2023:73% 2022:70%]. Within the BL postcode area, the highest percentage of respondents [23% and 22%] were from BL1 and BL2 [Q42].
- Respondents were predominately female [73%:Q43], aged 45 or older [58%:Q44] and White British [91%:Q45].

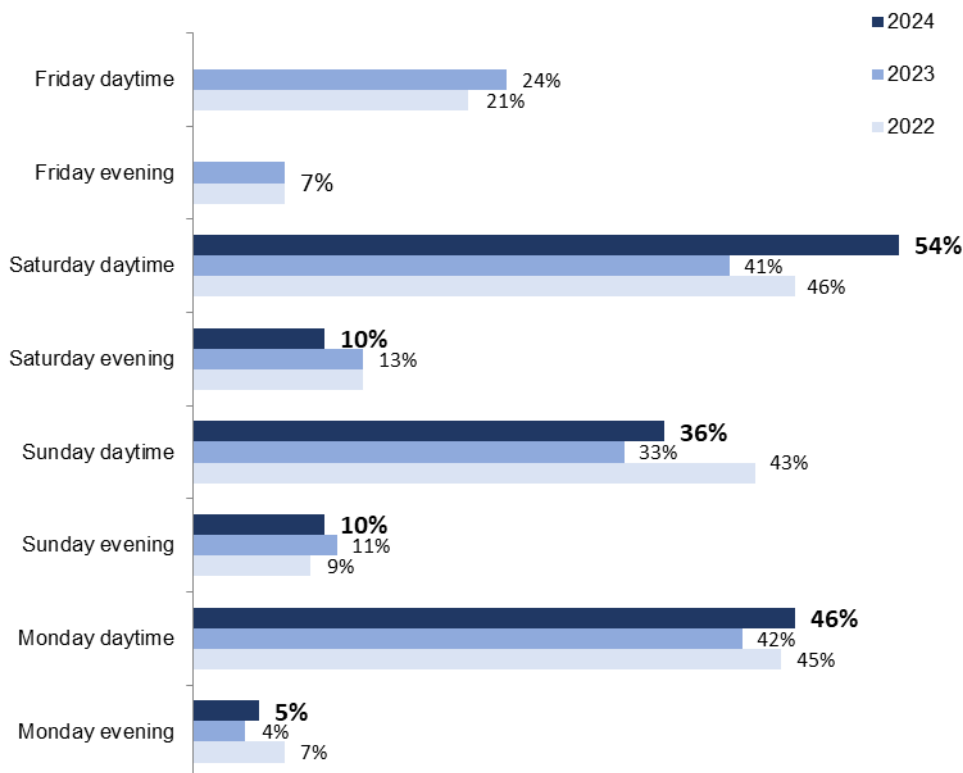
The questions

Your visit

Q1: When did you visit Bolton Food & Drink Festival 2024?

- The festival was most popular during daytime, with 54% visiting on Saturday, 46% on Monday and 36% on Sunday.
- 10% of respondents visited on Saturday evening, and 10% on Sunday evening.
- The biggest change compared to 2023 was Saturday daytime which rose to 54% from 41% in 2023. This may partly be explained as the festival wasn't open on Friday in 2024.

BFDF 2024 Visitor Q1 When did you visit Bolton Food & Drink Festival 2024?



Q1 Base:
2024:435
2023:697
2022:426

Q2: Did you visit the town centre specifically to go to Bolton Food & Drink Festival?

- 94% of respondents visited Bolton specifically to go to the festival [2023: 91% 2022: 93%].

BFDF Visitor 2024 Q2: Did you visit the town centre specifically to go Bolton Food & Drink Festival?

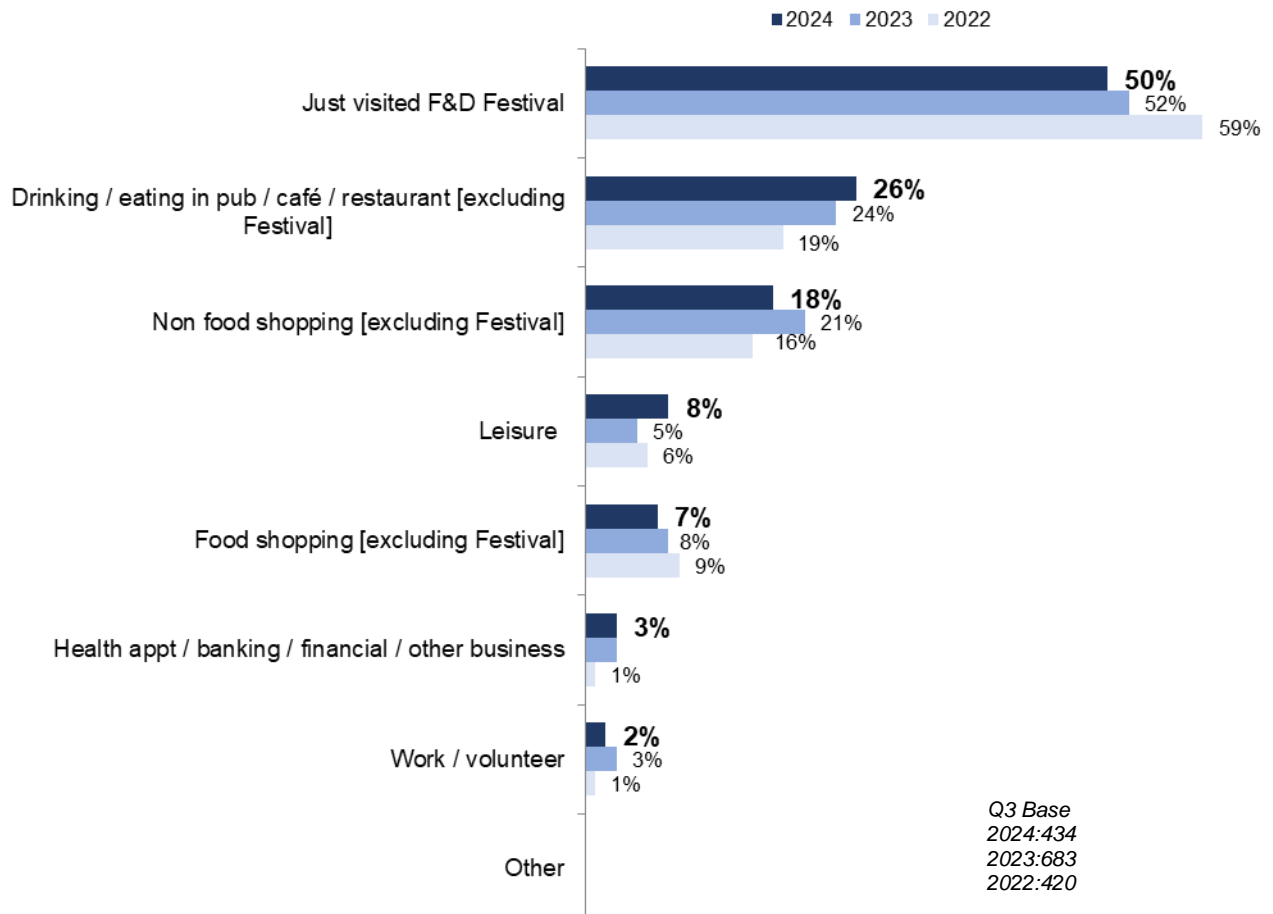


Q2 base: 428

Q3: Did you do anything else while you were in the town centre?

- Half the respondents had done something else in the town centre besides visiting the festival [2024: 50%, 2023: 52%, 2022: 59%].
- Drinking and eating in local establishments remained popular [2024: 26%, 2023: 24%, 2022: 19%]. Non- food shopping fell slightly to 18% from 21% in 2023 [2022: 16%].

BFDF 2024 Visitor Q3 Did you do anything else while you were in the town centre?



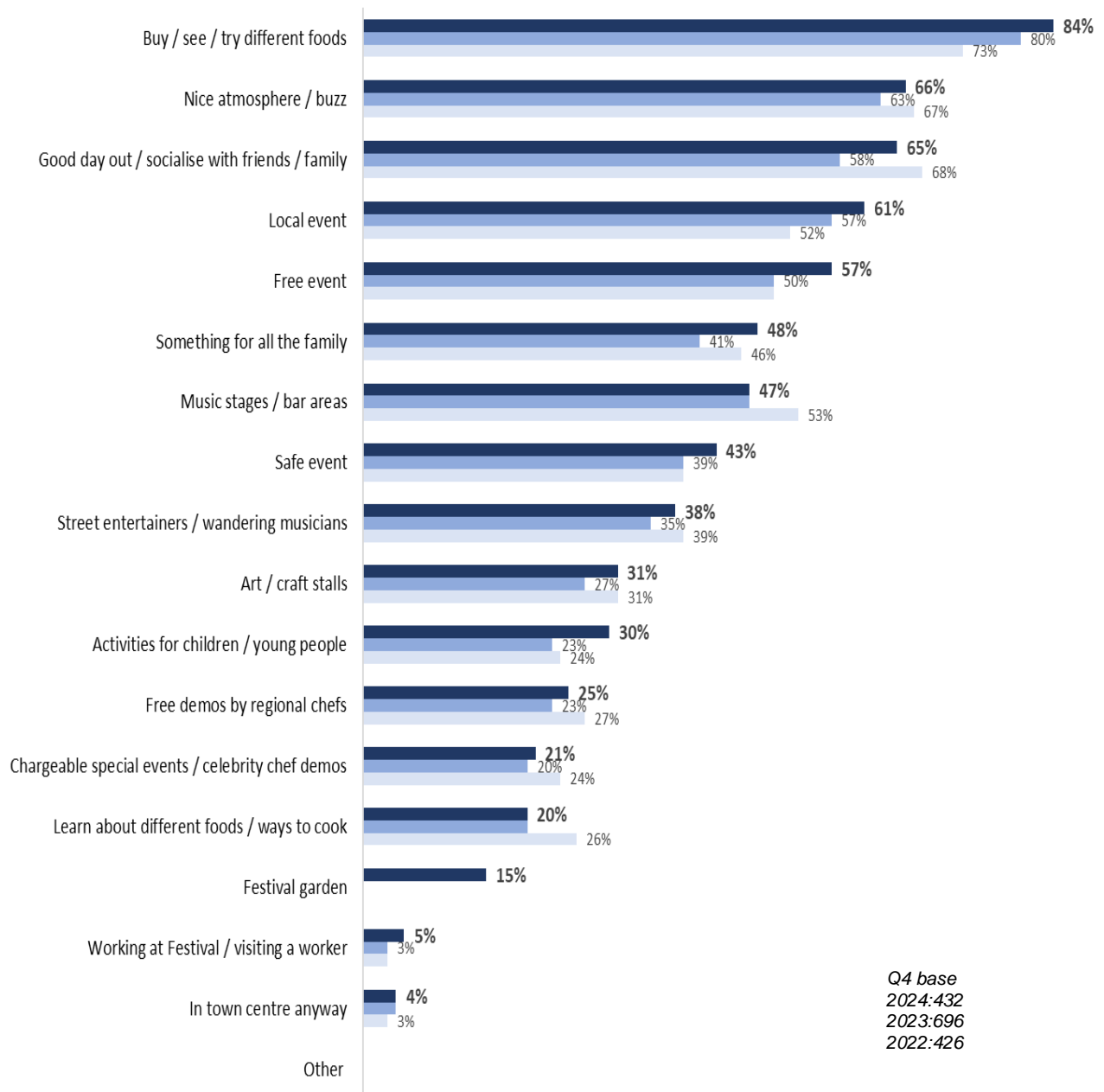
Q4: What attracts you to Bolton Food & Drink Festival?

- As in previous years, the main attraction was the chance to see, buy and try different foods. This has seen an upward trend since 2022, and is now at 84% [2023: 80%, 2022: 73%].

- In addition to a pleasant atmosphere / buzz [66%], respondents used the festival as an opportunity to have a good day out, perhaps meeting with family & friends [65%] whilst enjoying a local event [61%] that was free [57%].

BDFD 2024 Visitor Q4 What attracts you to Bolton Food & Drink Festival?

■ 2024 ■ 2023 ■ 2022

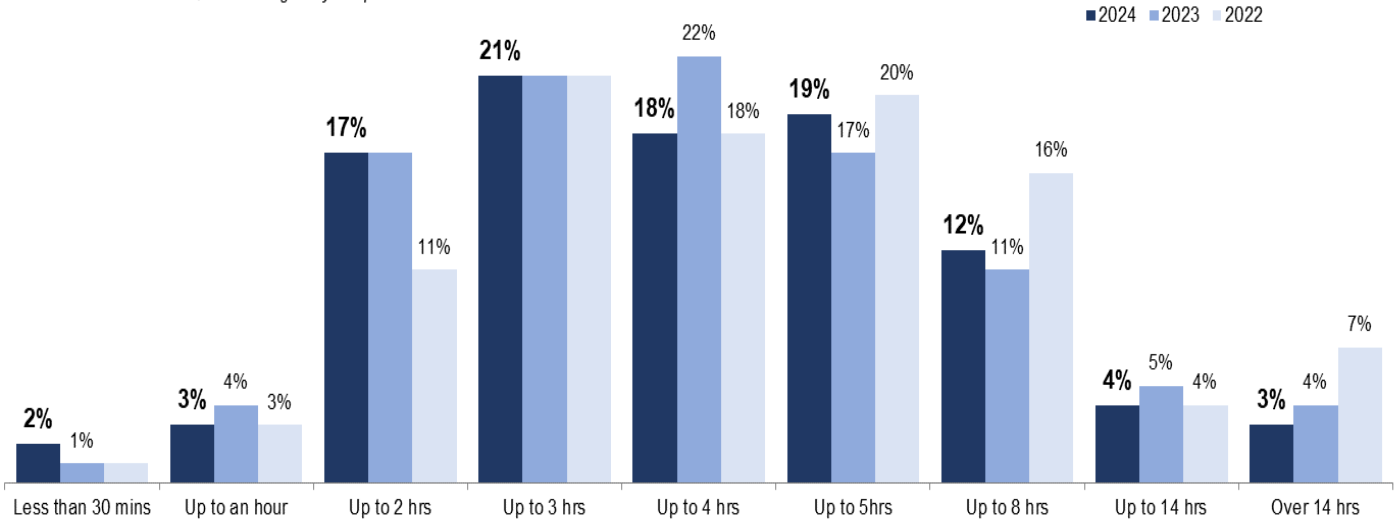


Q5: How long did you spend at Bolton Food & Drink Festival / in the town centre?

If you came more than once, please add up all your visits. Your best guess is fine!

- Dwell time continues to fall. The percentage of respondents who stayed at the festival for over three hours fell to 56% from 59% in 2023 [2022: 65%].
- Respondents most commonly [21%] spent up to three hours at the festival [2023: 22%, 2022: 21%].

BFDF 2024 Visitor Q5: How long did you spend at Bolton Food & Drink Festival / in the town centre?



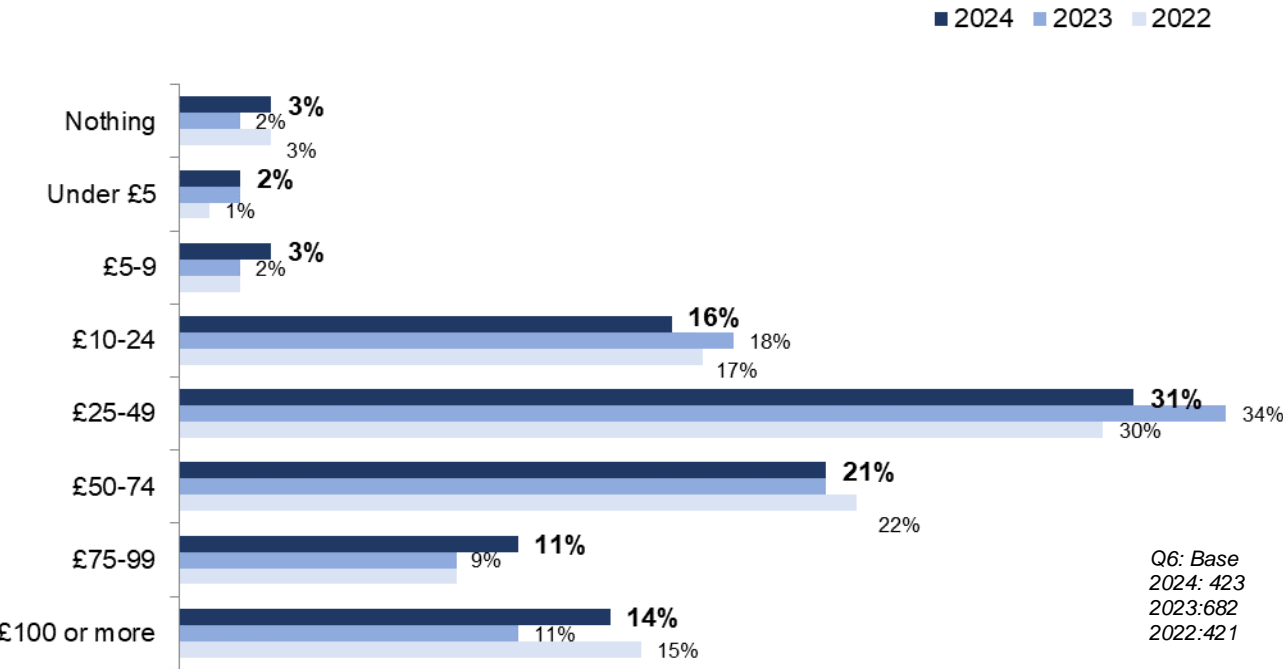
Q5: Base
2024:431
2023:695
2022:425

Q6: How much did you spend at Bolton Food & Drink Festival?

Please give the total amount you spent at the festival itself, during all your visits.

- The most common [31%] spend was £25-£49 [2023: 34%, 2022: 30%].
- 77% of respondents spent £25 or more, which is similar to previous years. 46% spent £50 or more, back at 2022 levels.
- The percentage [3%] of respondents who spent nothing is comparable to previous years.

BFDF 2024 Visitor Q6: How much did you spend at Bolton Food & Drink Festival?



Information

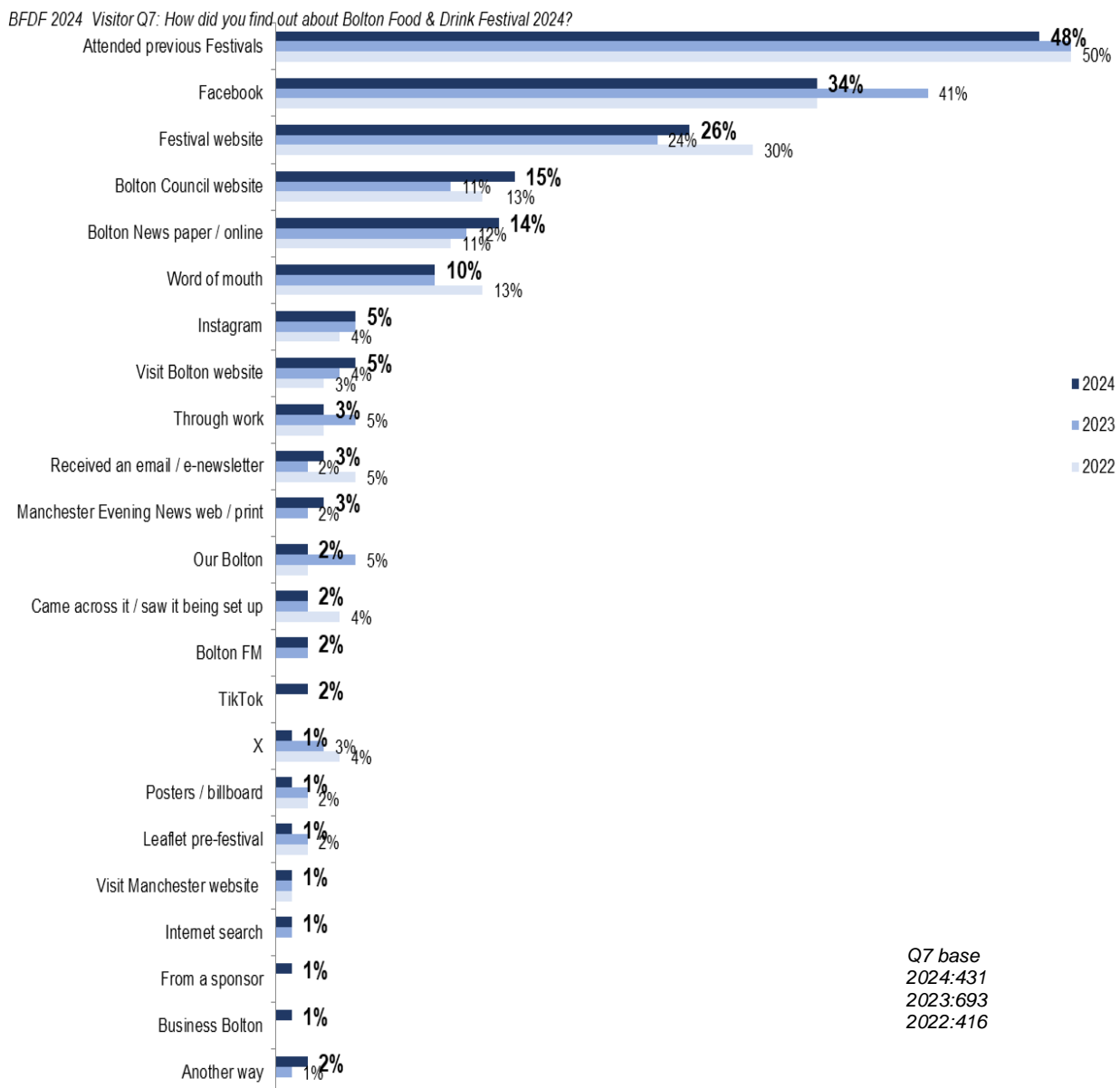
Q7: How did you find out about Bolton Food & Drink Festival 2024?

- Repeat visitors remains the top factor at 48% [50% in 2023 & 2022].
- Facebook fell to the 2022 level of 34% from 41% in 2023. At 26%, the festival website was the third most popular way again [2023: 24%, 2022: 30%].

The following chart shows responses with 5% of more respondents in 2024.

In addition the following shows the percentage of respondents who found about the festival via each of the following response categories:

- 3%: Manchester Evening News, Email / e-newsletter, Through work,
- 2%: Our Bolton, Bolton FM, Tiktok, Came across it / saw it being set up
- 1%: Visit Manchester website, pre-festival leaflets, Poster / billboards, Twitter,
- Less than 1%: Asian Leader, ITV X, XS Manchester, YouTube, Snapchat, internet search, Sponsor, Business Bolton,



- No respondents selected Lancashire Life, Cheshire life, Northern Life, Railways stations, Discover app.
- 'Another way': 6 respondents had heard via a trader or celebrity, 1 via LinkedIn and 1 from a HAF scheme.

Q8: How helpful were the following sources of information about Bolton Food & Drink Festival?

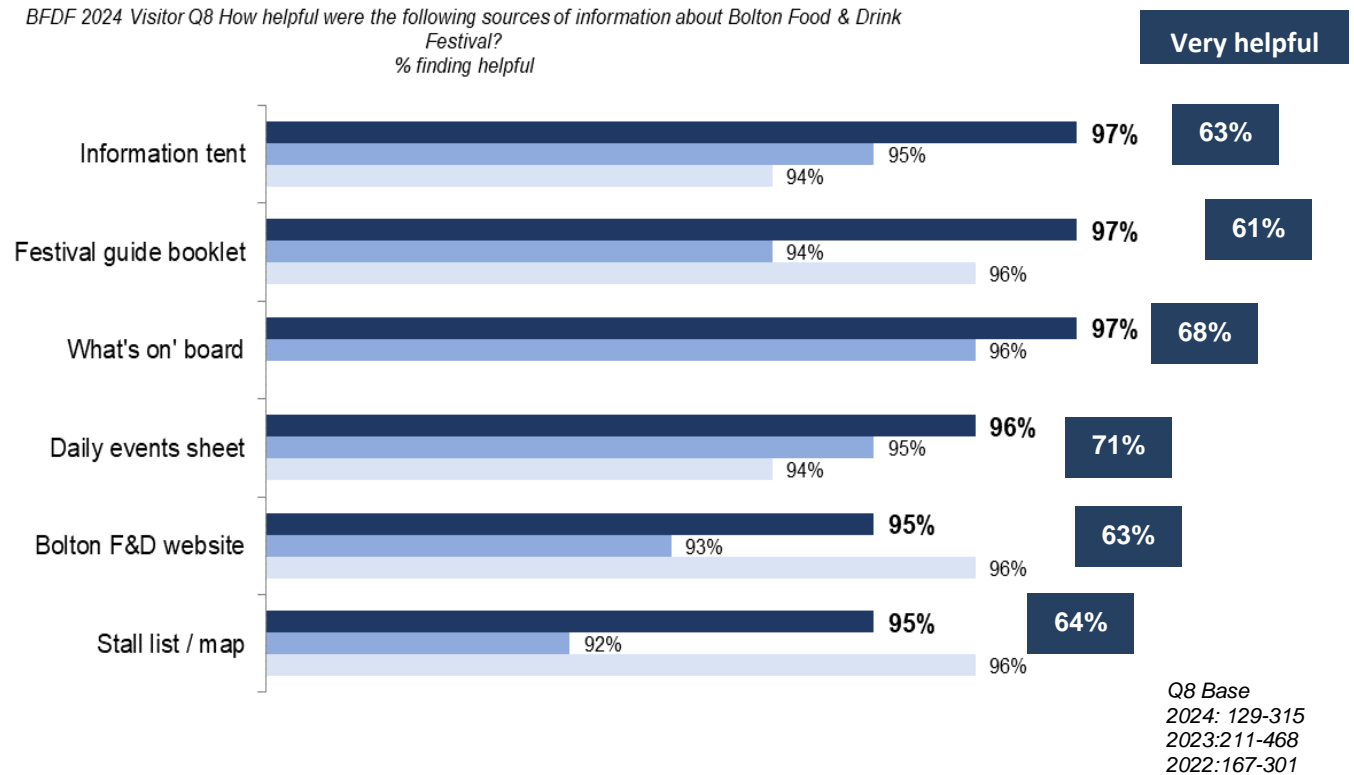
- The following table gives the percentage of respondents to this question who hadn't seen / used the information sources.

Information source BFDF Visitor 2024 Q8	% of respondents who hadn't seen information source
Information tent	65%
Daily events sheet	50%
'What's on' board	57%
Stall list / map	45%
Festival guide booklet	43%
Bolton Food & Drink Festival website	21%

- The website was the prime information source, used / seen by 79% of respondents.

The following chart shows satisfaction amongst respondents who had seen or used each information source.

- Satisfaction was at least 95% for all the information sources.
- The Information tent and festival guide booklet were the most helpful sources of information at 97% each.
- Looking at those rated 'Very helpful' the Daily events sheets came out top at 71%.



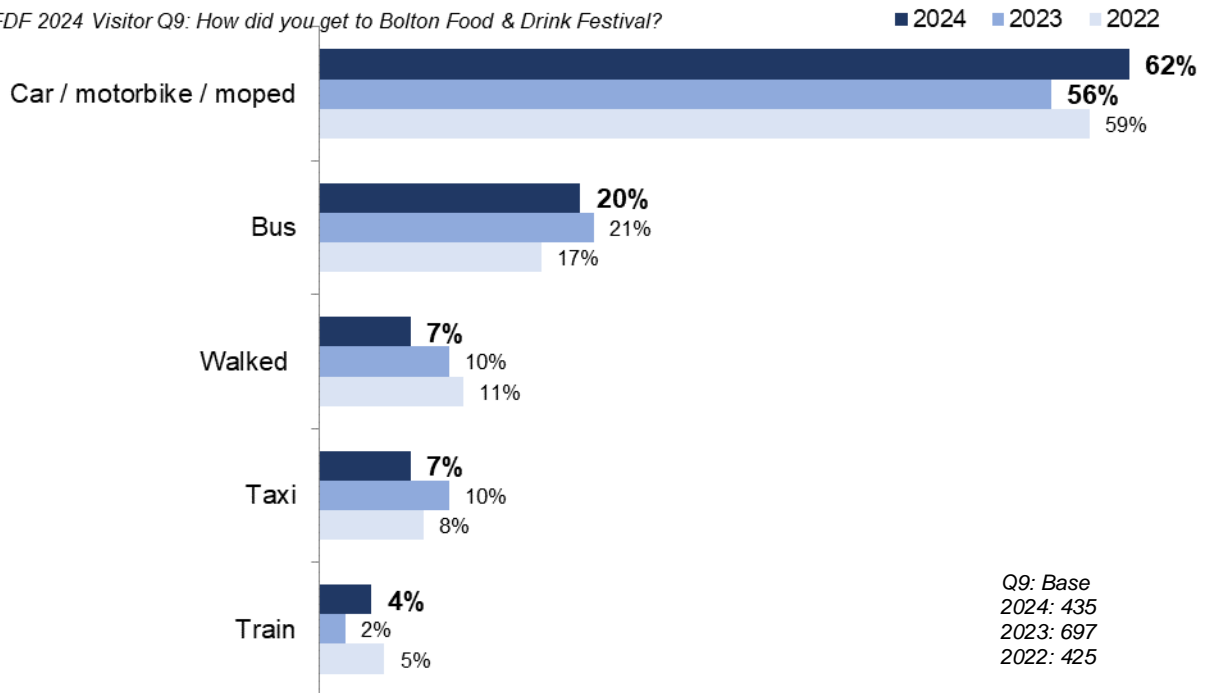
Travelling to Bolton Food & Drink Festival 2024

Q9: How did you get to Bolton Food & Drink Festival 2024?

Please give the main method used

- The percentage of visitors travelling by car has risen to 62% from 56% in 2023 and 59% in 2022.
This remains the most popular mode of transport to the festival.
- No respondents travelled by coach, 1 cycled.

BFDF 2024 Visitor Q9: How did you get to Bolton Food & Drink Festival?



Q9: Base
2024: 435
2023: 697
2022: 425

Festival market

Q10: Did you visit the festival market?

✓ 91%

✗ 9%

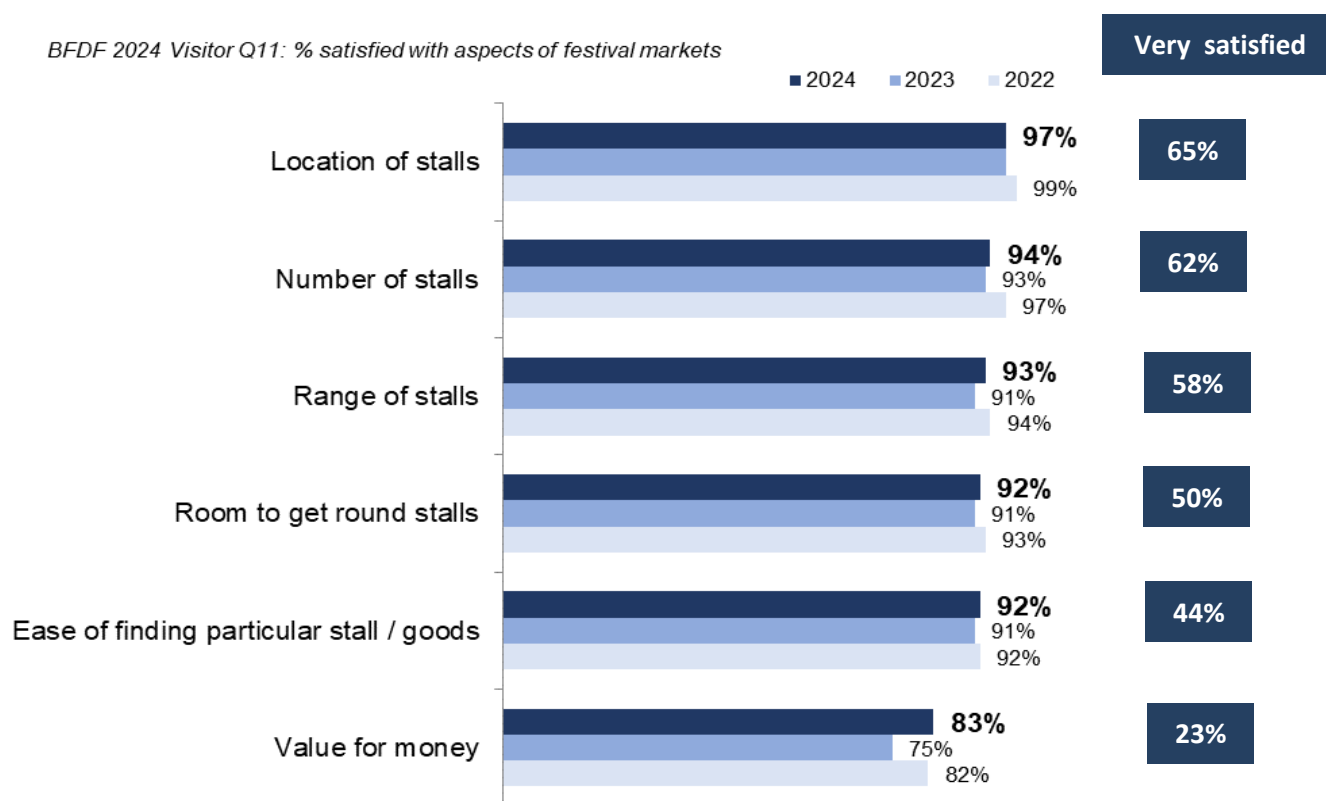
Q10 base: 434

- 91% of respondents had visited the festival market.

Q11: How satisfied / dissatisfied were you with the following aspects of the festival markets?

- Satisfaction was over 90% for all aspects except value for money which has returned to previous levels from the blip in 2023 [2024: 83%, 2023: 75%, 2022: 82%].
- The percentage of respondents who were 'Very satisfied' has risen since 2023 across the board. In order of percentage point rises, the 2024 v 2023 data is:
'Range of stalls' [58% v 51%], 'How easy it was to find particular stall / goods' [44% v 37%], 'Number of stalls' [62% v 57%], 'Location of stalls' [65% v 61%], 'Room to get round the stalls' [50% v 47%], 'Value for money' [23% v 20%].

BFDF 2024 Visitor Q11: % satisfied with aspects of festival markets

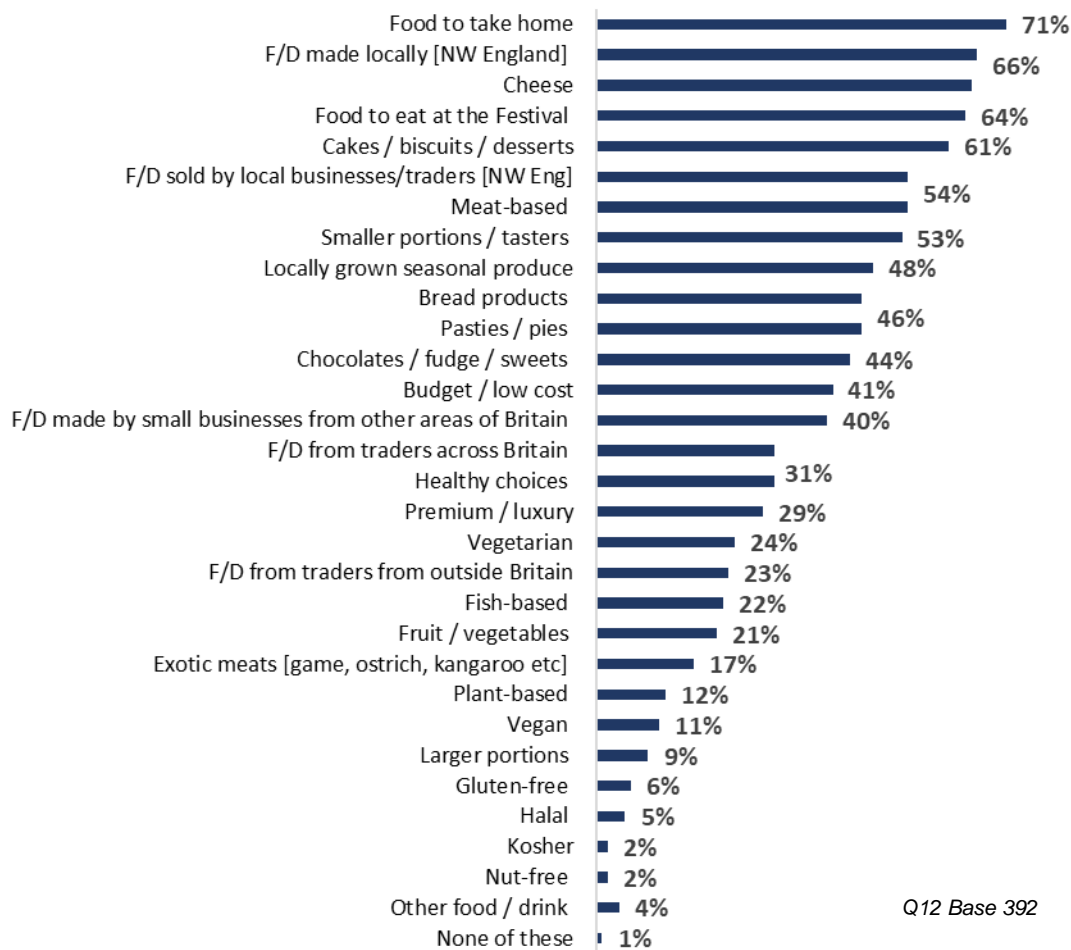


Q11 Base
2024: 334-386
2023: 620-655
2022: 366-410

Q12: What kinds of produce would you be interested in buying at future Bolton Food & Drink Festivals?

- Respondents were most interested in food they could take home [71%].
- More than half the respondents were interested in the following:
Food and drink produced locally in the north west [66%], Cheese [65%], Food to eat at the festival [64%], Cakes / biscuits / desserts [61%], Food & drink sold by regional traders [54%], Meat-based [54%], Smaller portions / tasters [53%].
- 'Other / food / drink' was mainly specific types of cuisine or products.

BFDF 2024 Visitor Q12 What kinds of produce would you be interested in buying at Bolton Food & Drink Festivals?



Stall holders were able to trade from 10am to 6pm on Saturday and Sunday, and from 10am to 5pm on Monday

Q13: Were you happy with these trading times?

✓ 93%

✗ 7%

Q13 base:391

- 93% of respondents were happy with the current trading times. The 27 who were not were routed to Q14.

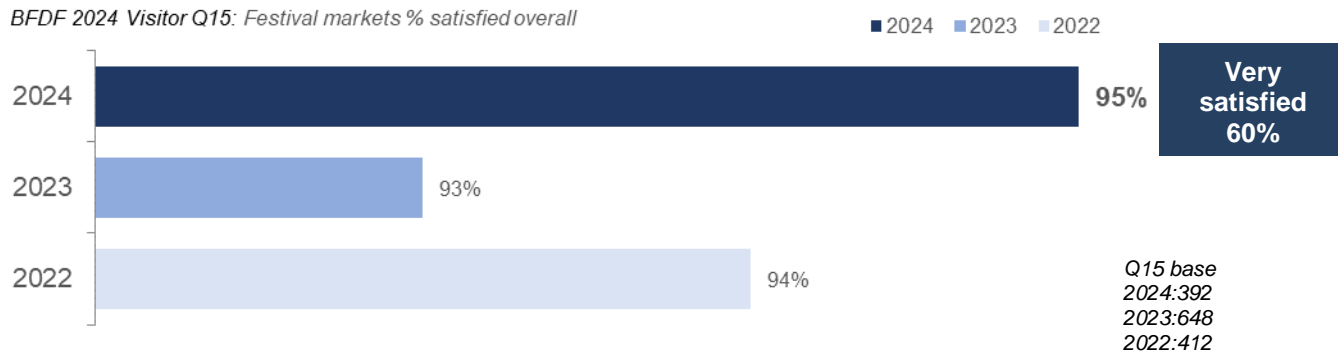
Q14: What times would you prefer?

- Out of 25 respondents who commented on trading times, 22 wanted the stalls to be open later, with 3 respondents each mentioning Saturday or Sunday.
- Closing times of between 7pm and 10pm or when the music finished were suggested, although 8pm was the most popular.
- As in previous years, respondents wanted to enjoy food or a drink whilst listening to the music.
- Only 2 respondents wanted an earlier start, and 1 an earlier finish

Q15: Overall, how satisfied / dissatisfied were you with the festival markets?

- Overall satisfaction with the festival markets is now at 95% [2023: 93%, 2022: 94%].
- The percentage who were 'Very satisfied' rose to 60%, back to the 2022 level from 52% in 2023.

BFDF 2024 Visitor Q15: Festival markets % satisfied overall

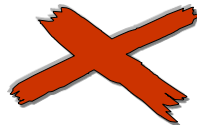


Regional chef demos

Q16: Did you see any of the free regional chef demos?



17%



83%

Q16 base:435

- 17% of respondents had seen a free demo in 2024, up from 14% in 2023 and 15% in 2022.

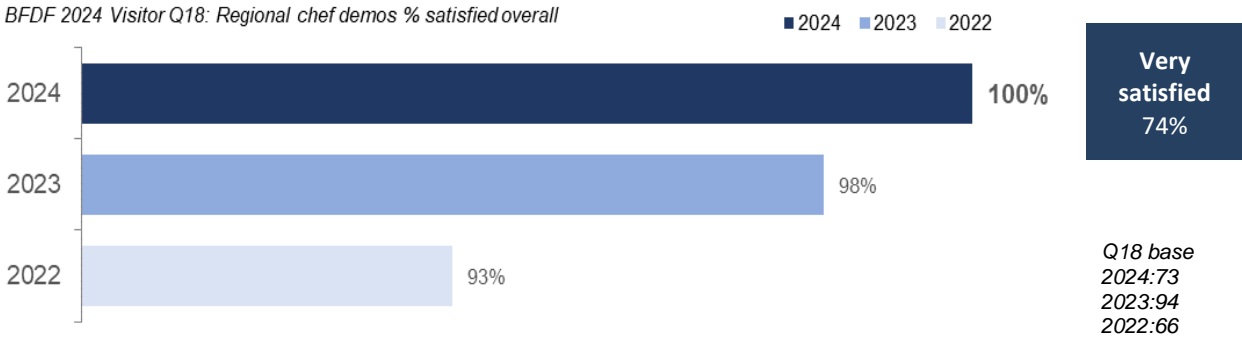
Q17: Which free regional chef demos did you see?

- 15 respondents couldn't name any of the chefs they saw.
- Some respondents said they had seen free demos by a celebrity chef.
- Biggest recognition was for Micheal Caine, who was recalled by 5 respondents.

BFDF 2024 Q17 Which free regional chef demos did you see?	Number of respondents
Micheal Caine	5
Anna – Bake & Roast / Smithills Tea Room	4
Ainsley / Ainsley Harriot	4
Tim Allen	4
Baking Nana	3
Simon Wood	3
Robert Owen Brown	3
Cheesecake	2
James Martin	2
Joe / Joe Macleod	2
Simon	2
Andrew	1
Chocolate	1
Ed (All about the beef)	1
Jason Atherton	1
Jirdin	1
Jo Jo Foodie	1
Making taco	1
Rustly Lee	1
The one from the Monastery	1
Simon Sharp	1
Sean Noonan	1
Doug Crampton	1
Whats your beef	1
Whats your burger	1

Q18: Overall how satisfied / dissatisfied were you with the free regional chef demos?

- All respondents were satisfied with the free regional chef demos [2023: 98%, 2022:93%]
- The percentage of respondents who were ‘Very satisfied’ rose to 74% from 68% in 2023 [2022: 71%]



Special events

Q19: Did you go to any of these special events?

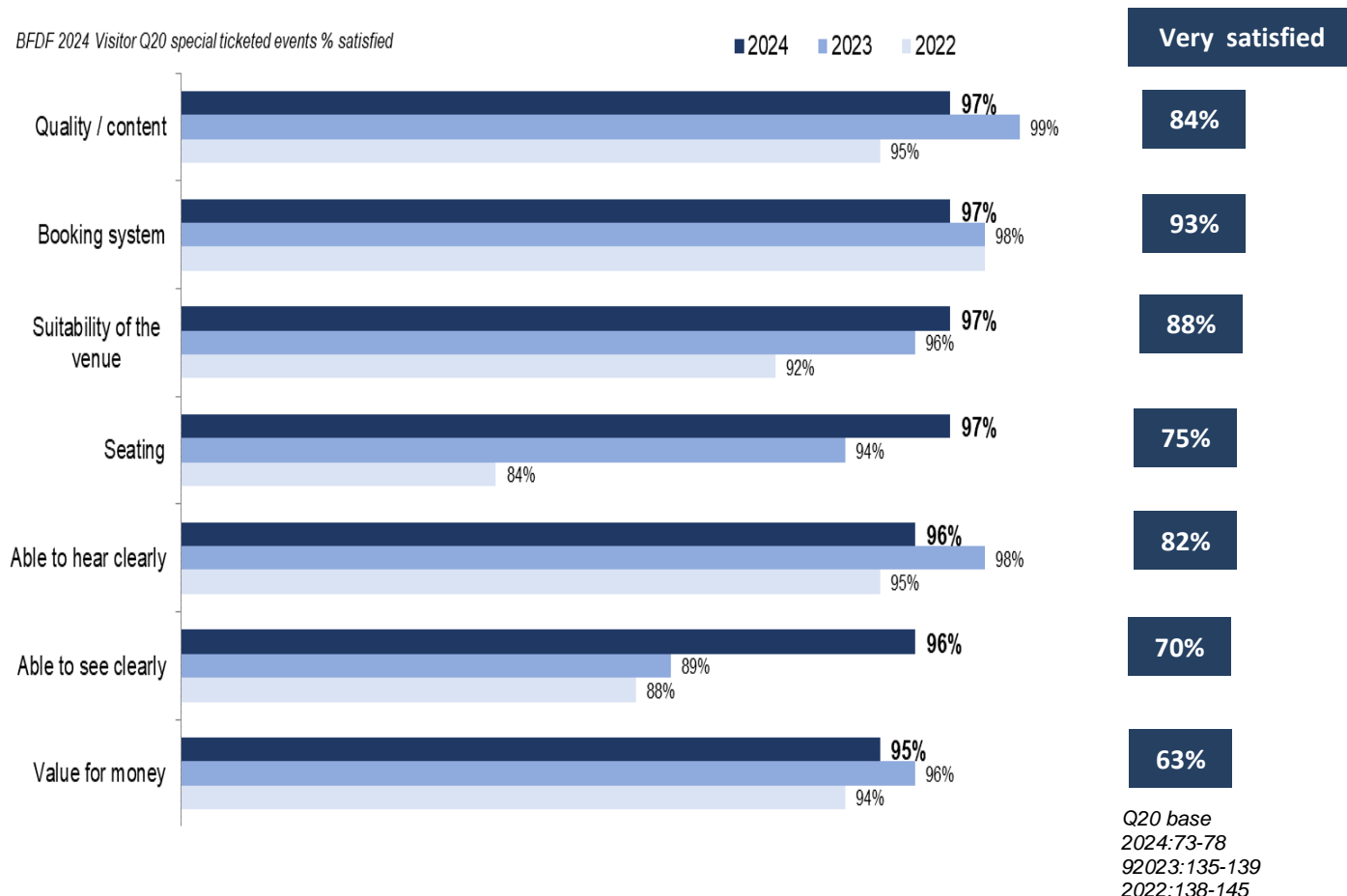
- 82% [353] of 431 respondents who answered this question hadn't been to any of the special events and are excluded from the following chart.
- Looking at the 78 respondents who had attended a special event, over half [42] had seen one of James Martin's demos, 28 one of Ainsley Harriot's events, 11 had been to the Faulty Towers original dining experience, 6 to the Mayo's Prosecco Picnic Platter and 2 to the Sheer Luck Holmes original dining experience.



Q20: How satisfied / dissatisfied were you with the following aspects of the ticketed special events?

- Although bases are very low for 2024 and percentages should be treated with particular caution, satisfaction is at 95% or above for each aspect,
- The following aspects all had 97% satisfaction: 'Quality / content of event' [84% 'Very satisfied'], 'Booking system' [93% Vs], 'Suitability of the venue' [88% Vs], Seating [75% Vs].

BFDF 2024 Visitor Q20 special ticketed events % satisfied



Q21: Overall, how satisfied / dissatisfied were you with the special events?

- Although the 2024 base is very low, overall satisfaction with special events is now at 96% [2023: 95%, 2022: 92%].
- 77% of respondents were 'Very satisfied' [2023: 72%, 2022:67%]

BFDF 2024 Visitor Q21 special events overall % satisfied



Q22: Please use this space if you'd like to suggest any special events that we could offer at future Bolton food & drink festivals

A lot of the comments in this section didn't actually suggest any special events but gave general comments. These have been moved to the overall comments section [Q40].

Of the remaining comments, a variety of things were suggested. These included bottomless brunches, afternoon teas, vegetarian, vegan, Indian food, fungi and halal events, *"an expert led wine tasting event."* More local chef demos were suggested, and one respondent felt that *"it would be good to see local businesses do demos"*.

Food growing and sustainability could be promoted; *"there was pea planting in the festival garden but that seemed just for kids"* along with *"education about growing your own food at home - in window boxes, in tubs, in small gardens, how to make a cloche, ...winter food growing, eating and sourcing food that's seasonal and local to cut down road miles and air miles and sea miles."*

Healthy and budget cooking ideas were also suggested: *"maybe a free demo using affordable store cupboard ingredients to make delicious healthy but cheap family meals."*

Competitions were suggested, such as a *"3 day bake off"*; interactive events *"a session where the ingredients are provided and you can actually make a recipe"*, and demos where attendees could eat the food that had been prepared.

There could be more variety in the events; one person had been to two *"James Martin demos - hoped to see different dishes but they were both the same."*

One respondent asked for a *"serious community arts participation area where festival goers can have a go at an art technique, or create a painting, or make a bespoke piece of jewellery."*

Also put forward were meet and greets / book signings with celebrity chefs or the opportunity to *"meet bolton wanderers players or coaching staff."*

One respondent suggested getting *"Becki Jones to do a food demo!!!"*. Another wanted *"a copy of the recipes Ainsley cooked"*, and a third suggested council events providing advice on recycling, warm hubs / heating and food clubs". There could also be an *"evening Meal with Celebrity Chefs and maybe a comedian or two or something"*, *"other dining experiences"*, and a *"stall crawl- where you get to sample small bites and drinks from a variety of stalls with a paid wristband/ticket"* and *"physical fitness tests with links to Bolton Ironman events"*

Respondents also wanted more music events, including *"music from around world."* and *"a space for young artists to try out singing skills and busking."*

Free or cheaper special events were requested, together with “*tickets for demo more availability on the day without the need to prebook*” and charity events such as “*try to score a penalty against a semi-pro footballer. Or Dunk a Fireman into some water, by dislodging him with a sponge*” or “*a payable juke box with proceeds to a local charity. Eg, Bolton Hospice*”.

Events for children could include a variety of special events, such as basic cooking, food tasting and introductions to new foods, and cheerleading. “*Children's chef demos or chefs that make something children can make whilst doing the demo*”, “*a child specific cooking demo or like junior bake off*” or “*teen only events, cookery, spaces, demos*”, were also put forward, as were “*outdoor things for older kids to use like a climbing wall etc.*” Respondents requested “*a greater range of bikes for tiny tots*” and a silent disco.

Events should cater for people with disabilities and special needs: “*my child has autism so the level of music from the stage bouncing off the buildings effected him a lot.*”

Live music - festival music stage and acoustic stage

Q23: Did you visit the festival music stage, or the acoustic music stage?



61%



39%

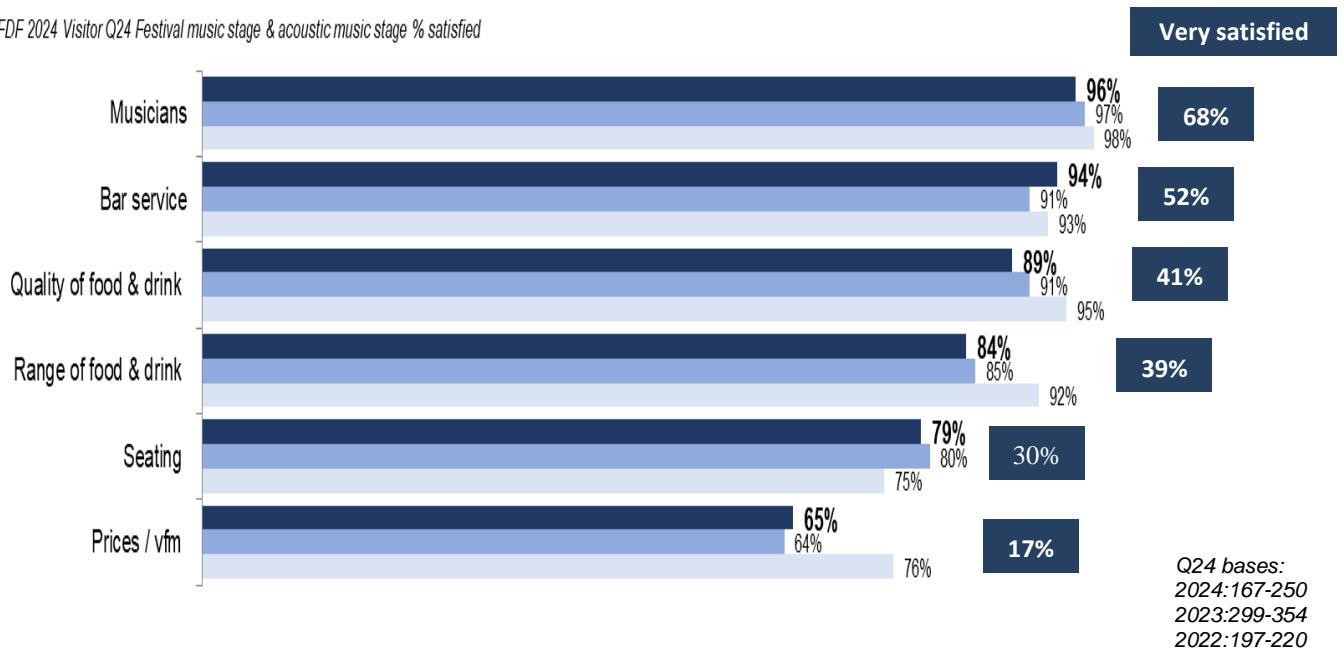
Q23:base:434

- 61% of respondents had visited the festival music stage or the acoustic music stage, up from 56% in 2023 and 2022.

Q24: How satisfied / dissatisfied were you with the following aspects of the festival music stage / acoustic music stage?

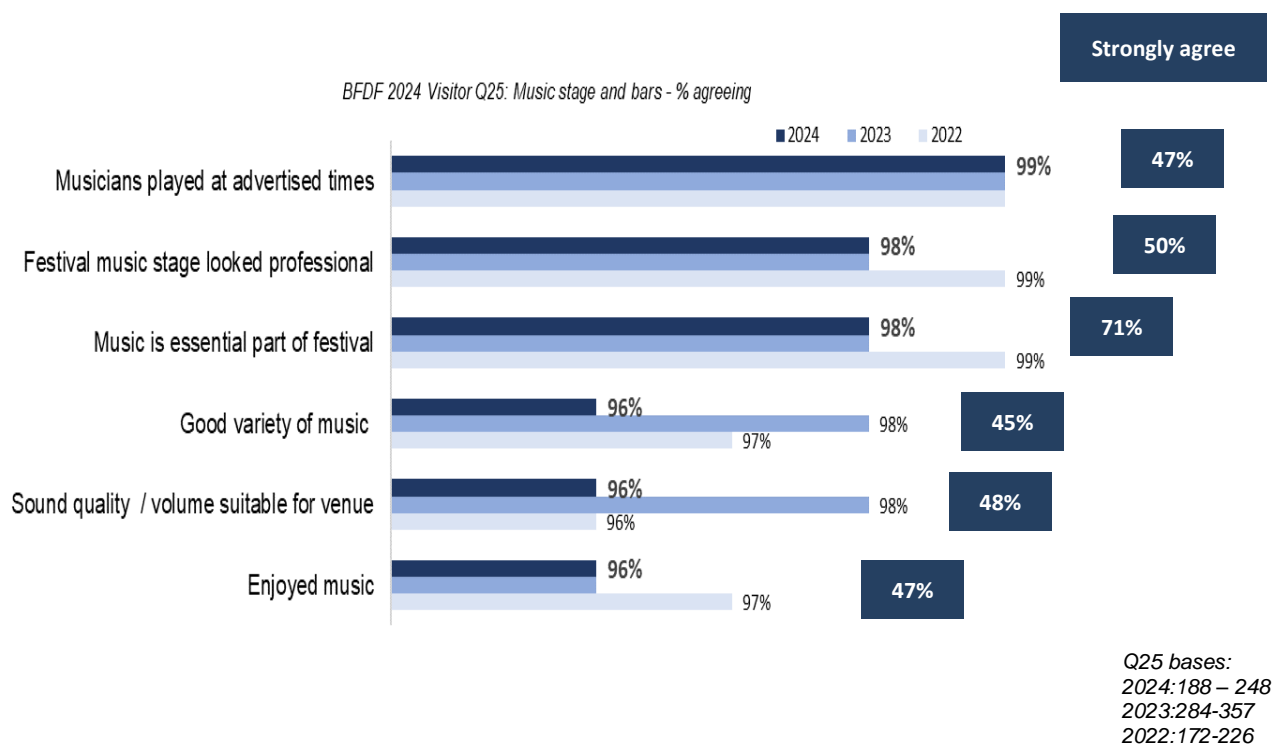
- Satisfaction remains highest with the musicians [96% satisfied, 68% 'Very satisfied'] and bar service [94% satisfied, 51% 'Very satisfied'].
- The largest change compared with 2023 was regarding 'Quality of food & drink in the bars' which saw a 5 percentage point fall in those who were 'Very satisfied' in 2023 compared to the 41% level in 2024.

BDFD 2024 Visitor Q24 Festival music stage & acoustic music stage % satisfied



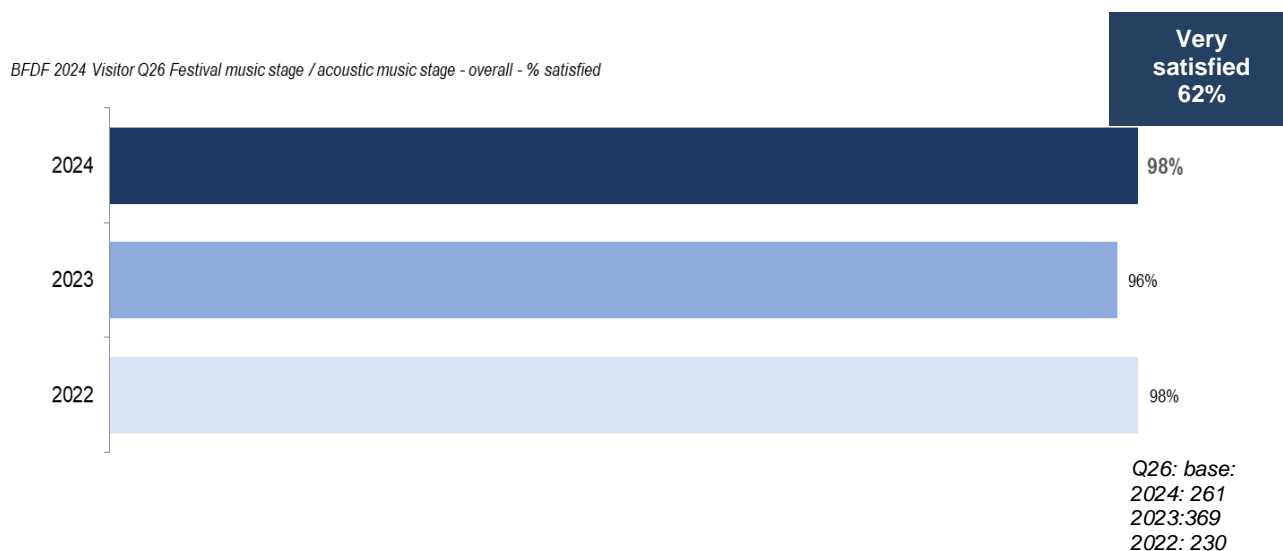
Q25: Just thinking about the Festival Music Stage & Bar / Acoustic Bar, how far do you agree / disagree with the following statements?

- Satisfaction levels remain very high, and have changed little since previous years, with at least 96% of respondents agreeing with each statement in 2024.
- Looking at those respondents who 'Strongly agree', highest agreement was again that that 'Music is an essential part of the festival' [71%, comparable to 70% in the last two years, and was lowest [45%] for the variety of music.



Q26: Overall, how satisfied / dissatisfied were you with the festival music stage / acoustic music stage?

- Overall satisfaction has risen back to 2022 level of 98%.
- The percentage of respondents were 'Very satisfied' rose to 62%, up 10 percentage points from 52% in 2023 [50% in 2022].



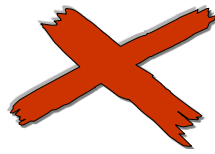
Activities / entertainment for children & young people

Q27: Did any children / young people [aged 18 or under] go Bolton Food & Drink

Festival 2024 with you?



41%



59%

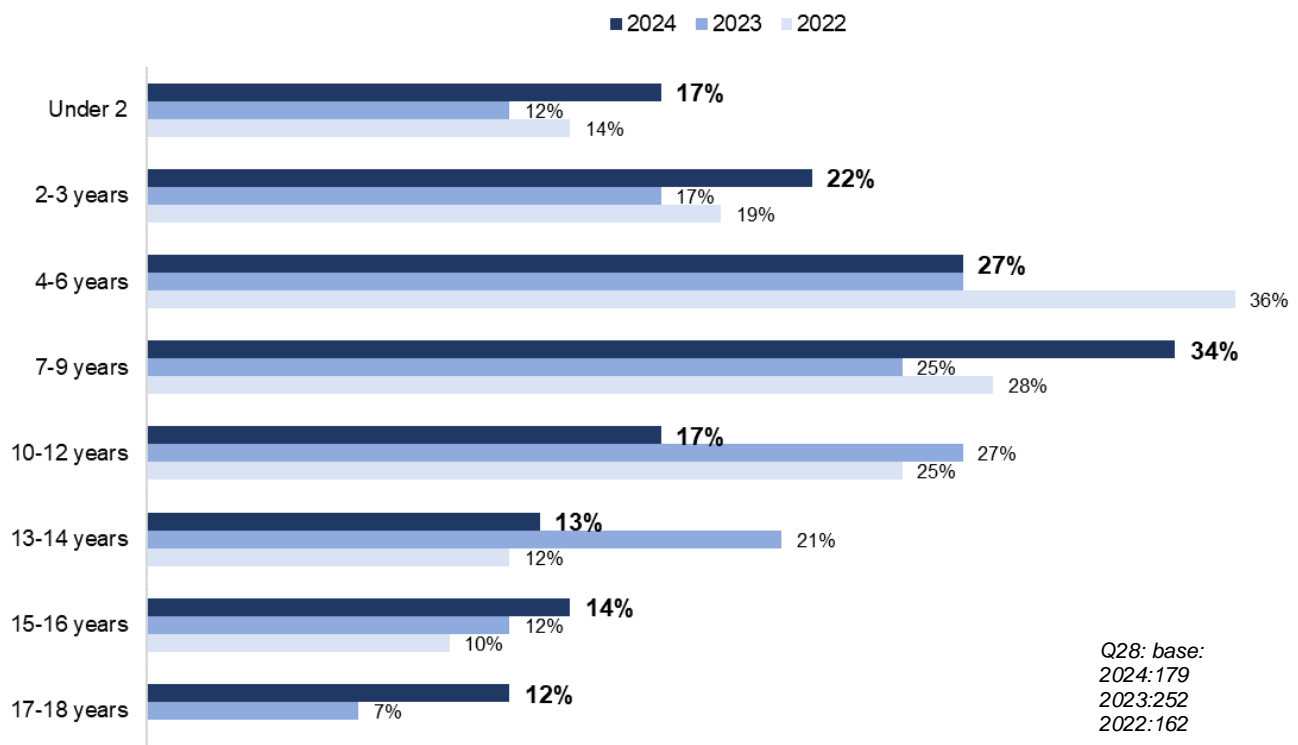
Q27 base: 433

- The percentage of respondents who took children to the festival rose to 41% in 2024, up from 36% in 2023 and 39% in 2022.

Q28: How old are they?

- Compared to last year, the percentages of respondents attending with children increased or stayed the same for those with children aged 9 years or below, and for 15 - 18 year olds. The most notable change was for those attending with 7-9 year olds which went up nine percentage points to 34% from 25% in 2023.

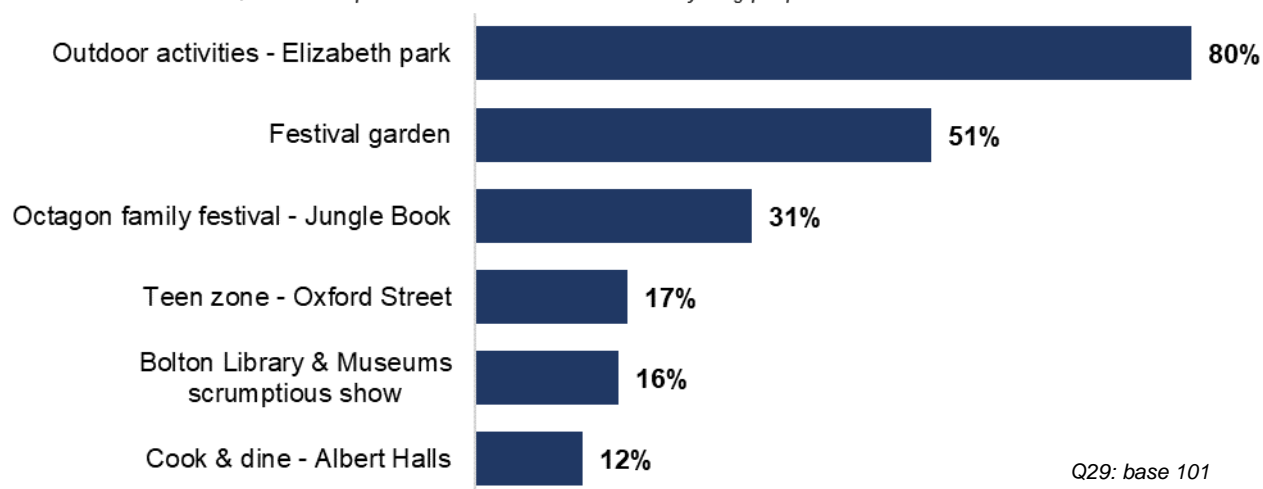
BFDF 2024 Visitor Q28 Age of children in party



Q29: Did the children / young people in your party get involved in any of these activities / entertainments?

- 44% of the 181 respondents with children who answered this question hadn't taken part in the listed activities and are excluded from the chart.
- Eight out of ten of those who took part in an activity took part in outdoor activities at Elizabeth park, and over half had taken part in the various activities offered in the festival garden.

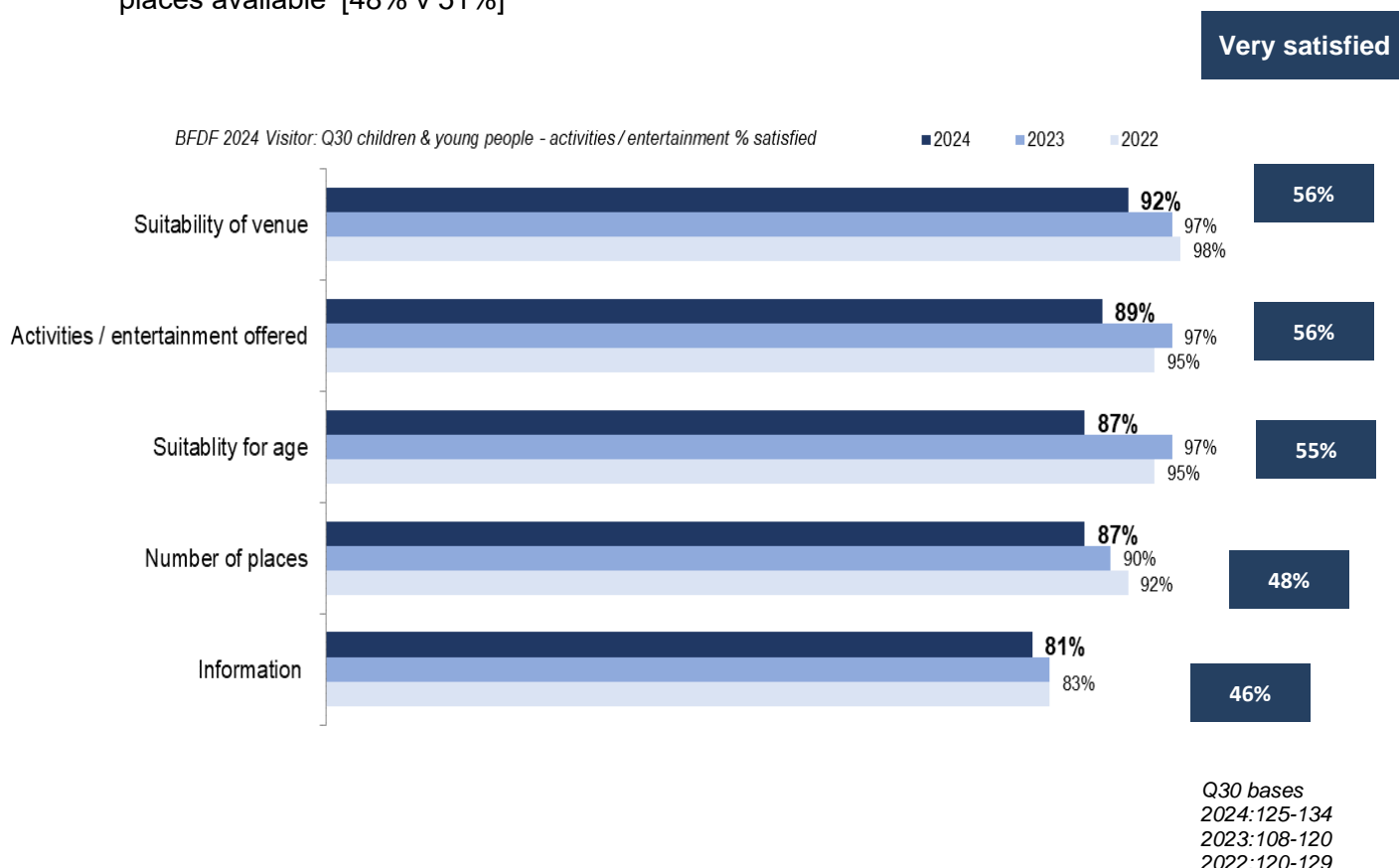
BFDF 2024 Visitor: Q29 % take up of various activites for children & young people



Q29: base 101

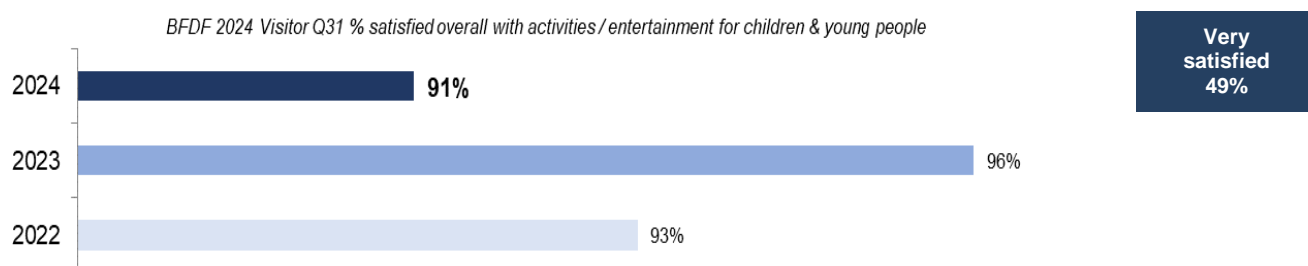
Q30: How satisfied / dissatisfied were you with the following aspects of activities offered for children / young people?

- Although satisfaction has fallen in comparison to 2023 it remains at 81% or above for all aspects. Highest satisfaction [92%] was around 'Suitability of venue', and lowest with 'Information [what was on, any cost, how to book etc]'.
- Respondents who were 'Very satisfied' has also fallen compared with 2023 as follows in order of percentage point decrease:
 'Suitability for age of children / young people in your party' [55% v 65%], 'Information' [46% v 51%];
 'Suitability of venue' [56% v 60%] 'Activities / entertainment offered' [56% v 59%]; 'Number of places available' [48% v 51%]



Q31: Overall, how satisfied / dissatisfied were you with the activities / entertainment for children & young people?

- Overall satisfaction with children / young people's activities fell to 91% from 96% in 2023 [2022: 93%], and the percentage who were 'Very satisfied' also fell to 49% from the 2023 and 2022 levels of 56%.

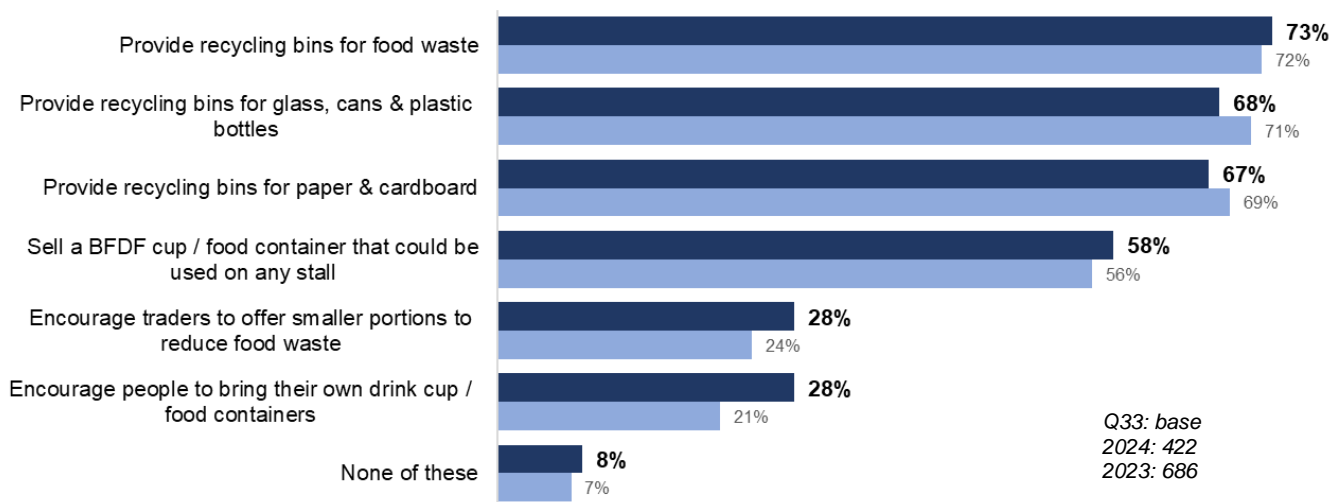


Environmental impact

Q33: Which of the following should we do to make future festivals more environmentally-friendly?

- As was the case last year when the question was first asked, the most popular measures were the provision of recycling bins. 73% supported the provision of food waste bins, 68% wanted bins for glass, cans and plastic bottles, and 67% bins for paper and cardboard.
- 58% of respondents supported the idea of a festival cup or food container which could be used on any stall.
- Other suggested methods were less popular, although over a quarter would like to see smaller portions, and felt that people should be encouraged to bring their own containers.

BFDF 2024 Visitor Q33 % agreeing with measures to make BFDF more environmentally-friendly



Overall views

Q34: Did you visit our Bolton Food & Drink Festival last year?

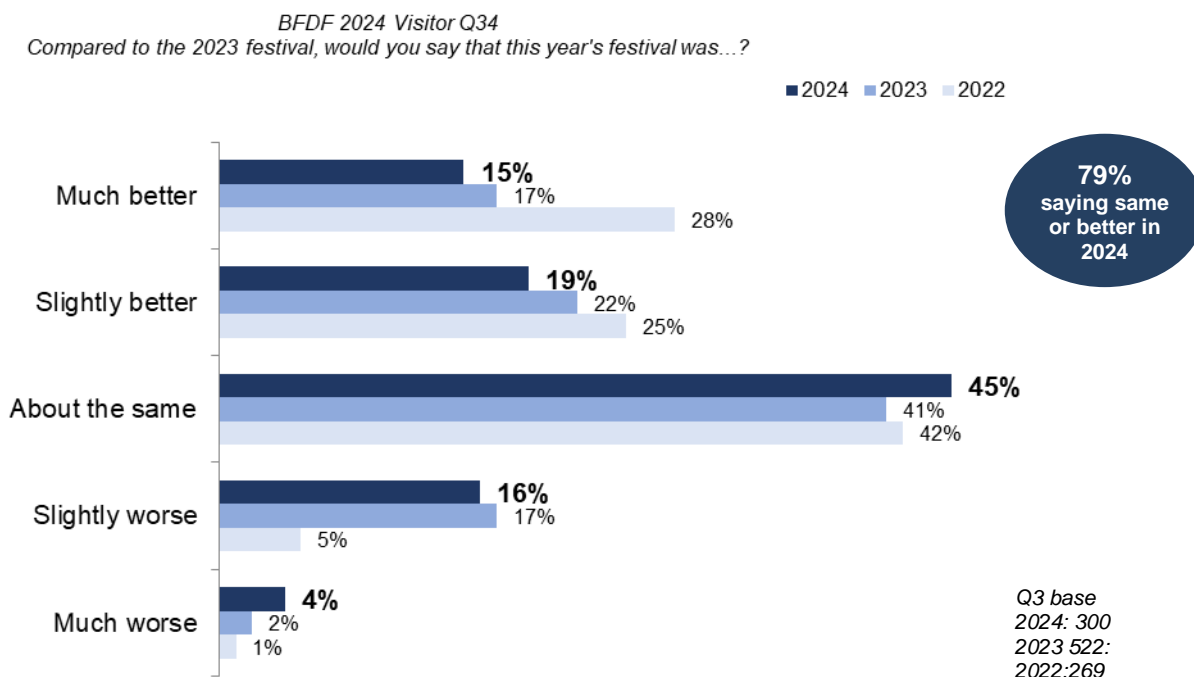


Q34 base 432

- 71% of respondents had visited the 2023 festival, compared to 76% in 2023 and 64% in 2022 who had visited in 2022 and 2021 respectively.

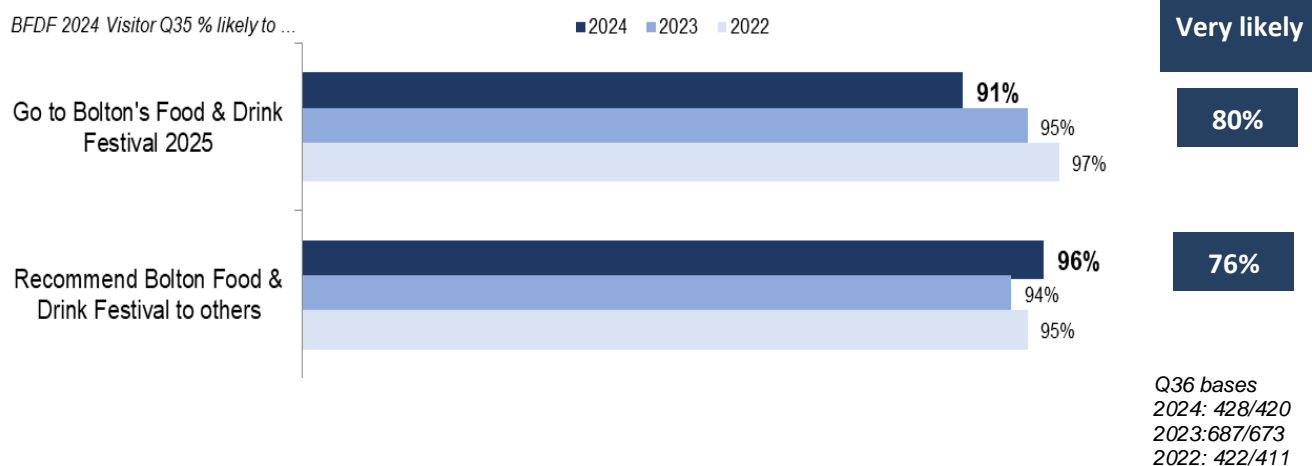
Q35: Compared to the 2023 festival, would you say that this year's festival was..?

- At 79%, the percentage of respondents who felt that the 2024 festival was better or as good as the 2023 is little changed from 80% in 2023, though still a long way below 95% in 2022.
- 45% agreed that the festival was better than in 2023 when the percentage was 39% for the 2022 festival.



Q35 How likely are you to?

- The percentage of respondents who say they are likely to go to the next festival continues to fall slightly but it still at 91% [2023: 95%, 2022: 97%]. However, the percentage who say they are 'very likely' has risen to 80% from 74% last year.
- 96% of respondents would recommend the festival to others, similar to 94% in 2023 and 95% in 2022, whilst the percentage who were 'very likely' to do this rose to 76% from 71% in 2023.

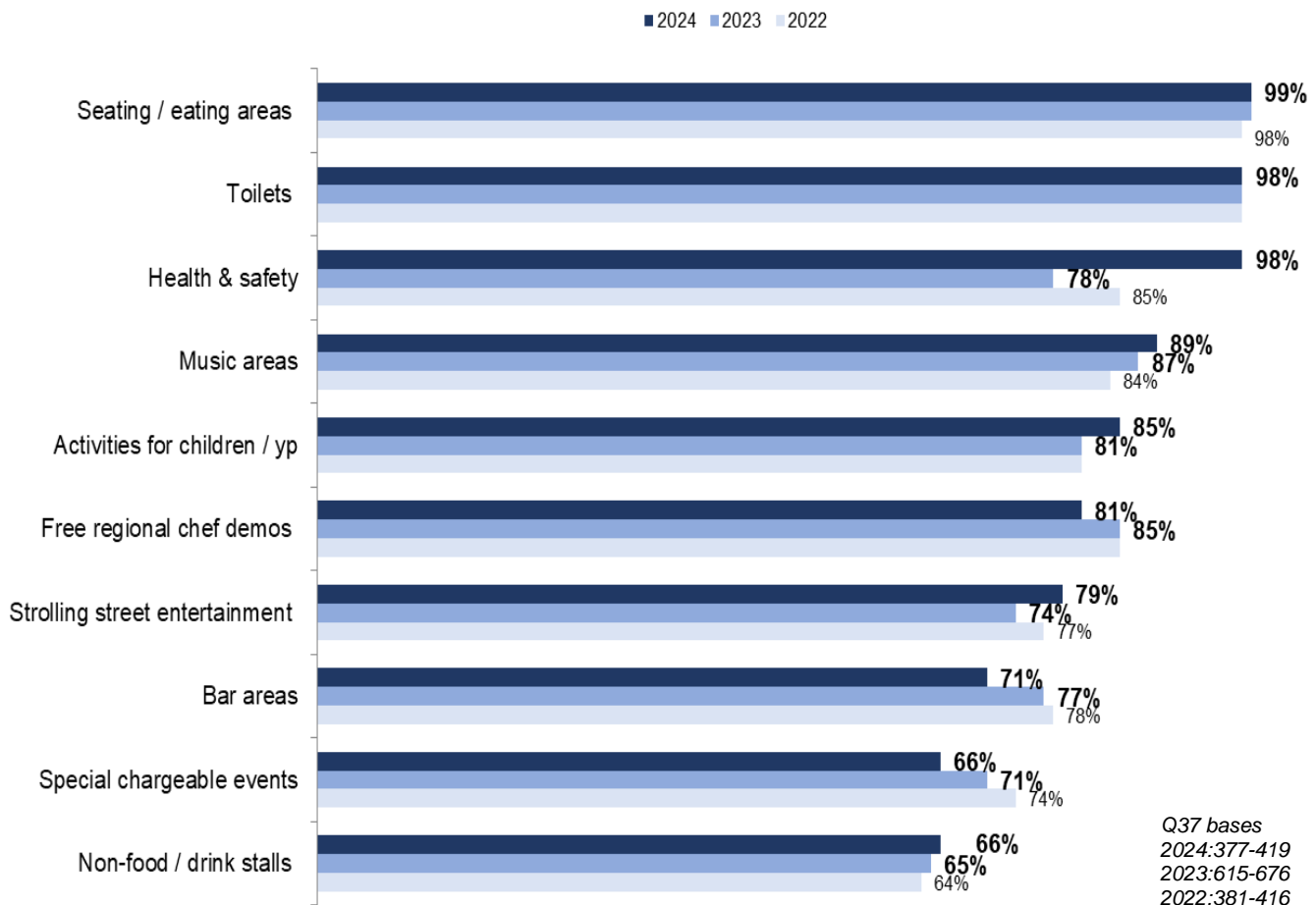


We're keen to continue to improve our Food & Drink Festival, ensuring all our regulars have a great time whilst offering something new to keep things fresh and attract new visitors.

Q37 With this in mind, how *important* are the following for you?

- 'Seating / eating areas' and 'Toilets' remain the top two most important factors [99%:98%], with 'Non-food / drink stalls' remaining the least important [66%].
- All factors have seen little change in importance since 2022. Health & safety is at 98%, although in previous this sub-question was framed about COVID-19 precautions and general hygiene.

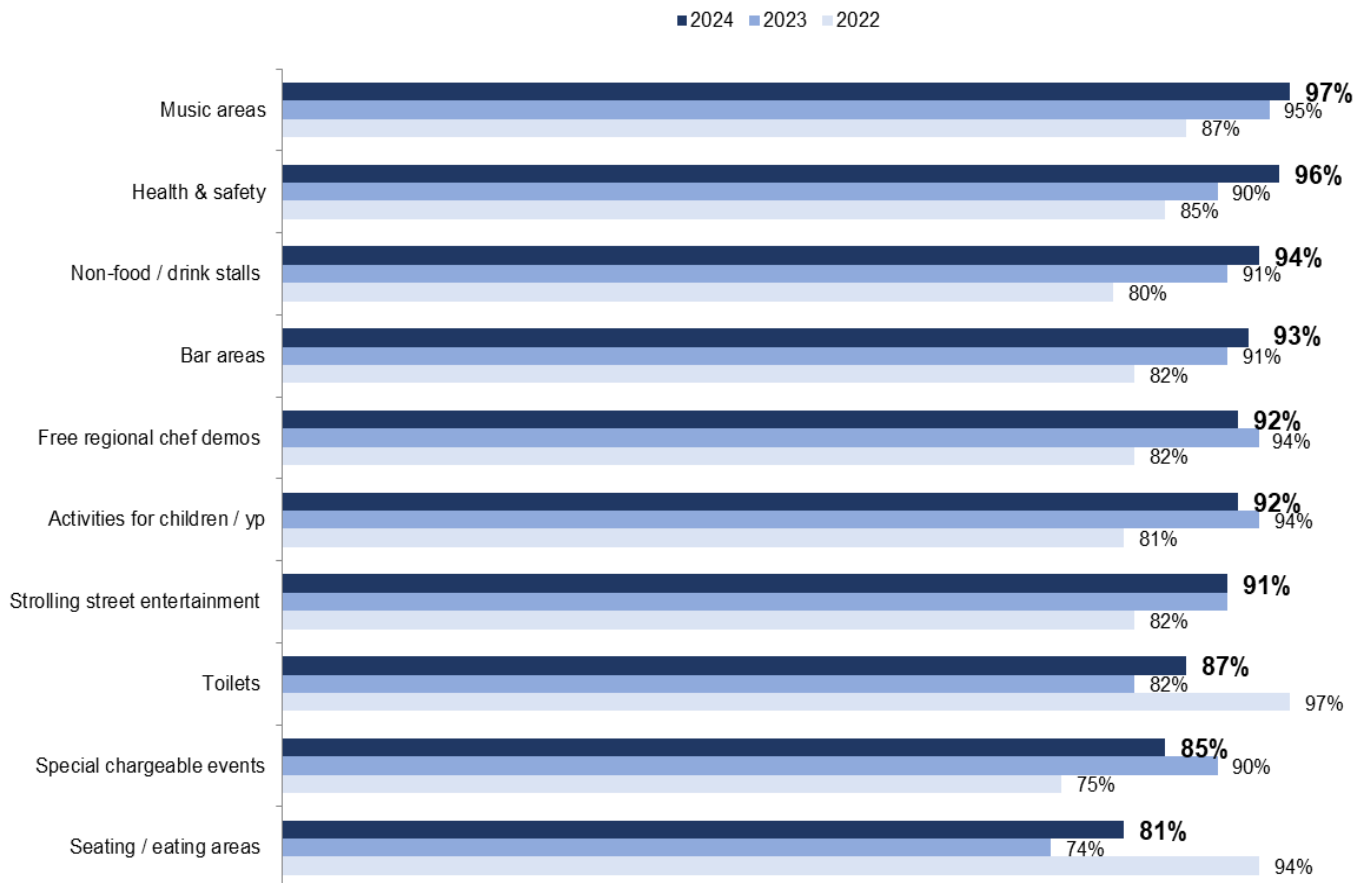
BFDF 2024 Visitor Q36 % saying important



Q38: How *satisfied* were you with the following?

- Satisfaction is similar to 2023 levels; ['Health & safety' is a reworded category], the largest percentage point change is around 'Seating / eating areas' which rose to 81% from 74% in 2023, although this was 94% in 2022.

BFDF 2024 Visitor Q37 % satisfied



Gap analysis Q37 & 38

To achieve happy customers, satisfaction should be equal to, or exceed importance. Gap analysis can therefore help event organisers to improve the visitor experience by concentrating resources on areas with negative gaps, and moving away from factors where satisfaction exceeds importance.

Areas of concern			
Satisfaction LOWER than importance	Importance %	Satisfaction %	% point gap
Toilets	0.98	0.87	-11
Seating / eating areas	0.99	0.81	-8
Health & safety	0.98	0.96	-2

- Satisfaction is below importance for three factors. Each have negative gaps; the higher the gap the more attention should be paid to the factor if visitor experience is to be improved.

- There is a 11 percentage point negative gap between satisfaction and importance around 'Toilets', an 8 percentage point negative gap between satisfaction and importance in 'Seating / eating areas', and a small 2 percentage point negative gap around 'Health & safety'.

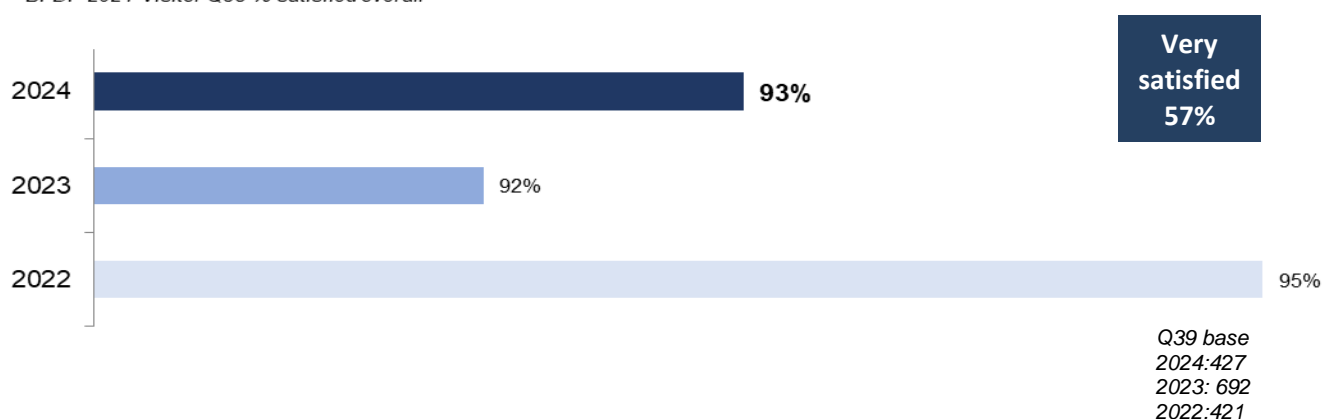
Satisfaction exceeds importance	Importance %	Satisfaction %	Percentage point gap
Music areas	0.89	0.97	+8
Activities for children / yp	0.85	0.92	+7
Free regional chef demos	0.81	0.92	+11
Strolling street entertainment	0.79	0.91	+12
Special chargeable events	0.66	0.85	+19
Bar areas	0.71	0.93	+22
Non-food / drink stalls	0.66	0.94	+28

- Satisfaction exceeds importance for all other factors. If resources are limited, then resources could be concentrated away from factors with high positive percentage point gaps.

Q39: Taking everything into account, how satisfied / dissatisfied were you with Bolton Food & Drink Festival this year?

- Overall satisfaction has risen to 93%, from the dip last year [2023:92%, 2022:95%].
- The percentage of respondents who were 'Very satisfied', has also risen, and is now at 57% [2023:52%, 2022:64%].

BFDF 2024 Visitor Q38 % satisfied overall



Q40: Please use this space for any additional comments about Bolton Food & Drink Festival 2024, or any ideas for next year's festival

Category outlines and sample comments – verbatim extracts

1: Stalls

Stalls - suggestions / improvements

83 respondents felt that the stall offer could be improved. There were calls for more trader variety, less fast food, with calls for food to take home rather than eat on the day. Respondents also mentioned value for money which is covered elsewhere.

- *More vegan/vegetarian stalls.*
- *Would love to have more halal options on the market as we can see there're not that many stalls that provide it.*
- *Dated and same old same old. No authenticity. Stall holders largely seemed to be there for the money. Very little passion for their food was evident. Would love to see proper foodies next year rather than the money grabbers. Also how many Greek and lemonade stands are needed?*
- *Stalls could offer more tester portions Greater variety of food, several of the same stalls just repeated.*
- *When the festival first started it was full of unique individual traders offering a range of produce to try and buy to take home. I feel it has now become biased towards take away street food with stalls being repeated in different areas, giving it a totally different feel and one that is not what we personally enjoy.*
- *This year there seemed to be even more eat immediately stalls and far less of the things to buy and take home.*
- *Not having the same greek/noodle/etc stalls every where.*
- *Would like to have seen allergies catered for rather than every stall (it's seemed) saying nope we don't cater for you.*
- *It seems there are less traders year on year. Most of the food stalls were basically take aways. At one time you could buy quality meats to take home, I didn't see any this year.*
- *Please can you get a smoothie trader next year as I felt that there was a lack of soft drinks available.*
- *Find some Indian vendors.....curry, kebab. I am not Indian and it just wasn't available.*
- *A lot of repetition in what stalls are selling and too much non-food related stalls! There wasn't enough stalls with food to take home rather than eat at the festival so I don't think the balance was right.*
- *Very disappointing to many food stalls serving food to eat and the markets and they were to many of the same type.*
- *Traders should do the options for smaller portions so you can have a little bit from a few stalls rather than having to choose just one because it's a full meal size.*

- *Please can we have the butchers fish mongers encouraged to come back. More produce that can be cooked at home rather than eaten at the festival.*
- *There was a lack of farm stalls. no goats cheese, no meat stalls.*
- *It seemed more like a street food market, not as many producers there as in previous years.*

Stalls - praise

19 respondents commented on the variety of food on offer.

- *Just a fabulous time out with many varieties of places and stalls to try.*
- *I have coeliac disease and it was great to have some good choices. All stalls displayed signs asking for people to enquire about allergies and I felt staff were knowledgeable about gluten free food.*
- *Pleased to find a few vegan outlets.*
- *Good variety of stalls.*
- *Tried most food stalls as we could and brought home pies, cakes, sweets.*
- *New stalls were incredible and a welcome addition.*
- *We all enjoys trying the various cheeses and breads. One of my sons particularly likes the Scotch Egg Stall whilst the other prefers the Salami Stall (sorry not sure of it's name). I personally love it all!*

2: Great day / well organised / looking forward to next year

78 respondents praised the festival overall. Respondents in this category had had a great day out, they felt that the festival was well organised and were looking forward to next year.

- *Very much enjoyed this years festival...I look forward to the same setup next year. A great effort by everyone involved.*
- *My partner and I had a great time, thank you.*
- *Lovely event.*
- *Very well ran.*
- *Just try and keep the friendly atmosphere which always happens to make the festive a complete success.*
- *We really enjoyed our visit to the food and drink festival.*
- *It is a great festival, fixed in our family calendar every year.*
- *Overall just a fabulous time out with many varieties of places and stalls to try. The perfect family day out really.*
- *Been going for years. Always a great day out.*
- *Great event! Well done.*
- *Excellent event again.*
- *Sending massive thank you to every single person involved in the event.*

- *Always enjoy it and look forward to it every Year would recommend to anyone it is a special event in the Town's calendar.*
- *We really enjoyed the Festival, its a great thing for the people of Bolton, it brings people together. Keep up the good work!*
- *Had a brilliant day out.*
- *Just keep it going.*
- *My wife & I visit the Festival every year & think its a great event which highlights the town. To us its perfect as it is.*
- *I really think it's getting better and better, and this year was the best so far. I am looking forward to next year.*
- *Amazing event as always!!! Thank you Bolton Council!*
- *My son loved it and can't wait for next year.*
- *This was our first visit and we had a wonderful day.*
- *It was a great event, well done everyone.*
- *Well done to all the organisers.*
- *Its was brilliant to see Bolton come alive with people and in a positive and civilzed and safe way.*
- *A brilliant event, lovely vibe. First time I've visited, definitely planning to be back next year. Thank you to all involved.*
- *Bring on 2025*
- *An excellent day out. Can't believe I've not been before. Well done Bolton.*
- *Fantastic event the best in the world.*

3: Value for money / prices

Suggestions / improvements

41 respondents felt that produce on the stalls, drinks in the bar and ticketed events were over-priced. Some wanted free items.

- *Beer prices little steep compared to local bars.*
- *More freebies for kids.*
- *Lovely event but a little expensive. If a family or four or five went it would be alot of money.*
- *Stalls expensive „please bring lower budget things aswell.*
- *There were noticeable price increases this year at some of the stalls, which could force out some families on budgets, which would be a shame.*
- *Beer overpriced as is some food.*
- *The paid for events are too expensive - i looked to book and i work but cant justify that cost currently.*
- *Bigger portions of food or prices lowered as £5 for essentially was a fried potato, £7 for 6 hallumi chips, £14 for a small portion of noodles.*

- *Each year the prices go up and up for the take away food. The stall holders should definitely offer taster portions as spending £12 on a dish that you then do not like is just a waste of money.*
- *Very disappointed with the extortionate price at the large bag £8 for a canned cocktail that I could have bought from Home Bargains for 89p. I would hope that in future the prices would reflect the actual quality and price point of the products served.*
- *Food was expensive, and there's so many things to try. So you can often only afford one option. I was thinking about whether you could get all Traders to do a taster dish at every stand, for a reasonable fee (somewhere in the £3 region), so you can try multiple dishes at multiple stands.*
- *The prices really put me off this year.*
- *Traders should do the options for smaller portions so you can have a little bit from a few stalls rather than having to choose just one because it's a full meal size - they'd be a lot cheaper as well, many stalls were very expensive and out of reach for a family on a budget for everyone to eat.*
- *Over priced food & Goods, over priced "celebrity chefs".*
- *Vegetarian ticket price with poor food is always the same cost as a normal ticket with expensive produce.*
- *When you're bringing several children and young people it gets expensive so I'd like to see more affordable products. Perhaps this could be done by providing funding to local people and organisations to learn how to produce their own locally sourced/grown/made products.*

4: Comparisons to previous festivals

Worse than or same as previous years [whole festival or certain aspects]

33 respondents felt that the 2024 festival was not as good as previous festivals in some or all respects. Many of the comments around this are covered in other categories, especially quality of stalls and street entertainment.

- *Seemed to be fewer stalls than last year.*
- *No street entertainers as in previous years. Limited seating in the music stage areas compared to previous years.*
- *The roving entertainment was very sub standard compared to previous years(not very funny,entertaining).*
- *The last Food and Drink Festival prior to the COVID-19 lockdown was far better than the post COVID-19 lockdown Food and Drink Festivals.*
- *Not as big this year. No announcements on the town centre,,market place terrilbe. No local entertainment on the patio at the market place. Seemed as if you had cut back this year.*
- *The atmosphere was very subdued this year definitely need to up the game for next year otherwise people will stop attending.*

- *The same stalls in the same locations for the past 3 years isn't what i want from a food festival - i want to try new things.*
- *Same old, same old.*
- *There wasn't the buzz around the festival that there has been in previous years.*
- *There wasn't the same vibe this year as previous years.*

4 visitors felt that the 2024 festival was an improvement on previous years.

5: Adult events / demos

Adult events / demos - suggestions / improvements

30 comments were received around adult events and demos. There were suggestions of events that people would like, with calls for more variety with chefs and smaller events that could be offered, perhaps linked to other events that happened in the borough.

Respondents wanted more inclusive events, better information and for more events to be undercover and at a lower cost [also covered in other categories].

There were suggestions to improve events that respondents had been to, such as adding table numbers.

- *Something related to Bolton Ironman would be fun? Maybe more sport specific stalls/ events.*
- *Only 2 celebrity chefs? Needs some new faces.*
- *Maybe more small group pop-up events such as a half hour wine tasting (happy for this to be chargeable) would be good to see.*
- *More opportunities for book signing at paid events or meet and greet.*
- *We felt very excluded this year as we couldn't eat the food included with ainsley or the mayors picnic.*
- *Table numbers and letters were missing.*
- *Stop spending tax payers money on celebrity chefs and regional chefs. Can see them on tv for free.*
- *Easy cook or light meal demos.*
- *If Bolton Wanderers are playing at home that weekend there could be an offshoot of festival activity at the stadium (if possible).*

Adult events / demos – enjoyed

9 respondents said how much they had enjoyed the events they had attended, particularly James Martin demos.

- *Loved the James Martin demo.*
- *Just love James Martin.*
- *It was a very entertaining evening. The show and the food were excellent.*

- *James Martin was superb, entertaining and informative.*

6: Music stages / bars

Suggestions / improvements

29 comments were received; there were suggestions about improved acts, giving opportunities to young people and local acts, better quality / cheaper drinks, improvements to security and staffing [particularly around queue management], weather protection, longer hours and access to toilets. Many of the comments covered multiple categories.

- *A few areas with protection from the rain would have been a bonus within the Le Mans bar area. It rained heavily twice which then made the limited seating areas unusable as they were wet through. Also later in the evening on Saturday it was a shame as no cover from rain when watching the Bowie band meant a lot of people left in search of shelter.*
- *Better drinks selections at the bars near the music as well.*
- *Singers on in the smaller bars*
- *There needs to be far more seating in the bar areas expand the gated area of Le Mans out wider and include the food stalls and other bars let them open later. The bar included in the gated area is over priced with little selection. The cocktails were in cans you can buy cheaply from a supermarket. The bar area needs to be a lot bigger near McDonald's, include toilets in the closed off area and at least 50 more seats.*
- *Bars ran out of real ale. Limited choices of soft drinks and the lager choices were poor Stella or light lager nothing normal inbetween eg foster, heineken, carlsberg, carling etc.*
- *Maybe for 2025 Coldplay Tribute, Queen Tribute would be awesome.*
- *On Mondays i think the music stages should go on till at least 7pm.*
- *Better options at the bar.*
- *There was too much drinking for a family event.*

7 respondent made positive comments about the music / bar areas. They enjoyed the atmosphere it brought to the festival and the acts that performed.

7: H & S - toilets / security / hygiene / environmental / waste

Suggestions / improvements

28 respondents made comments about health and safety and environmental concerns. Security in the bar areas was seen as inappropriate with comments about officious and rude security staff who were seen as over-zealous in controlling numbers, for example not letting people back in when they had to leave to go to the toilet. This could be remedied by having toilets in the bar areas.

Toilets across the site could be improved, with additional units and higher quality provision.

Environmental concerns were around single use plastic and polystyrene trays, out of date offerings and, a lack of recycling / waste facilities.

- *We visited one of the bar stalls on Saturday afternoon (the one behind Carr's pasties stall, between specsavers and barcleys bank) and was given a drink that was out of date by a year (expired Aug 2023), I returned the drink and was given a different drink (this time with no container to check the expiry date) Unfortunately this changed the whole experience for me and left a bitter taste in my mouth (no pun intended) I was very conscious of everything I ate or drank going forward which at a food and drink festival ruined the experience.*
- *Not enough toilets though we ended up going to the octagon for the loo.*
- *The bar area needs to ...include toilets in the closed off area and at least 50 more seats. My son (11) went to the toilet and security wouldn't let him back in for about 10 minutes even though people were leaving.*
- *Didn't see public toilets.*
- *We bought some Portugeuse pastries from one of the traders. When we got them home we found they were in polystyrene trays which are banned for takeaway food in the UK. Need to ensure that traders comply with all relevant regulations.*
- *It would be good to have people to wipe down the tables after use.*
- *Far too much plastic waste - not an environmentally friendly event.*
- *Open up use of proper designated toilet facilities rather than portaloos.*
- *Cups that can be purchased and refilled at the bars.*
- *Bolton is big on recycling but I didn't see a full collection of recycling bins.*

H&S - toilets / security / hygiene / environmental / waste – positives

12 respondents felt that toilet provision, security and general hygiene was good.

- *Very well ran, clean and lots of bins so very little litter.*
- *It was a safe and wrlcoming environment which i felt confident to allow my 14 year to attend with minimal supervision.*
- *We were impressed that customers tidied their waste away.. There were enough rubbish bins.*
- *Very impressed with the number of security on duty throughout the festival.*
- *Lots of toilets.*

8: Seating / tables

Suggestions / improvements

27 respondents wanted more / better quality seating, or seating under cover so that festival-goers had somewhere to eat or rink what they had bought or just have a rest and enjoy the atmosphere.

- *More seating around the main stage.*
- *More seating areas for eating would be welcome (if possible).*
- *More covered seating for eating and drinking.*

- *More sitting area to sit down and eat especially for families with young children.*
- *Perhaps more seating for people and families eating the food.*
- *Within the music areas as someone who struggles with back issues options for seating that is not picnic benches would be appreciated.*
- *More outdoor seating in parts of the areas at the square. Maybe near outside ex Tiffanys etc.*
- *Maybe go back to have a tent over the bar areas. Helps with the British weather. We didn't let the rain stop us but not pleasant sitting with a beer in the rain.*

5 respondents praised the seating at this year's festival, which they found plentiful, they liked the umbrellas [although these weren't always in the right place.

9: Weather / cover / Friday

24 comments about the disappointing weather and cancellation on the Friday, mostly praising the hard work that had allowed the festival to run from Saturday onwards. There were also comments about lack of cover, which is also in other categories.

- *The team did fantastic recovering from the storm.*
- *There were limited seats when we came on the Sunday, and the ones available were soaking.*
- *I think it was let down by the weather.*
- *Well done for dealing with the storm aftermath so quickly.*
- *Weather let us down which is not the festival's fault.*

10: Layout / crowds / queues

Suggestions / improvements

23 respondents raised concerns or suggested improvements, such as sticking to a schedule and opening up other locations to improve atmosphere and flow. The queueing system around the bars was mentioned as a particular issue.

- *I think it would have been good to open some of the unused retail stores, some areas we walked through were very quiet and empty.*
- *Being autistic I found the crowds very stressful at times, may I suggest adding a quiet area for neurodiverse adults and children for future events.*
- *Problems at acoustic stage with officious security refusing to let people in when it was "full" despite empty seats/plenty of standing room.*
- *It was a little crowded at points but that's to be expected.*
- *Timings are very important.*
- *V busy due to losing Friday.*
- *Use more of the closed venues indoors like BHS. Singers on in the smaller bars.*

4 people felt that the layout worked well.

11: Information / signage / marketing

22 respondents comments on the lack of publicity before the festival, difficulty finding information about what was happening and when, and asked for more promotion around music acts and traders.

- *I was asked about local parking by many friends. It was difficult to find the information.*
- *Not any promotion before hand not even posters in town centre.*
- *Would be good to see it advertised a little more.*
- *There were no timings on display for kids activities in festival garden and when arrived were turned away as things had commenced and couldn't plan as had no idea when things were on.*
- *No announcements for trader's.*
- *The fee demos - weren't sure of times and places . Need a handout.*
- *Large map of where the different stall are.*

12: Staff

Staff - Helpful / hardworking etc

19 respondents praised the helpful and friendly staff who were working on various aspects of the festival, including stall holders.

- *The street cleaners did a brilliant job.*
- *Bolton council staff were all fantastic-really helpful and friendly and professional.*
- *Everyone who works on it should be immensely proud.*
- *I must commend Bolton Coucil on the way they reacted to the damage caused by the very high winds on the Friday morning and ensured the Festival still went ahead.*
- *Thanks though to everyone who put so much effort into this years festival!*
- *Lots of volunteers cleaning toilets keeping all area's clean ..very friendly.*
- *All the participants who owed the stalls were very welcoming and very friendly.*

Staff – suggestions / improvements

8 respondents commented, particularly about officious security staff and unhelpful bar staff.

13: Children / young people events / activities

Children / young people events / activities - suggestions / improvements

14 comments from respondents who felt there should be more put on for children, some had had difficulty getting tickets too.

- *More childrens activities different ones as the same every year.*
- *Some activities for teenagers and to make application for cooking for kids easier.*

- *It was impossible to book tickets to free children's octagon events as all sold out.*
- *Perhaps put on a small play next year?*
- *More outdoor sporty activities for 8-14 year olds. I recall, canoeing on the town hall square, boxing, a football cage- ? Soccerwise. Promote active lifestyle?*
- *More activities/demos for 6-11 children.*

Children / young people activities / events – positive

12 respondents praised the events and activities for children.

- *Offering bikes for children was a brilliant idea and very well used.*
- *The octagon children's activities were the best bit for children at the festival.*
- *I thought it was a fantastic opportunity for my children to take part in the cook and dine sessions. It was lovely it eventually opened to everyone and not just HAF eligible. I don't think HAF should be anything to do with the food and drinks festival. The Octogen theatre drumming workshop was great too as was the arts and crafts.*
- *Great kids activities this year.*

14: Tickets / booking / allocated seating - improvements / suggestions

11 comments here, mainly around lack of availability for tickets, which respondents had found out about too late to book. There was confusion around tickets for carers.

- *We would have bought tickets for the show events faulty towers and sheerluck Holmes but no one could tell us the menu.*
- *It was impossible to book tickets to free children's octagon events as all sold out.*
- *More tickets for children's activities face painting had run out by 3pm Saturday.*
- *Octagon told no essential carer tickets allowed for the paid demonstrations even for people registered as eligible with The Octagon or Quaytickets and even though the Albert Halls FAQs shows free carer tickets. I had to argue discrimination with the festival organisers and we did receive a complimentary carer ticket but they were not provided without a battle.*

15: Involve locals - stalls holders / businesses / residents / local produce

10 respondents felt that there could be a greater involvement with local producers and existing shops and businesses in the borough.

- *More local stalls, produce.*
- *More stall for local producers and local restaurants to sell / promote their businesses would be great.*
- *Local producers, promoting fewer travel miles from field to fork.*
- *Why no local brewers?*

Other comments

Respondents made a variety of other comments, including those outlined below.

- 9 respondents felt that the festival should have longer opening hours and that similar events should be held more regularly, such as smaller artisan markets.
- 8 respondents made suggestions around improving the experience for people with disabilities. although 1 felt it was good
- 8 respondents wanted more and better quality street entertainment, some hadn't seen any although 1 respondent enjoyed it
- 7 people thought that the festival was very good for Bolton and made them proud
- Respondents also commented on the arts and craft offer, with some wanting more and others less, there were general expressions of dissatisfaction about Bolton on non-festival days. There were respondents who felt that the Bolton festival was better or worse than others in the area.

Appendix one

Bolton Food & Drink Festival 2024 - visitor survey

We'd love to hear what you thought of our festival - you could win a Bolton Food & Drink Festival goody bag, which includes two James Martin cocktail glasses, two festival flasks, one adult and two children's festival aprons, a Bolton tea towel and a copy of "The Yorkshire Forager" signed by author Alysia Vasey.



Your response - keeping your data safe

All questions are optional so just skip any that you prefer not to answer.

Your responses will be anonymised and grouped together with those from other people in any report. Reports may be made public.

Any personal data you provide will be held securely, in line with our retention schedule and privacy policy.

www.bolton.gov.uk/data-protection-freedom-information/privacy-notices

We use Snap Surveys professional software to collect and process your data. Snap Surveys Ltd. follow the UK General Data Protection Regulation. Their privacy policy can be found here:

www.snapsurveys.com/survey-software/privacy-policy-uk/.

Your visit

Q4. What attracts you to Bolton Food & Drink Festival?

- | | |
|--|---|
| <input type="checkbox"/> Chargeable special events / celebrity chef demos | <input type="checkbox"/> Local event |
| <input type="checkbox"/> Free demos by regional chefs | <input type="checkbox"/> Activities for children / young people |
| <input type="checkbox"/> Opportunity to buy / see / try different foods at the food & drink stalls | <input type="checkbox"/> Music stages / bar areas |
| <input type="checkbox"/> Learning about different foods / ways to cook | <input type="checkbox"/> Street entertainers / wandering musicians |
| <input type="checkbox"/> Art / craft stalls | <input type="checkbox"/> Festival garden |
| <input type="checkbox"/> Free event | <input type="checkbox"/> Working at the festival / visiting someone who was working at festival |
| <input type="checkbox"/> Something for all the family | <input type="checkbox"/> In town centre anyway |
| <input type="checkbox"/> Good day out / socialise with friends / family | <input type="checkbox"/> Something else |
| <input type="checkbox"/> Nice atmosphere / buzz | <input type="checkbox"/> Prefer not to say / no opinion |
| <input type="checkbox"/> Safe event | |

If 'something else' please explain

Q5. How long did you spend at Bolton Food & Drink Festival / in the town centre?

If you came more than once, please add up all your visits. Your best guess is fine!

- | | |
|--|--|
| <input type="radio"/> Less than 30 minutes | <input type="radio"/> Up to five hours |
| <input type="radio"/> Up to an hour | <input type="radio"/> Up to eight hours |
| <input type="radio"/> Up to two hours | <input type="radio"/> Up to fourteen hours |
| <input type="radio"/> Up to three hours | <input type="radio"/> Over fourteen hours |
| <input type="radio"/> Up to four hours | <input type="radio"/> Don't know / prefer not to say |

Q6. How much did you spend at Bolton Food & Drink Festival 2024?

Please give the total amount you spent at the Festival itself, during all your visits.

- | | |
|---------------------------------|--|
| <input type="radio"/> Nothing | <input type="radio"/> £50 - £74 |
| <input type="radio"/> Under £5 | <input type="radio"/> £75 - £99 |
| <input type="radio"/> £5 - £9 | <input type="radio"/> £100 or more |
| <input type="radio"/> £10 - £24 | <input type="radio"/> Don't know / prefer not to say |
| <input type="radio"/> £25 - £49 | |

Information

Q7. How did you find out about Bolton Food & Drink Festival 2024?

- | | |
|---|--|
| <input type="checkbox"/> Bolton Food & Drink Festival website | <input type="checkbox"/> Twitter |
| <input type="checkbox"/> Bolton Council website | <input type="checkbox"/> Facebook |
| <input type="checkbox"/> Visit Bolton website | <input type="checkbox"/> Instagram |
| <input type="checkbox"/> Visit Manchester website | <input type="checkbox"/> TikTok |
| <input type="checkbox"/> Our Bolton [Council magazine] | <input type="checkbox"/> YouTube |
| <input type="checkbox"/> Bolton News [paper / online] | <input type="checkbox"/> Snapchat |
| <input type="checkbox"/> Manchester Evening News [paper / online] | <input type="checkbox"/> Internet search / Google |
| <input type="checkbox"/> Asian Leader magazine | <input type="checkbox"/> Discover app |
| <input type="checkbox"/> Lancashire Life [magazine / online] | <input type="checkbox"/> Received an email / e-newsletter |
| <input type="checkbox"/> Cheshire Life [magazine / online] | <input type="checkbox"/> Knew it was on as I've been in previous years |
| <input type="checkbox"/> Northern Life [magazine / online] | <input type="checkbox"/> Someone told me about it [family, friend colleague etc] |
| <input type="checkbox"/> ITV X | <input type="checkbox"/> Through work |
| <input type="checkbox"/> Bolton FM radio | <input type="checkbox"/> From a sponsor |
| <input type="checkbox"/> XS Manchester | <input type="checkbox"/> Business Bolton |
| <input type="checkbox"/> Railway station | <input type="checkbox"/> Came across it / saw it being set up |
| <input type="checkbox"/> Leaflet seen before the Festival | <input type="checkbox"/> Another way |
| <input type="checkbox"/> Poster / Billboard | <input type="checkbox"/> Can't remember |

If 'another way' please explain

Q8. How helpful were the following sources of information about Bolton Food & Drink Festival 2024?

	Very helpful	Fairly helpful	Not very helpful	Not helpful at all	Didn't see / use
Bolton Food & Drink Festival website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Festival guide booklet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stall list / map	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Daily events sheet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information tent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
'What's on' board	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Travelling to Bolton Food & Drink Festival 2024

Q9. How did you get to Bolton Food & Drink Festival 2024?

Please give the main method used.

- | | |
|--|--|
| <input type="radio"/> Bus | <input type="radio"/> Train |
| <input type="radio"/> Car / motorbike /moped | <input type="radio"/> Bicycle |
| <input type="radio"/> Coach | <input type="radio"/> On foot [walked] |
| <input type="radio"/> Taxi | <input type="radio"/> Another way |

Please tell us how you travelled to the festival

Festival market

The festival market covered the town centre and featured a wide range of traders and produce, from food and drink to art and craft.

Q10. Did you visit the festival market?

- ☐ Yes ☐ No

Q11. How satisfied / dissatisfied were you with the following aspects of the festival market?

	Very satisfied	Fairly satisfied	Fairly dissatisfied	Very dissatisfied	Not applicable / no opinion
Range of stalls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of stalls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value for money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Location of stalls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Room to get round the stalls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How easy it was to find particular stall / goods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q12. What kinds of produce would you be interested in buying at future Bolton Food & Drink Festivals?

- | | |
|---|--|
| <input type="checkbox"/> Meat-based | <input type="checkbox"/> Cakes / biscuits / desserts |
| <input type="checkbox"/> Fish-based | <input type="checkbox"/> Chocolates / fudge / sweets |
| <input type="checkbox"/> Cheese | <input type="checkbox"/> Fruit / vegetables |
| <input type="checkbox"/> Vegetarian | <input type="checkbox"/> Pasties / pies |
| <input type="checkbox"/> Vegan | <input type="checkbox"/> Bread products |
| <input type="checkbox"/> Plant-based | <input type="checkbox"/> Food to eat at the festival |
| <input type="checkbox"/> Halal | <input type="checkbox"/> Food to take home |
| <input type="checkbox"/> Kosher | <input type="checkbox"/> Locally grown seasonal produce |
| <input type="checkbox"/> Gluten-free | <input type="checkbox"/> Food / drink made in locally [north west England] |
| <input type="checkbox"/> Nut-free | <input type="checkbox"/> Food / drink made by small businesses from other areas of Britain |
| <input type="checkbox"/> Exotic meats [game, ostrich, kangaroo etc] | <input type="checkbox"/> Food / drink sold by local businesses / traders from [North West England] |
| <input type="checkbox"/> Premium / luxury | <input type="checkbox"/> Food / drink from traders across Britain |
| <input type="checkbox"/> Budget / low cost | <input type="checkbox"/> Food / drink from traders from outside Britain |
| <input type="checkbox"/> Smaller portions / tasters | <input type="checkbox"/> Other food / drink |
| <input type="checkbox"/> Larger portions | <input type="checkbox"/> None of these |
| <input type="checkbox"/> Healthy choices | |

What other kinds of food / drink?

Stall holders were able to trade from 10am to 6pm on Saturday and Sunday, and from 10am to 5pm on Monday.

Q13. Were you happy with these trading times?

- ☐ Yes ☐ No

What times would you prefer?

Q15. Overall, how satisfied / dissatisfied were you with the festival markets?

- Very satisfied ☐ Fairly satisfied ☐ Fairly dissatisfied ☐ Very dissatisfied ☐ No opinion ☐

Regional chef demos

Q16. Did you see any of the free regional chef demos?

These free demos took place on Victoria Square in front of the town hall

- ☐ Yes ☐ No

Q17. Which regional chef demos did you see?

Q18. Overall, how satisfied / dissatisfied were you with the free regional chef demos?

- Very satisfied ☐ Fairly satisfied ☐ Fairly dissatisfied ☐ Very dissatisfied ☐ Not applicable / no opinion ☐

Special events

There were a number of special events held in The Albert Halls [Bolton Town Hall] that you had to buy a ticket for

Q19. Did you go to any of these special events?

- ☐ Ainsley Harriot Caribbean cooking demo
- ☐ Ainsley Harriot Rum Fiesta
- ☐ Faulty Towers original dining experience
- ☐ James Martin celebrity chef demo
- ☐ Mayor's Prosecco Picnic Platter
- ☐ Sheer Luck Holmes original dining experience
- ☐ Didn't go to any of these special events

Q20. How satisfied / dissatisfied were you with the following aspects of the ticketed special events?

	Very satisfied	Fairly satisfied	Fairly dissatisfied	Very dissatisfied	Not applicable / no opinion
Booking system	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Able to see clearly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Able to hear clearly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality / content of event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Suitability of venue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value for money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q21. Overall, how satisfied / dissatisfied were you with the special events?

- ☐ Very satisfied
 ☐ Fairly satisfied
 ☐ Fairly dissatisfied
 ☐ Very dissatisfied
 ☐ No opinion

Q22. Please use this space if you'd like to suggest any special events that we could offer at future Bolton Food & Drink Festivals

☐ No comments

Live music - festival stage and acoustic stage

Q23. Did you visit the festival music stage, or the acoustic music stage?

- ☐ Yes
 ☐ No

Q24. How satisfied / dissatisfied were you with the following aspects of the festival music stage / acoustic music stage?

	Very satisfied	Fairly satisfied	Fairly dissatisfied	Very dissatisfied	Not applicable / no opinion
Bar service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of food & drink in the bars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Range of food & drink in the bars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price / value for money of food & drink in the bars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seating in the bar / music areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Musicians	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q25. Just thinking about the festival music stage / acoustic music stage, how far do you agree / disagree with the following statements?

- ☐ Strongly agree
 ☐ Agree
 ☐ Disagree
 ☐ Strongly disagree
 ☐ Not applicable / no opinion
- Musicians played at advertised times

There was a good variety of music	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoyed the music I heard	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The festival music stage looked professional	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The sound quality / volume was suitable for the venue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Music is an essential part of Bolton Food & Drink Festival	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q26. Overall, how satisfied / dissatisfied were you with the festival music stage / acoustic music stage?

Very satisfied	Satisfied	Dissatisfied	Very dissatisfied	Not applicable / no opinion
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Activities / entertainment for children & young people

Q27. Did any children / young people [aged 18 or under] go to Bolton Food & Drink Festival 2024 with you?

☐ Yes ☐ No

Q28. How old are they?

<input type="checkbox"/> Under 2 years	<input type="checkbox"/> 10-12 years
<input type="checkbox"/> 2-3 years	<input type="checkbox"/> 13-14 years
<input type="checkbox"/> 4-6 years	<input type="checkbox"/> 15-16 years
<input type="checkbox"/> 7-9 years	<input type="checkbox"/> 17-18 years

Q29. Did the children / young people in your party get involved in any of these activities / entertainments?

☐ Outdoor activities in Elizabeth Park Family Zone [sandpit, magic show, bingo, carnival crown, inflato-worm art, facepainting, carnival puppets, bubbles etc]

☐ Festival Garden on Le Mans Crescent [pea planting, veg patch game, meet the bees, bug hotel, flower seed bombs, decorate a beehive etc]

☐ Octagon Family Festival 2024 - Jungle Book spectacular [storytelling, disco, theatre, arts & crafts etc]

☐ Bolton Library and Museum - Scrumptious show

☐ Teen Zone, Oxford Street [arcade games, air hockey, table football, music, tabletop games etc]

☐ Cook & Dine in Albert Halls [town hall] [for 11-16 year olds]

☐ None of these

Q30. How satisfied / dissatisfied were you with the following aspects of activities offered for children / young people?

	Very satisfied	Fairly satisfied	Fairly dissatisfied	Very dissatisfied	Not applicable / no opinion
Activities / entertainment offered	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Suitability for age of children / young people in your party	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of places available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Suitability of venue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information [what was on, any cost, how to book etc]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q31. Overall, how satisfied / dissatisfied were you with the activities / entertainment for children & young people?

Very satisfied	Fairly satisfied	Fairly dissatisfied	Very dissatisfied	Not applicable / no opinion
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Sponsors

Q32. Without looking them up, can you remember any of the sponsors of this year's festival?

Environmental impact

We are looking at ways to make future Bolton Food & Drink Festivals more environmentally-friendly. This could include reducing food waste and providing recycling facilities.

Q33. Which of the following should we do to make future festivals more environmentally-friendly?

- ☐ Provide recycling bins for food waste
- ☐ Provide recycling bins for paper & cardboard
- ☐ Provide recycling bins for glass, cans & plastic bottles
- ☐ Encourage traders to offer smaller portions to reduce food waste
- ☐ Encourage people to bring their own drink cup / containers for any food or drink they buy
- ☐ Sell a Bolton Food & Drink Festival cup / food container that could be used at any stall
- ☐ None of these

Overall views

Q34. Did you visit Bolton Food & Drink Festival last year?

☐ Yes ☐ No

Q35. Compared to the 2023 festival, would you say that this year's festival was...?

Much better ☐ Slightly better ☐ About the same ☐ Slightly Worse ☐ Much worse ☐ No opinion ☐

Q36. How likely are you to...?

	Very likely	Fairly likely	Fairly unlikely	Very unlikely	No opinion
Go to Bolton Food & Drink Festival 2025	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recommend Bolton Food & Drink Festival to others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

We're keen to continue to improve the Bolton Food & Drink Festival, ensuring all our regulars have a great time whilst offering something new to keep things fresh and attract new visitors

Q37. With this in mind, how IMPORTANT are the following for you?

	Very important	Quite important	Not very important	Not important at all	No opinion
Non-food & drink stalls [such as art or craft stalls]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strolling street entertainment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Music areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bar areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Activities for children & young people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Free regional chef demos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Special chargeable events [including celebrity chef demos]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seating / eating areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Toilets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health & safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q38. And how SATISFIED were you with the following?

	Very satisfied	Satisfied	Dissatisfied	Very dissatisfied	No opinion
Non-food & drink stalls [such as art or craft stalls]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strolling street entertainment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Music areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Bar areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Activities for children & young people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Free regional chef demos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Special chargeable events [including celebrity chef demos]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seating / eating areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Toilets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health & safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q39. Taking everything into account, how satisfied / dissatisfied were you with Bolton Food & Drink Festival 2024?

☐ Very satisfied
 ☐ Fairly satisfied
 ☐ Fairly dissatisfied
 ☐ Very dissatisfied
 ☐ No opinion

Q40. Please use this space for any additional comments about Bolton Food & Drink Festival 2024, or additional ideas for next year's festival

☐ No comments

About you

Your answers in this section help us to make sure we are getting views from different types of people. They won't be used to contact or identify you.

Q41. Please give your full postcode

Q42. Are you...?

☐ Female
 ☐ Male
 ☐ Identify in another way

Q43. Which age group are you in?

☐ Under 18
 ☐ 35 - 44
 ☐ 65 - 74
☐ 18 - 24
 ☐ 45 - 54
 ☐ 75 - 84
☐ 25 - 34
 ☐ 55 - 64
 ☐ 85 or over

Q44. What is your ethnic group?

☐ White British
 ☐ Asian or Asian British
☐ White other
 ☐ Black, Black British, Caribbean or African
☐ Mixed or Multiple ethnic group
 ☐ Other ethnic group

Prize draw

To thank you for your time, you can now enter our prize draw to win a Bolton Food & Drink Festival 2024 goody bag. One entry per person, winner will be notified by email and must respond within two weeks or prize will be forfeited. Your name and email address will only be used to contact you if you win.

Q45. Would you like to enter our prize draw?

☐ Yes, please count me in
 ☐ No thanks

Email address

Name

Thanks! Please click 'submit' to send your response through to us

Appendix two: Visitor survey demographics 2024

Q42. Please give your full postcode

Postal area	% of respondents
Bolton BL	72%
Manchester M	9%
Wigan WN	4%
Blackburn BB	3%
Preston PR	3%
Oldham OL	2%
Warrington WA	2%
Stockport SK	2%
Lancaster LA	1%
Milton Keynes MK	1%
Base	414



BL postcode area split	% of respondents
BL0	1%
BL1	22%
BL2	23%
BL3	17%
BL4	6%
BL5	8%
BL6	11%
BL7	5%
BL8	3%
BL9	1%
Base	297

Tables shows postal town / area of respondents, excluding areas with less than 1% of respondents

- 99% of respondents came from the postal areas shown in the 'Postal area' table. Postcodes not included in the table had only one respondent each, and ranged across the UK.
- At 72%, the percentage who came from the BL postcode area has hardly changed compared to previous years 2023:73%, 2022:71%].
- 22% of respondents with a BL postcode came from BL1 and 23% from BL3, with poorer representation from other sectors.

Q43. Are you...?



73%



27%

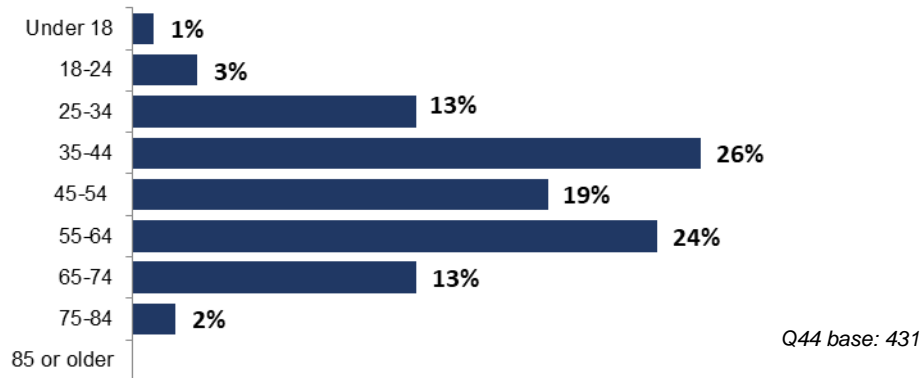
Q43: base: 433

- 73% of respondents were female, 27% male and 1 respondent identified in another way.

Q44. Which age group are you in?

- 43% of respondents were aged 44 or under, 58% aged 45 or older.
- The highest percentage [26%] of respondents were in the 45-54 age band, and there were 24% in the 55-64 age bracket.
- 2 respondents were aged 85 or older.

BFDF Visitor 2024 Q44 Age



Q45. What is your ethnic group?

- 91% of respondents were White British, 4% Asian / Asian British.
- Only two respondents were from mixed or multiple ethnicity groups.

BFDF 2024 Visitor Q45 Ethnicity

