

Ginger and Spice Festival - Feedback Survey

We are carrying out a survey as we would like to take onboard your feedback to find out how well you, and other members of our audiences, are being served by the Ginger and Spice Festival over the past four years. This is so we can work towards the continual improvement of future festivals.

We would really appreciate 5-7 minutes of your time to answer some questions.

As a thank you, we will enter your name into a prize draw to be in with a chance of winning a hamper including locally sourced food.

Your answers will be kept confidential for research, evaluation & development purposes only.

Which previous festival(s) have you attend? *Please tick*

2017	2018	2019	2020 (virtual)

Which events have you either attended or participated within? *you can tick more than one option*

Event Type	Please tick Y/N
Saturday Market (Spice Exchange)	
Food Theatre featuring chefs/cooks	
Fringe Event such as pop up dinner/talk/film	
Tour such as foraging walk	
Heritage Trail	
Competition	
Virtual online event/market	

How or who did you attend the festival with? *you can tick more than one option*

Attendance	Please tick Y/N
Family	
Friend	
Partner	
Alone	
As, or with, a sponsor	
As, or with, a volunteer	
As, or with, a festival delegate	
As, or with a trader	

What made you attend the festival? Please tick as many options as relevant

Attendance	Please tick
Wanted to attend a certain fringe event	
Found description interesting	
Spend time with friends and family	
Spend time outdoors	
Discover new food and drink	
Professional involvement	
Wanted to see a performer	
Been before	
Was recommended by someone	
Wanted to find out more about heritage of the local area	
I was passing through the town	
Other (please specify)	

How did you hear about the festival? Please tick as many as relevant

Medium	Please tick and specify (if you can remember)
Social Media: which platform?	
Newspaper: which one?	
Magazine: which one?	
Leaflet picked up: where?	
Website	
Radio	
Third Party website: which one?	
Friend or family	
Poster: where?	
Event Listing: where?	
Another event: which one?	
Festival Guide picked up: where?	
Local organisation	
Other -please specify	

What can we do to improve the marketing and publicity of the festival?

Questions relating to the festival	Y/N
Prior to the festival, did you get all the information you needed?	
Did you learn anything about the history and heritage of the town and surrounding areas close to Market Drayton?	
Would you recommend the festival to family or friends?	

Do you have any comments or recommendations about the above three questions?

How would you rate your experience of the festival - please tick one box for each statement.

Statement	Excellent	Very good	Good	Average	Poor	Don't know
The variety of festival events						
Saturday Food Market						
Food Theatre						
Heritage Trail						
Artistic Quality						
Atmosphere of the Festival						
Accessibility						
Competitions						
The Whole Experience						
Communication about Festival						

Do you have any suggestions about what you would like to see more of? For example: different events, stalls, activities

Did you redeem any offers or enter a competition? Y/N

If so, which one?

Do you live or work in Market Drayton? Please circle Yes No

If not, how far did you travel to the festival? Please tick

5 miles	
10 miles	
20 miles	
30 miles	
50 miles	
Other (please state)	

Would you like to volunteer or be involved in the festival in the future? Please tick

Yes

No

Maybe – tell me more

(if yes or maybe, please give us your details later)

About You

Are you (please tick one)

Male Female Prefer not to say

How old are you?.....(please tick one)

Under 16 16-19 20-24 25-34 35-44

45-54 55-64 65-74 75 + Prefer not to say

Do you consider yourself to be disabled?..... (please tick one)

Deaf Blind Disabled None

Do you have any special needs that you feel we should know about?

How would you describe your ethnic origin?

Please tick one description (as recommended by the Commission for Racial Equality) with which you identify below.

White	Mixed	Asian or Asian British	Black or Black British	Chinese	Other
British <input type="checkbox"/>	White & Black Caribbean <input type="checkbox"/>	Indian <input type="checkbox"/>	African <input type="checkbox"/>	Chinese <input type="checkbox"/>	Other please state * <input type="checkbox"/>
Irish <input type="checkbox"/>	White and Black African <input type="checkbox"/>	Pakistani <input type="checkbox"/>	Caribbean <input type="checkbox"/>		Prefer not to say <input type="checkbox"/>
Other White please state * <input type="checkbox"/>	White and Asian <input type="checkbox"/>	Bangladeshi <input type="checkbox"/>	Other Black * please state <input type="checkbox"/>		
	Other Mixed * please state <input type="checkbox"/>	Other Asian * please state <input type="checkbox"/>			

If other, please state:

Would you like to be entered into the free prize draw? Y/N (The closing date for the competition Sunday 20th December 2020. The winner will be notified by email within 14 days of this date. The prize is nonexchangeable.

Names (first and last)	
Telephone Number	
Address and Postcode	
Date Completed	

Please email this survey to us via gingerandspicefest@gmail.com with the subject Completed Festival Survey.

Thank you very much for taking the time to complete this survey.

Our privacy policy can be found here - <https://www.gingerandspicefest.co.uk/privacy-policy-2/>