

JULY 2024

EVALUATION DATA REPORT

FUSE

FESTIVAL 2024

Data collected by

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FUSE FESTIVAL 2024

Introduction

The 'Fuse Festival' is a live music and arts festival, operated by volunteers and is a not-for-profit event held by Lichfield Arts independent charity in the city of Lichfield, Staffordshire. The Lichfield Fuse Festival took place 12-14th July 2024.

This report shows the findings from Qualitative data gathered over two days during the event, Saturday 13th and Sunday 24th July, through a collection of surveys gathering feedback from participants.

Methodology

Participants: Data was collected from a random sample of participants attending the festival. In total 80 face-to-face randomly selected interviews were gathered gaining Qualitative and Quantitative responses from set open ended structured survey questions posed by the researcher.

Participants remain anonymous and all interviews conducted followed ASA ethical guidelines.

Research questions asked were designed to gain qualitative feedback and responses from participants who attended the Festival, the researcher is however aware of interviewer bias and remains reflective of this, face to face interviews may have different reactions and responses due to this interaction.

Questions posed were as follows:

Have you attended Fuse before ?

What attracted you to come today?

What have you participated with so far ?

What's your favourite part of the festival?

Where have you travelled from?

Will you be likely to participate with this event again in the future?

What would you like to see more of at the Fuse?

Has Fuse met your expectations?

Is there anything Fuse could do to improve your experience?

Anything else you would like to tell Fuse organisers?

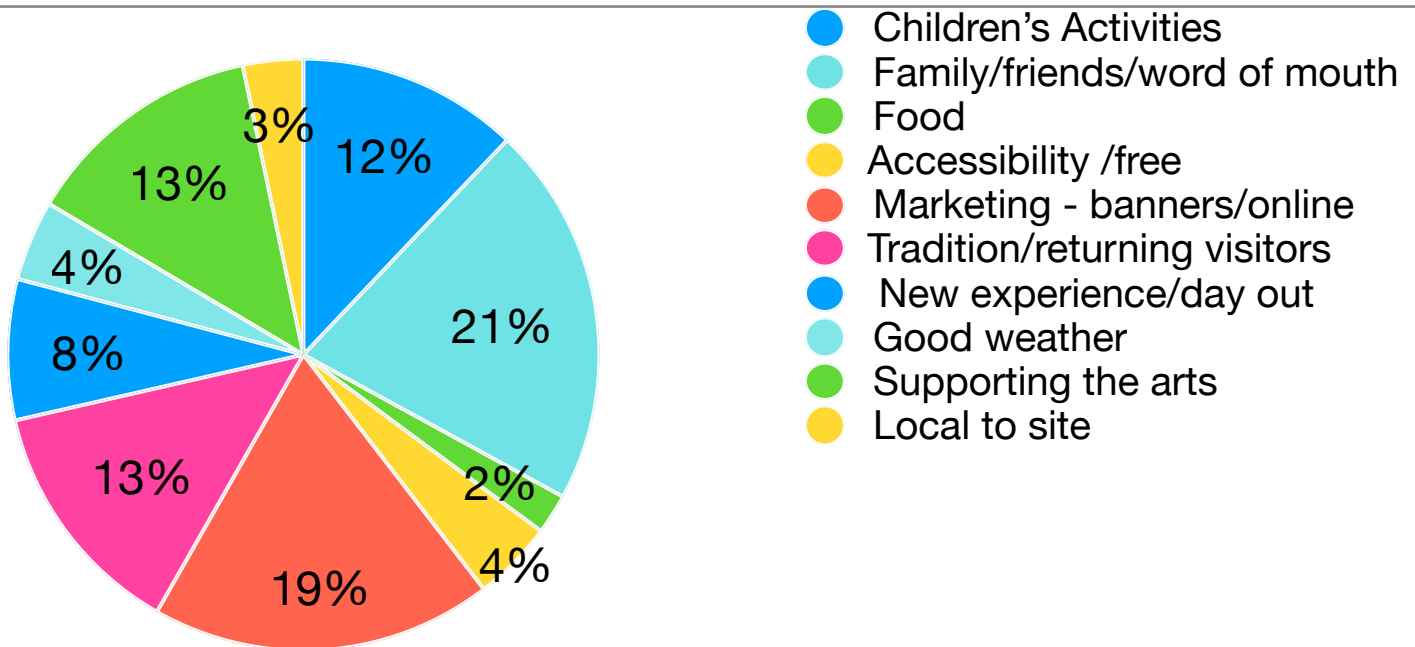
FINDINGS:

Attendees:

80 % of participants had attended the Fuse Festival before

This meant that **20% of participants were new audience attending the Fuse Festival in 2024**

Reasons participants gave for attending :



The majority of attendees were attracted through their family / friends (word of mouth) **21% attended due to a family member or friend** bringing them, and/or to watch family member perform.

The Second largest factor was **city centre marketing**: **19%** people saw banners in city centre and/or social media advertisement online.

13% were attracted to attend due to their want to **support the Arts and Music**.

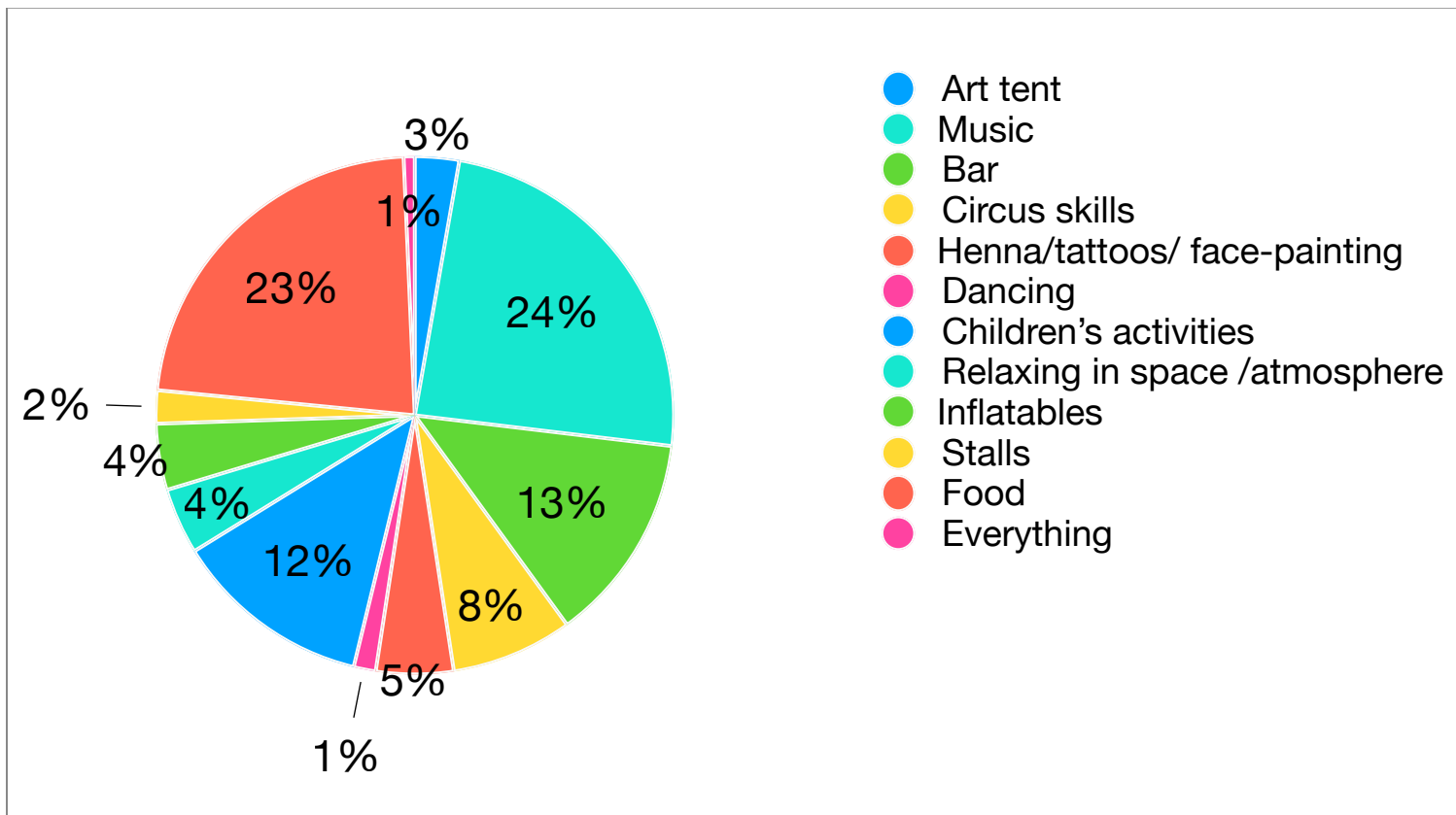
13% of participants were **returning visitors** having been to Fuse before and attended annually as tradition.

12% came due to having activities provided for their **children**

8 % attended for a day out and **something to do**.

The remaining participants attended due to the event being **Free 4%**, **Good weather 4%**, **being local to site 3%** and **having a food offer 2%**.

Activities people most engaged with:



Participants were asked : What have you participated with so far?

For the majority of participants the **Music** was their main point of engagement **24%**

Followed secondly by **Food 23%**

13% participants engaged with the bar

12% participants engaged with the children's activities

8% of participants engaged with the circus skills

5% of participants engaged with the henna tattoos/face-painting

4% of participants said they were relaxing in the space and atmosphere

4% participated with Inflatables

3% said they participated with the Arts tent

2% said they participated with the stalls

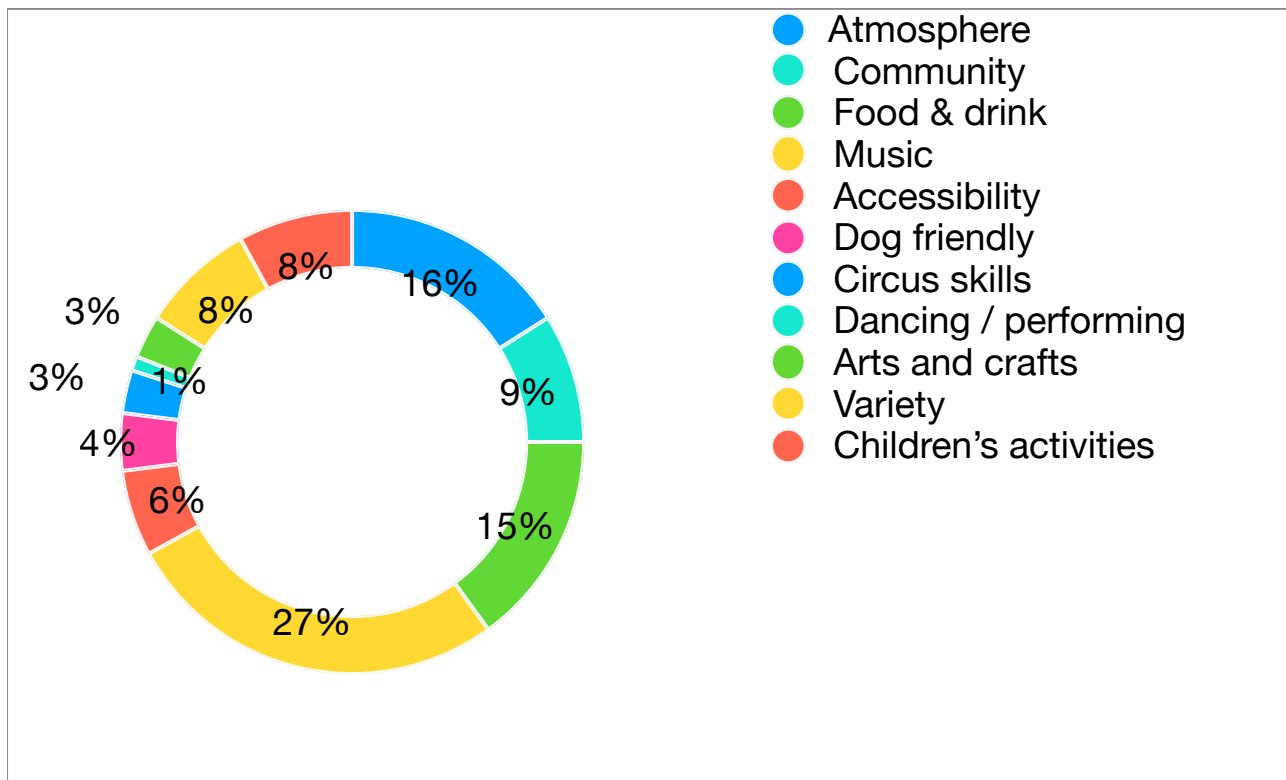
1% said they participated with everything

1% said they participated in dancing

Favourite part of the Fuse Festival:

Participants were asked what their favourite part of the Fuse Festival is:

27% of participants stated that The **Music** was their favourite part



16% of participants said the **Atmosphere** was their favourite aspect (the general vibe and overall feeling in the space created)

15% of participants stated that the **food and drink** was their favourite part of the festival

9% of participants stated that the sense of **community** was their favourite aspect to the Festival

8% of participants stated that the **variety** of activities offered was their favourite part of the festival

8% of participants stated that the **children's activities** were their favourite part of the festival

6% of participants stated the **accessibility** to the Festival was their favourite part

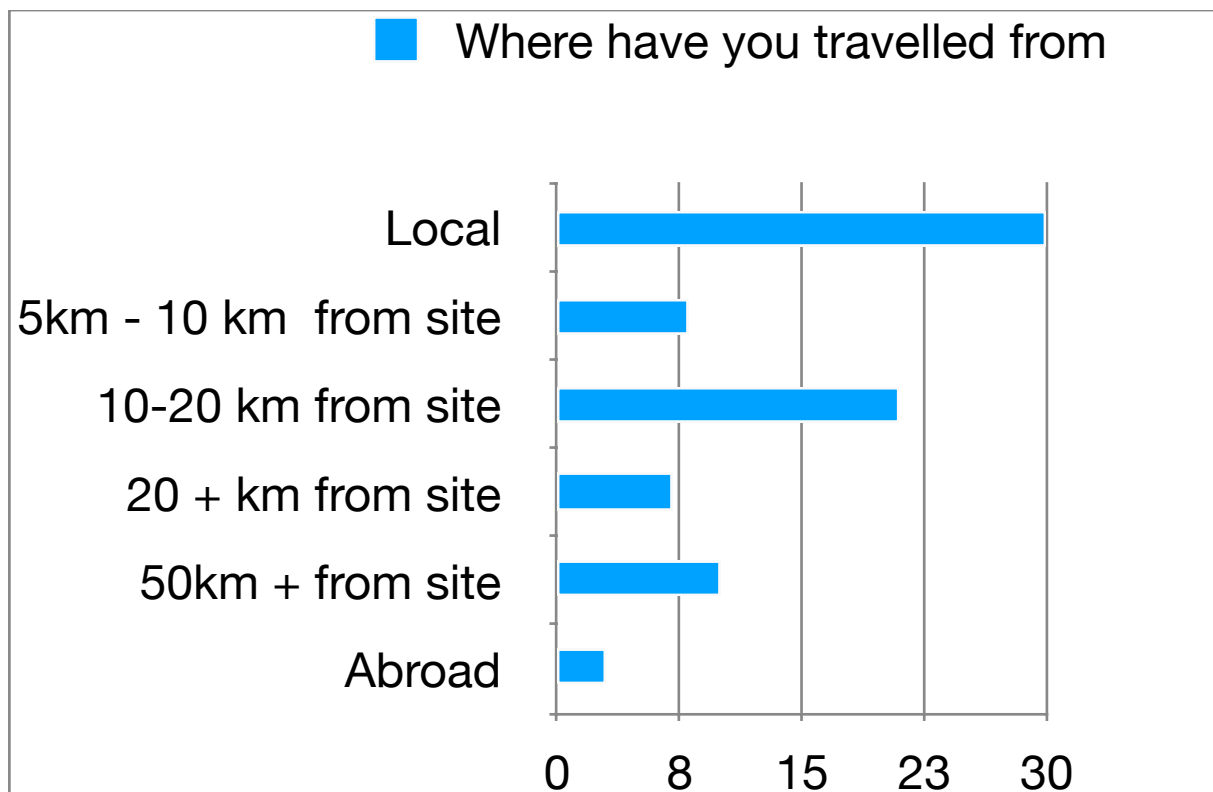
4% of participants said that the festival being **dog friendly** was their favourite aspect

3% said the **arts and crafts** were their favourite part of the festival

3% said the **circus** skills was their favourite aspect

1% said **dancing / performing** was their favourite part

Distance travelled

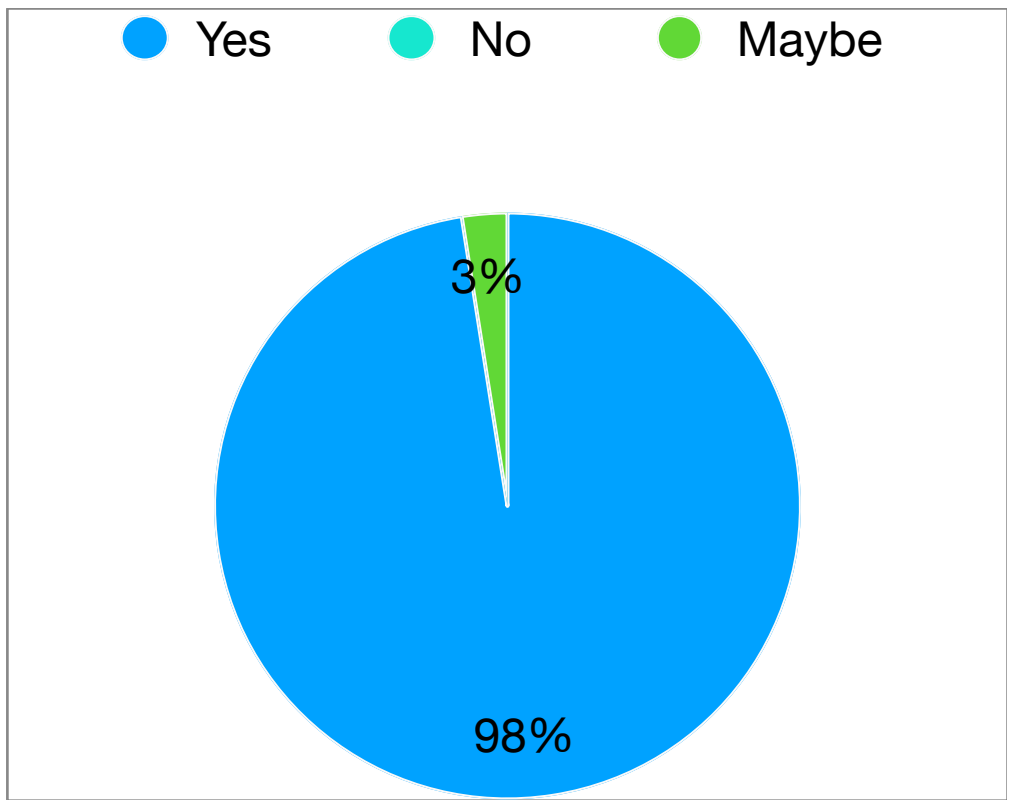


The Geographic chart shows distances participants had travelled to the Fuse festival based on their locations given.

Data shows the majority of participants were local from **Lichfield 38%**
With next majority of population travelling from areas **10-20km away 27%**
13% of participants travelled **from 50km plus** to attend the Fuse festival

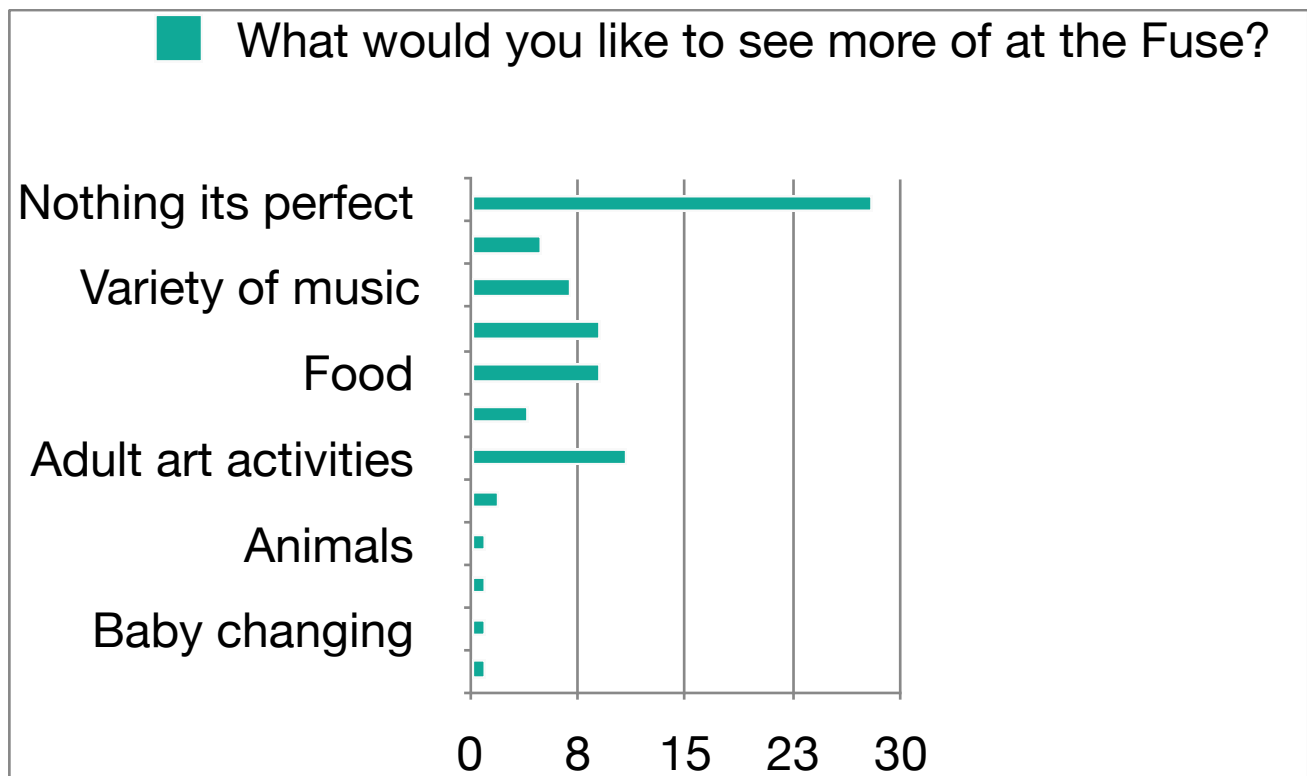
The furthest participants travelled to attend the festival were from other countries abroad - these were Canada, Ireland and France.

Participants were asked whether they would be likely to participate with this event again in the future?



Findings show that **98% of all participants said Yes** they would be likely to participate in this event again in the future.
3% said maybe
0% said no they wouldn't

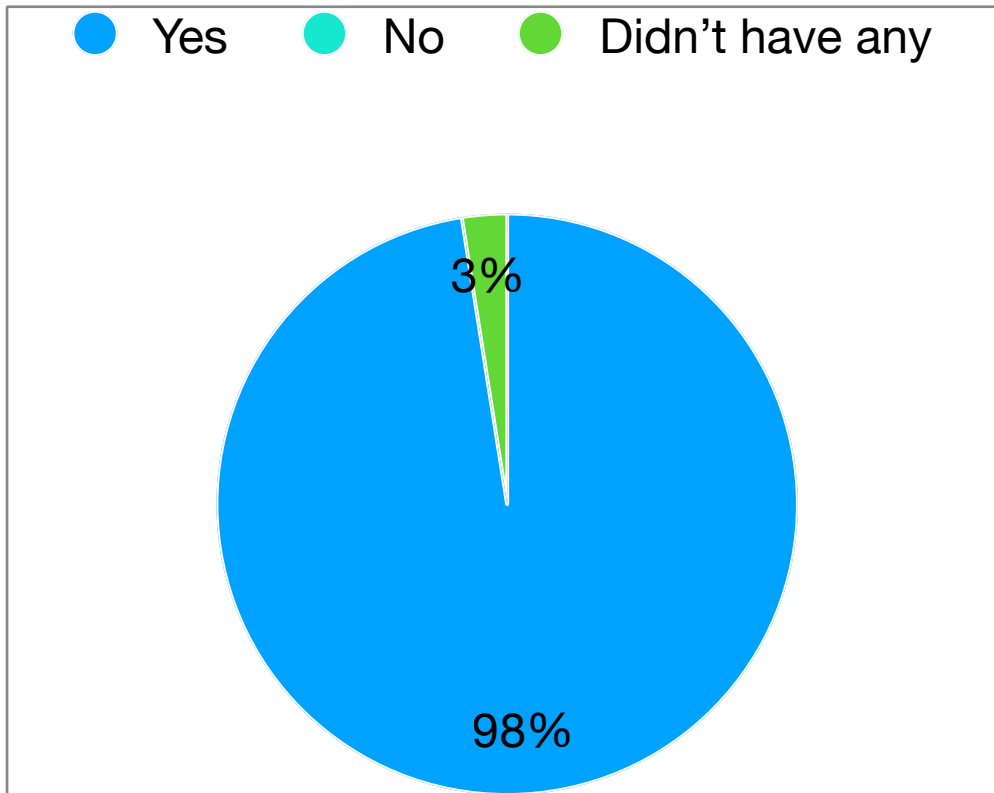
Participants were asked what they would like to see more of at the Fuse Festival
35% said there was nothing more needed as it is perfect



13% said they'd like to see **more art activities for adults** - separate from children's activities

11% said they would like **more food** related suggestions - these being Syrian food, sweet food, healthier food, more children's portions, more ice cream and free food and drink.

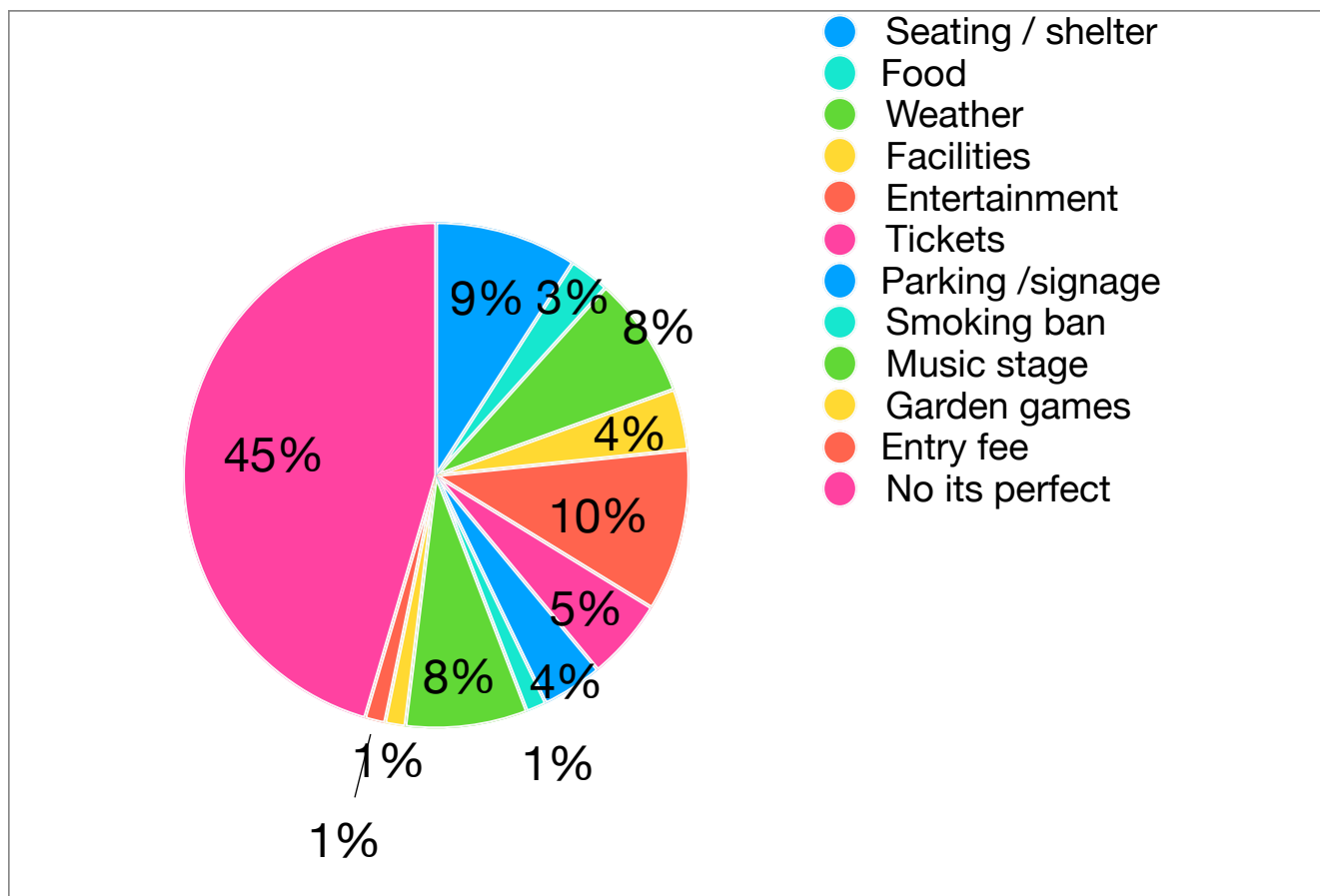
Expectations:



98% of Participants said the Fuse Festival 2024 had **met their expectations** with **4%** of these saying it **exceeded** their expectations.

Only **3%** said they had **no expectations** to begin with.

Improvements



Participants were asked if there was anything Fuse could do to improve their experience :

45% of participants said No - everything was perfect

The remainder of participants expressed suggestions for improvements such as :

10% requested further entertainment such as : activities for adults (separate to children), more artisan stalls and makers, artist workshops and activities for babies.

9% requested more seating provisions

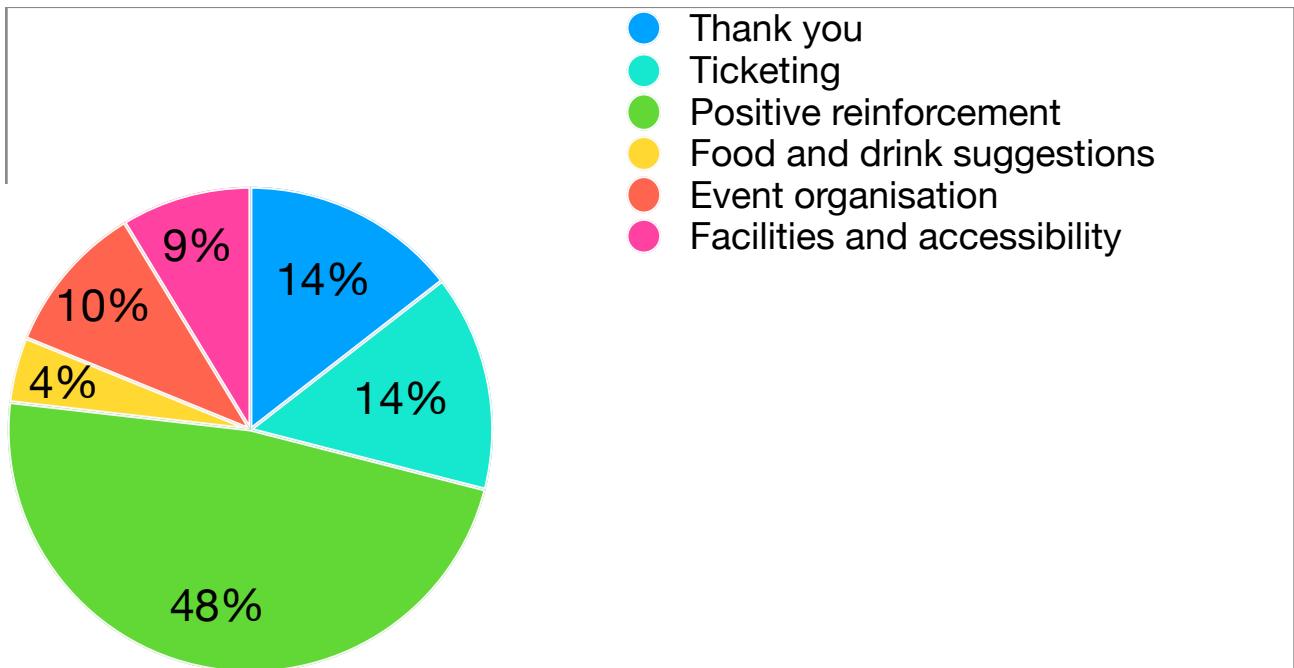
8% requested Better weather

8% had suggestions for the music stage area to be moved, made bigger or have more variety of styles of music playing on stage in different genres

Other improvements suggested by under **5%** of participants were for: clearer signing to car parking areas, clearer booking online and ticket checking operations. (Some Participants were uncertain as to why they needed tickets, why it said sold out online and why they were not checked).

One participant suggested a smoking ban to be enforced.

Participants were asked if there was anything else they would like to add to tell the Fuse Organisers:



48% of participants gave positive reinforcement. Participants wanted to let the organisers of Fuse Festival know how good it was, what a good job has been done and to say well done to all involved (see diagram 3 for Map of Positive reinforcement responses)

Diagram 3:



14% of participants said Thank you and wanted to express their Gratitude

14% of participants wanted to express matters regarding ticketing either to say they would be willing to pay a small fee charge of entry to the Fuse, or that the ticketing system could be clearer as tickets were not checked on entry.

10% of participants mentioned the event organisation either to praise organisation or give suggestion for future (see Diagram 1 for map of responses)

Diagram 1:



9% of participants mentioned facilities and accessibility issues - either to say how good they were, or add suggestions for future events (see Diagram 2 for map of responses)



The remainder **4% mentioned food and drink** to praise options available or give further suggestions (such as vegetarian options were good, more ice cream, cheaper price ranges of food options requested).

Conclusion

- Findings have shown that the Fuse Festival engaged people locally from Lichfield as well as visitors from wider afield - reaching 50km plus - as well as from abroad.
- Research found that 20% of participants were new audience attending the Festival this year.
- Activities on offer were found to have met and exceeded visitors expectations.
- Overall the general atmosphere and vibe created was enjoyed, with participants engaging in the community feel that the festival provided.
- The variety of entertainment on offer allowed for accessibility to a range of visitors needs.
- Facilities provided allowed for individuals with diverse needs and requirements to be met.
- Food and drink supplied were gratefully received and appreciated with recommendations given by participants for future events.
- Event organisation was highly commended with participants recognising the hard work of volunteers, the smooth execution of the event, and the organised planning involved.
- Recommendations for future events were given highlighting requirements for:
more adult art activities separate to children's areas; space and layout of music stages to allow for musicians to be individually heard separately; baby changing facilities and pram storage space, shelter/ shade from weather; and undercover areas with more seating.