



## SURVEY RESULTS & FESTIVAL FEEDBACK REPORT



AUTUMN 2016



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## BACKGROUND

Following the inaugural Wimborne History Festival a short online (Survey Monkey) questionnaire was compiled and circulated via the Festival website, Festival e-newsletter, social media and via Festival partners. A total of 48 respondents gave their views on the 2016 event and the findings from the survey are summarised in this report. A further 10 respondents completed a 'non-visitor' survey designed to ascertain why people chose not to visit the event. Whilst the overall number of responses (to both surveys) does not provide a statistically reliable sample, the feedback from those who gave their views is useful guidance for the future.

The main body of the report picks out the key findings from the Visitor Survey, followed by the main points from the Non-Visitor Survey. A full list of comment can be found in the appendices.

At the end of the report a number of suggestions are made for consideration in regard to future events.

## RESULTS AND KEY FINDINGS - VISITOR SURVEY

### Attendance at History Festival Events

Did you visit/attend (tick all that apply):

<b>Venue</b>	<b><i>No of Responses (% of total)</i></b>
Main History Festival Site at Lake Gates	48 (100%)
Allendale Centre (Sixth Wife)	1 (2%)
Deans Court/The Leaze (for tours/walk)	4 (8.3%)
East Dorset Heritage Trust	7 (14.6%)
Physick Garden	1 (2%)
Priest's House Museum	7 (14.6%)
Serles House	1 (2%)
Wimborne Library	3 (6.3%)
Wimborne Minster Church	10 (20.1%)
Wimborne Model Town	0
Wimborne Town in General	11 (23%)

Only people who had visited the Lake Gates site were asked to complete this survey, hence the 100% attendance. The purpose of this question was to ascertain if visitors had combined the Lake Gates Festival site with any of the town centre activities.

It would seem that this did happen to a limited extent with 20% of Festival site visitors also going to the Minster and 14% to East Dorset Heritage Trust and the Priest's House Museum.

Later findings may reflect why this figure was not higher, perhaps distance of the site from town, time constraints or lack of information.

None of the survey respondents visited Wimborne Model Town over the Festival weekend, but this venue was not hosting any special events over that period, having held various activities in the lead up to the History Festival.

Nearly a quarter of respondents visited the town itself and one respondent remarked in the comments section that they had stayed at Gordon House (B&B) for the weekend and it was “delightful”. Though limited in this first year it demonstrates that the Festival has the potential to bring economic benefit to the town and area.

### **Group Composition:**

Respondents were asked to indicate the type of group that they attended the festival with:

<b>Group Type</b>	<b>No of Responses (%)</b>
Immediate Family	19 (39.6%)
Couple	11 (23%)
Individually	8 (16.7%)
Larger group/party (6 people+)	6 (12.5%)
Friends	4 (8.3%)

As expected for a family focussed event, nearly half the respondents had come to the History Festival with their immediate family. Couples made up the next largest group type accounting for just under a quarter of visitors. Only a small number of ‘larger groups’ seemed to have attended - perhaps a reflection on the pricing policy.

### **Saturday -v- Sunday**

Respondents were asked if they visited on Saturday, Sunday or on both days?

Saturday only - 20 (41.67%)

Sunday only - 15 (31.25%)

Both days - 13 (27.08%)

Overall the Festival had a higher number of visitors on the Saturday and this is reflected in the survey responses with 10% more respondents choosing to coming along on the Saturday than on the Sunday.

More than a quarter of respondents visited on both days - a full weekend ticket may persuade more visitors to do so in future.

Respondents were asked why they chose to come on a particular day, the full responses can be found in Appendix 1 on page 19. In the majority of cases it simply came down to availability and convenience. A number of respondents were involved on the site one day (as volunteers or re-enactors) and could therefore only ‘visit’ on the remaining day. Some people had to work and others commented that they visited on Saturday as they went to church on Sunday, or that they “didn’t spend money on a Sunday”.

One respondent noted that if they had been available they would have attended both days, another said their decision was purely based on the weather on the day and one remarked that the Festival had clashed with a vintage/history event on Poole Quay.

## Finding Out About the Festival

Respondents were asked to indicate how they had heard about the History Festival.

The most frequently cited were:

Flyer/Leaflet - 14 (29.2%)  
Advert In paper/magazine\* - 10 (20.1%)  
Road Sign/Banner - 10 (20.1%)  
Family Member Friend - 9 (18.8%)  
Facebook - 9 (18.8%)  
Poster - 8 (16.7%)  
Festival Website - 7 (14.6%)

The responses show the need to ensure that a variety of approaches are taken to advertising and that print media has not been replaced by online activity, indeed it would appear that printed materials still outweigh the internet and social media as a means of communication.

In addition to the above people found information about the Festival

In a news story in a paper/magazine\* - 4 (8.3%)  
At one of the venues - 4 (8.3%) - Walford Mill and ATC mentioned  
Via email/newsletters (not just the Festival's own) - 3 (6.3%)  
From the BID - 2 (4%)  
Through School - 1 (2%)  
Via another Website\* (not the History Festival site) - 1 (2%)  
(WHF) Speakers at a meeting/presentation 1 (2%)  
From one of the WHF staff/volunteers 1 (2%)  
As a volunteer - 1 (2%)  
Local History Society offer - 1 (2%)  
Member of Wimborne Minster PCC - 1 (2%)  
From a Re-enactment Group - 1 (2%)

\* Publications/Websites mentioned:

Wimborne Town Guide  
Local Free Paper x 2  
What's On in Dorset  
Blackmore Vale x2  
Resort Magazine  
Google Search (on local history events)

Several people learned of the event via a group or club, eg via a talk/speaker, by means of a direct offer to their group or from one of the groups involved in the event so perhaps more could be done to entice people with special offers for 'friends' of history?

One person who "wanted to take their children to a re-enactment show/festival this year" searched online, found the Wimborne History Festival and thought "it looked fun so decided to make a trip of it".

Unfortunately none of the survey respondents learnt of the History Festival via the Radio, despite advertising on Radio Wimborne and Forest FM and three interviews on BBC Radio Solent/BBC Dorset. None cited Twitter as their source of information.

The full responses to the comments section of this question can be found in Appendix 2 on page 20.

## The Wimborne History Festival Experience

Respondents were asked to rate various aspects of the History Festival in order to give an indication of the areas that worked well and those where improvement is needed:

<b><i>Please rate the following aspects of your History Festival Experience:</i></b>					
<i>Item</i>	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Total Responses</i>
Signage to the Festival	23 47.9%	18 37.5%	5 10.4%	2 4.2%	48 100%
Parking Provision (Availability)	25 55.6%	16 35.6%	2 4.4%	2 4.4%	45 100%
Access to Field Site	18 37.5%	23 47.9%	5 10.4%	2 4.2%	48 100%
Movement around the Site	22 45.8%	18 37.6%	4 8.3%	4 8.3%	48 100%
Quality of Re-enactment Groups/Displays	23 47.9%	21 43.7%	3 6.5%	1 2.1%	48 100%
Range of Re-enactment Groups/Displays	17 35.4%	22 45.8%	7 14.6%	2 4.2%	48 100%
Range of Stalls	5 10.6%	23 48.9%	14 29.8%	5 10.6%	47 100%
Range of Catering	4 8.7%	15 32.6%	20 43.5%	7 15.2%	46 100%
Quality of Catering	9 20.4%	24 54.6%	7 15.9%	4 9.1%	44 100%
Activities Available	10 22.2%	21 46.7%	12 26.7%	2 4.4%	45 100%
Information Provision on Site	12 26.1%	20 43.5%	10 21.7%	4 8.7%	46 100%
Visibility of Staff/Volunteers	19 41.3%	19 41.3%	6 13%	2 4.4%	46 100%
Approachability & helpfulness of Staff/Volunteers	27 58.7%	17 37%	2 4.4%	0	46 100%

Overall the highlighted aspects of the Festival were well received with the majority of areas achieving over 80% good/excellent rating. Those areas that scored lower and need to be addressed are:

Range of Stalls  
Range of Catering  
Quality of Catering  
Activities Available  
Information Provision on Site

The final point could be quite easily improved if the Festival Programme were issued free with tickets and clearly set out the timetable and activities available.

Without a programme visitors may not have realised the full range of activities available, hence this element scoring lower in terms of satisfaction.

***Further Issues and Comments (in full in Appendix 3 on page 20):***

In addition to the previous questions respondents were asked to give additional comments on their Festival experience. There were both critical and positive remarks, the main areas of concern were:

- Pedestrian access not good from town (over Julian's Bridge) - safety concerns cited
- Access to site entrance too far from town
- Shuttle buses not frequent enough and stopped too far from site
- Field too large and too thinly populated with displays/activities - everything too spread out
- Not enough indication of era represented by exhibits
- Poor interaction with the public by some of the re-enactment groups, just sitting talking to each other (except Romans, ATC and Iron Age all of whom were praised).
- Overpriced for what was on site
- Food and drink provision poor - lack of Vegetarian options and availability of cold drinks (notably water) on a hot day
- Not enough shade or seating
- Signage and advertising was good but felt like a lot of focus on events leading up to the festival and not enough focus on the site and weekend itself

On a positive note there was also praise for the food, notably the fact that local caterers had been used and the incredible community engagement the Festival had achieved through the pre-Festival events. Comments included:

- Loved it
- Wonderful day, well run
- Really engaged my children aged 5 and 6

Some respondents also used the section to make suggestions for the future:

- More talks/lectures in tents
- More visible and approachable volunteers
- More stalls in between other displays/activities

- Wider range of re-enactment periods for next time, perhaps WWI and WWII, Militia and Civil War too close together in period.

## Pricing Policy

The survey included a question on pricing policy with a view to future events. The purpose was to discover how people would prefer to pay, for example an all-inclusive entry or a lower entry fee and then charges for chosen activities.

Would festival attendees like to be able to purchase 'weekend tickets' or family tickets and what would they consider a reasonable ticket price for such an event.

People were also asked if they came to the event because of its subject (history), if they would like to be able to stay overnight on site and if they felt it should be held nearer the town centre.

<i>Please indicate how strongly you agree or disagree with the following statements:</i>					
	Strongly Agree	Agree	Disagree	Strongly Disagree	
We came along because the history theme appealed to me/us	37 78.7%	10 21.3%	0	0	47 100%
I/We were aware that tickets were available in advance at a cheaper rate	26 55.3%	18 38.3%	4 4.3%	1 2.1%	47 100%
Prior to attending the event I/we felt the ticket prices were reasonable	11 24.5%	24 53.3%	9 20%	1 2.2%	45 100%
Having attended the event I/we felt it was good value for money	5 10.6%	29 61.7%	11 23.4%	2 4.3%	47 100%
I/We would like to have been able to purchase tickets for the full weekend	3 6.8%	15 34.1%	21 47.7%	5 11.4%	44 100%
I/We would be happy to pay for activities if the entry fee was lower	5 11.4%	12 27.3%	19 43.2%	8 18.2%	44 100%
A family ticket should be available	22 51.2%	20 46.5%	1 2.3%	0	43 100%
I/We would like to have been able to camp overnight at the event	3 7.3%	9 22%	17 41.4%	12 29.3%	41 100%
The Festival should have been held nearer to the Town Centre	6 13.6%	9 20.5%	21 47.7%	8 18.2%	44 100%

In terms of pricing, 90% of respondents confirmed that they had been aware that tickets had been available in advance at a cheaper rate. Given that advance sales were not significant perhaps there needs to be more of a distinction between advance and gate ticket prices to encourage people to buy ahead.



Prior to attending the Festival over 87% of respondents felt the ticket prices were reasonable, however having attended the Festival only 72% felt they offered good value for money. This would unfortunately suggest that for some reason the Festival did not live up to expectations for some visitors.

Respondents gave mixed feedback on the availability of weekend tickets, 41% thought this would be of interest to them, 59% were not particularly interested. In contrast nearly 98% agreed that a family ticket should be available to purchase.

Asked if they would be happy to pay for activities on site if the entry fee were lower, 39% agreed but 61% disagreed. Several people did comment that it was nice not to have to keep putting your hand in your pocket when children wished to take part in activities.

On other issues, people were not particularly concerned about being able to camp overnight at the Festival, only 29% would appreciate being able to do so. Only 34% felt the Festival should be held nearer to town, the majority of people (64%) disagreed with this statement.

People were asked if they came to the history festival because of the subject matter and 100% agreed, so the History Festival Directors can proceed in the knowledge that the theme of the Festival has strong appeal.

### **Was anything missing from the Festival site that you were expecting to see?**

34 people replied to this question - the full answers are given in Appendix 4 on page 22, but in summary people expected:

- More displays and re-enactments (more Romans!)
- More periods of history (living history groups)
- More comprehensive re-enactment programme, there was some sitting around and waiting as timings not always accurate
- More activities and a better layout
- More on Saxon history (important to Wimborne)
- A live dig
- Larger variety of book, clothes, souvenir and food stalls - and people selling more themed goods
- Drinking water
- Picnic and seating areas
- More signage and information, particularly about timing of events
- Better shuttle bus service

### **The best and the worst of the Festival**

Survey respondents were asked what they enjoyed most, and least, about the event and why? A total of 41 people answered the question, though not all answers related directly to the question. A full list of answers is given as Appendix 5 on page 23.

***In summary people most enjoyed:***

- The Roman Displays (because of the learning opportunity - the surgeon in particular was mentioned)
- The battle re-enactments (fighting and firing!)
- The re-enactment groups & 'villages' - informative, interesting and entertaining, good to talk to people in period dress who were all very approachable and knowledgeable - brought eras to life
- Variety of periods
- The Vikings, especially Kiddie Vike
- Wimborne Militia
- Iron Age (not sure if this was ATC or Experience the Iron Age)
- Musical Instruments talk
- Craft Demos (inc woodcraft stand)
- Diversity of activities and stalls
- Atmosphere and the people
- Interaction that children were able to have without incurring further expense
- Children's storytelling & crafts
- Children's Iron Age activities
- Creating a coin and other hands on activities
- Deans Court Tour

Key themes seem to be - Interaction, approachable & knowledgeable people (re-enactors), authenticity, hands-on activities

***Least liked:***

- Size of site and lack of atmosphere
- Distance between stalls/displays
- Lots of walking
- Large arena - some groups (Romans) looked lost and were difficult to watch
- Lack of choice of food on site
- Lack of seating/shade
- Car parking
- Too expensive
- Abrupt ending (being told over tannoy to leave)

Overall it would seem that the majority of people felt it was well organised, that everyone was friendly and on the whole it was an enjoyable experience (walking distances and lack of Romans aside).

***Overall people reflected:***

- There had been a wide variety of events over the weekend and children had enjoyed the event
- Site had been too large and things too spread out
- A good event, an excellent first attempt, with room to grow/improve
- Generally a very good event, people thoroughly enjoyed themselves
- Event deserves to develop and become a highlight for the area
- Good to focus on local (relevant) history - unlike the more general Chalke Valley event

- Very good event and very enjoyable - good to have all the other events going on in Town - well worth repeating and well done to all involved!
- Maybe a bit ambitious for the first festival, though excellent that rest of the towns businesses and attractions were able to take part in different themed events leading up to and during the festival. Great publicity - surely no one could miss that it was happening!
- Children loved the activities in the craft tent, and people were pleased to see they were free - one lady commented that "it was very nice to be able to walk round and get involved with everything rather than feeling pressured to spend money at every turn or to only be able to do some things rather than all."

## **For the Future**

- More re-enactors from different periods and in greater numbers - suggestions 1700s, Napoleonic, Tudor, WWII, Jousting, Pirates, Saxons, Dark Ages, Early Medieval)
- More interactive events
- More informative briefings (along the lines of the ATC's Medieval Swordfighting techniques which was noted as being excellent by several people)
- More thought put into layout
- Use smaller site
- More craft based history (suggested music or cooking)
- Try and bring price down (special rates for low income households)
- More seating areas (happy with hay bales!)
- Shaded rest areas
- Try to avoid clashing with other local/history based events (especially free ones)
- Family history and local connections
- Run talks and lectures (in the lead up to the weekend) in the evening as well as daytime so people who work can attend
- Clearer information on parking
- Ticket to cover entry to festival and town centre heritage venues/activities
- Arrange stalls/stands in chronological order from the entry gate - take people back in time as they walk round one way, or start at the earliest point and work up to the present day
- Parking nearer to the arena/activities
- More information on the history of the site (Lake Gates)
- Have camping or glamping or deals available with local B&Bs
- More dressing up for children in period outfits
- Discount if you return for the second day
- Historic vehicle displays
- More stalls (in particular more food stalls)
- One person suggested Regio Anglorum a Bristol (?) based Saxon Re-enactment group
- Work with Wimborne Community Theatre on a joint 'period' project

## ***Suggested Venues:***

Perhaps a little contradictory after previous comments, the Lake Gates Site was felt by many to be a good option, with good access and space for parking; people commented:

- Site (Lake Gates) good, the site just needed to be pulled closer together
- Field was well located for access/traffic (may have been different in wet conditions)

- Not sure you could have found a venue nearer to town, seemed fine, especially with shuttle bus.
- Liked site for space and access, also felt more like a festival being out of town

*Other suggestions were:*

- A field nearer town - Redcotts or displays in Walford Mill's courtyard
- More central location so that you can cover site and town centre in one day

## ANECDOTAL FEEDBACK & COMMENTS FROM PARTNER ORGANISATIONS

Staff at the Lake Gates staff recorded a number of issues/comments that were give to them on the day:

- Bus - no times published - once an hour would be fine if you know - too far to walk from Julian's Bridge
- Site - too large - too difficult to push wheelchairs/prams
- Map scale was wrong
- Programme did not state free parking
- Not enough food stalls (only venison)
- Couldn't get water
- Not enough trade stalls
- It was really good and very enjoyable
- Great to have so much for children to do without having to pay extra
- Good that person on the gate was flexible with allowing people with mobility difficulties (but no blue badge) to park in the Disabled Parking Area

On the whole the partner organisations felt the event had been successful, though trade stalls were less satisfied with the volume of business they received. Comments from those present included:

*"I would like to thank you and your team for putting on a really great event and working so hard to make it one to remember with fondness. I hope your other feedback has been encouraging! It was a splendid location with lots of interesting things for the visitors to engage with. Personally I liked the wide open layout, which helped create a feeling of space and separation between the activities."* Bill Crumbleholme, Ancient Wessex Network

*"A huge thank you from Bob and I, we had a great weekend...I would be delighted to work with you all again as, in all honesty, I think the show has great potential to grow both in size and visitor numbers."* Matt Russell, Experience the Iron Age

*"Congratulations on organizing such a great event - everyone who came seemed to really enjoy themselves!"* Corwen and Kate (Ancient Music)

*"Enjoyed the whole set up. It was great to meet your team plus to have a performance tent with bales and sun shelter for the audience."* Clive Pig (Storyteller)

## RESULTS AND KEY FINDINGS - NON-VISITOR SURVEY:

As with the main Visitor Survey, the Non-Visitor Survey was sent out via social media, the Festival website and newsletter. Only 10 respondents completed the questionnaire and whilst this is not a statistically significant return it does provide some idea why people did not come to the event and therefore suggests areas for amendment or improvement in future years.

### Attendance at History Festival Events

Did you visit/attend (tick all that apply):

<b>Venue</b>	<b>No of Responses</b>
Allendale Centre (Sixth Wife)	0
Deans Court/The Leaze (for tours/walk)	0
East Dorset Heritage Trust	0
Physick Garden	0
Priest's House Museum	1
Serles House	0
Wimborne Library	0
Wimborne Minster Church	0
Wimborne Model Town	0
Wimborne Town in General	4

Although these respondents did not visit the Lake Gates site, one visited the Priest's House Museum and nearly half went in to the town.

### Awareness of the Festival

Respondents were asked if they were aware of the living history event that had taken place outside Wimborne Town Centre at Lake Gates on 16<sup>th</sup> and 17<sup>th</sup> July. 8 of the 10 respondents replied 'Yes' they were aware, 2 were not. This would suggest that the promotion and publicity was generally reaching people, but that perhaps the message was not strong enough, or the pricing/location not appealing enough to convert awareness into action.

Those respondents who had heard of the festival, learnt about it from:

Flyer/Leaflet - 4  
Poster - 2  
Road sign/banner - 2  
Advert in paper/magazine - 2  
Festival Website - 2  
Email/Newsletter - 2  
One of the venues - 2  
Family Member/Friend - 1  
News story in paper/magazine - 1  
Facebook/Twitter - 1  
Radio Station - 0  
Through School - 0

This pattern is largely reflective of the results obtained in the Visitor Survey, which highlights the importance of ensuring that both online and print media are used to promote the Festival. One respondent cited Gulliver's Bookshop as the source of their information and another was involved through Wimborne Minster Church, illustrating the importance of using partner organisations to help raise awareness.

## Why People Did Not Visit the Festival at Lake Gates

Respondents were asked to indicate why they had not visited the Festival at Lake Gates. In confirmation of the previous question 2 respondents indicated that they hadn't been aware that the event was taking place. The remainder replied as follows:

<b><i>Reason</i></b>	<b><i>No of Responses (out of 8)</i></b>
Busy/Other Commitments	5
Tickets too costly	3
Location (not accessible)	2
Weather concerns	1
Felt it was too family/child focussed	1
Lack of information available about the event	1
Location (not appealing)	0
Difficult to obtain tickets	0
History theme did not appeal	0
Felt it was too adult orientated for a family	0
Other, see below	4

The most common reason for not visiting was simply a lack of time, however 3 of the 8 respondents cited the cost of tickets and 2 felt the location was not accessible. It is reassuring to note that nobody felt the History theme was not appealing. One person believed it was too family focused and this was echoed in an additional comment (see below), so perhaps work needs to be done to find more of a balance between adult and child activities.

### ***Other Reasons for not attending:***

- I felt driving in would commit me to going and I didn't know how much it would cost or what would be there.
- I was on holiday.
- It seemed a lot of money to pay to go just for an hour. Friends who went on the Saturday said it was very child focused and it was boring for adults.
- Helping at Priest House.

## Ticket Pricing and Sales

<b><i>Please indicate how strongly you agree or disagree with the following statements:</i></b>					
	Strongly Agree	Agree	Disagree	Strongly Disagree	Total Responses
Prefer to pay an all inclusive entrance fee	1	2	3	1	7
Prefer cheaper entry and to pay for individual activities	2	3	1	1	7
Buy advance tickets if there is a reasonable discount	4	4	0	0	8
Buy advance tickets more than one month ahead	2	4	0	0	6
Believe there should be a discount for seniors, students and disabled	5	4	0	0	9
A full weekend ticket should be available	2	5	1	0	8

Opinion on an all-inclusive ticket as opposed to cheaper entry and paid activities was divided, though slightly more felt they would prefer to pay less on the gate and then pay for additional activities. This is in contrast to the findings of the Visitor Survey where only 39% of visitors would be prepared to pay for additional activities.

There was stronger support for advance tickets and discounts for seniors, students and disabled visitors. On the whole people also agreed that a weekend ticket should be available.

<b><i>How much would you be prepared to pay for:</i></b>								
	Under £5	£5-£7.50	£7.50-£10	£10-£15	£15-£20	£20-£25	£25+	Total Responses
Adult Day Ticket (inclusive)	0	3	4	2	0	0	0	9
Child Day Ticket (inclusive)	5	4	0	0	0	0	0	9
Family (2+2) (inclusive)	0	0	3	0	3	1	2	9
Adult Day Ticket (entry only)	4	4	0	0	0	0	0	8
Child Day Ticket (entry only)	8	0	0	0	0	0	0	8
Family (2+2) (entry only)	0	2	1	3	2	0	0	8

People were happy to pay anywhere from £5-£15 for a fully inclusive adult ticket, with the majority suggesting that £7.50-£10 would be acceptable. Acceptable levels for child (fully inclusive) tickets ranged up to £7.50, but more felt that around the £5 mark was about right.

A much wider price range seems to be acceptable for a family ticket, from £7.50-£25+. If the adult ticket were set at £10 and child at £5, 2+2 would be £30, so in the region of £20 might be nearest the mark.

For entry only tickets (activities extra) people were obviously prepared to pay less, with adult entry tickets needing to be under £7.50 and children's tickets (unanimously) under £5. Again there was a wider range of acceptable pricing for a family ticket, from £5 - £20, so somewhere in the region of £15 would seem appropriate.

#### ***Other Pricing Comments from Respondents***

- Most important issue for me is knowing in advance how much I would expect to spend
- I think that you have to keep the ticket prices at a reasonable rate, so that they are not prohibitive to any section of the community.

#### **Location for the Festival in Future**

Only three (3) respondents offered a suggested location for future Festivals, these all cited the Town Centre, including one mention of Redcotts Park. One of these respondents said:

*"I think that it would be preferable to have more of the History Festival centred around the Town itself, although I can appreciate that with weapons involved in the skirmishes and battles, health and safety has to prevail!"*

#### **Future Festival Content**

Respondents were asked which periods of history, groups or activities they would like to see included in any future History Festival.

Only two respondents replied, as follows:

- Victorian
- The War Years (First and Second World Wars) - it would help to educate the younger generation of the sacrifices people made.

#### **Respondents Location**

To help gauge how far people might be willing to come from, those that responded were asked for their emails. 7 of the 10 came from the Wimborne (BH21) postcode area, two from Poole (BH14 & BH16) and one from Bournemouth (BH9).



## SUGGESTIONS FOR THE FUTURE

Having considered the feedback from both visitors to the Festival, and from those that didn't come for a variety of reasons, it is suggested that the following points be considered for future History Festivals:

### ***Location/Venue***

- Ensure clearer links (both physically and through information) with the town centre
- Use a more compact site (or just a section of the previous site)
- If the venue is out of town have more regular shuttle bus service with drop off at the Festival entrance and additional pick up points around Wimborne
- More seating for customers - picnic area facilities
- More shade and shelter for visitors

### ***Content of Festival***

- More interactive events and activities
- Wider selection of catering outlets
- Additional (and more variety of) trade stalls
- More 'briefing' style presentations (like ATC Medieval Swordfighting)
- On site talks - though scheduling between cannon and gunfire could be challenging, perhaps these could take place first thing or at the end of the day when the arena action is finished?
- Keep the theme of local - this differentiated WHF from Chalke Valley - but links to the local area and history need to be highlighted and explained
- Include other periods - Saxon, Norman, Victorian, World Wars
- Include Family History - tracing ancestors, using local families (Bankes, Hanhams?)

### ***Pricing***

- Offer group rates, particular for disadvantaged groups
- Advance tickets need to be significantly cheaper than those available on the gate to encourage people to purchase well ahead - could possibly operate a sliding scale, so 40% off 2 months ahead, 20% off a month ahead, etc.
- A family ticket should be available
- Tickets should remain 'all inclusive' but the added value they offer made clear - ie mark on the tickets exactly what they cover so people can see the benefit
- Consider a two day pass (weekend ticket) - also perhaps offer a discount for coming back on day two for those who wish to return and didn't purchase a weekend ticket
- Ensure ticket prices (advanced and gate) are clearly shown on all advertising

### ***Marketing & Promotion***

- Needs to cover both online and print platforms
- Should extend to wider geographic area
- Special deals made available sooner to key interest groups, eg history societies, members of heritage venues, re-enactment group associates, partner venue staff and volunteers, etc.
- Special Festival deals with local accommodation providers - discounted tickets for their guests and/or accommodation discounts for people coming to Festival
- Include the programme in the price of a ticket - this could be logistically challenging and the programmes would need to be printed and released at the same time as the tickets

- Make greater use of partner organisations - mailing lists, display boards, special offers for their volunteers/members
- Free parking should be highlighted
- Greater detail on what visitors can expect to see/do at the event should be given
- Make promotions and advertising more action driven, ie act (book tickets) now message needs to be stronger
- Develop brand to have a more adult orientated version to widen appeal to adults as well as children and families



# APPENDICES

## Full responses to the comments and open-ended questions.

### APPENDIX ONE

#### Why did you choose to visit on that particular day (ie Saturday or Sunday):

- Only day free
- Family member only available on that day
- Only day we were available
- Wimborne Rotary Club volunteer on Sunday
- This day suited our family best
- Was busy on the Saturday
- Only available day for us that weekend
- I was doing something else on Saturday - but I did notice that Poole Quay had a history based heritage day that clashed with the Wimborne one
- We were busy on Sunday, could only attend on Saturday
- We had travelled down from Cheshire and were meeting other family members
- Long standing prior commitment on the Sunday - Heritage Flight ground crew at Compton Abbas
- I was helping on the site
- I was otherwise engaged on Sunday
- Work commitments on Sunday
- I attend church on Sundays
- Pure availability
- Not available to visit on the Sunday
- Only day free
- Other commitments on the Saturday
- Off work
- Busy on the Saturday
- Other commitments Sunday
- We don't spend money on a Sunday
- Already had plans but would have liked to visit on both days
- Working other days
- Commitments on Saturday
- Best weather
- No particular reason it just fit my schedule.
- I was one of the re-enactors
- That was the day we could all go
- Convenient for me
- Also volunteered as a helper

## APPENDIX TWO

### **How did you find out about the History Festival - Other methods (including papers, magazines and websites):**

- Speakers at Wimborne Rotary Club meeting and Civic Society meeting
- From Lynda White
- Walford Mill Crafts
- We got a flyer from the Ancient Technology Centre when we visited earlier in the year
- Volunteer photographer
- Wimborne town guide for 2016 with events section posted through my letterbox early this year, this was actually my first indication that the event was to take place
- Via the BID
- Local free paper
- I am a member of Dorset Family History Society and we were invited to attend
- Member of Wimborne Minster PCC and contact from Wimborne BID
- What's on in Dorset
- Blackmore Vale paper
- I wanted to take my children to a re-enactment show/festival this year so I did a web search. It looked fun so decided to make a trip of it
- local Wimborne free paper
- Blackmore Vale Magazine
- Reenactment group
- Resort magazine. Also a general search on google for local history events

## APPENDIX THREE

### **Comments on the quality of the festival experience:**

- As I went as a pedestrian, I felt the access by footpath was not good as you had to cross Julians Bridge which could have put local people off visiting the site.
- We walked to lake gates and we didn't use the catering. We enjoyed what we saw but the field was much too large and thinly populated so by the time we got to one end we had missed the next display on the arena.
- Access to the site entrance was too far from the town. Not enough shuttle buses. Very dangerous crossing the bridge, it needs policing for pedestrians. Food and especially drink very poor. Nowhere to get a bottle of water or enough shade for a very hot day. Hardly any places for people to sit and eat, drink, or rest. Exhibits too far apart and not enough indication of era represented. Individual displays very interesting but poor interaction with the public with most of them. The Romans were excellent as were the Sword Combat team.
- Transport to site was poor with even the bus available stopping too far from the site itself. Site far too big with far too much space between stands. There was only one food outlet!!
- Felt it was overpriced for the facilities on site.
- Stalls were too spread out. Parking arrangements were better on Sunday than Saturday.
- We were attending as part of the ATC group.
- Parking was too far away from site.
- The festival space felt a bit too spread out for the number of activities available. We were

disappointed by the historian/archaeologist who was supposed to be doing a walk and talk. We did not walk anywhere and we could not hear her. (This would be better in a tent). The re-enactments were all amazing and we were very pleased that they ran consecutively throughout the day, so even arriving at 11am, we got to see everything. The provision of toilets was good, but there was not enough informal seating for sitting to eat or relax. More talks/lectures in tents would be appreciated, as would more visible and approachable volunteers. We really liked the hands on archaeology stand with coins and flints. The hot food and organic cakes were incredible, best I've tasted all year.

- The main site was spread out too much, it could have been pulled in a lot to make for less walking and would have made it look busier! It was lovely to see local catering businesses taking part. Some of the re-enactors didn't engage very much with the public, they were just sitting around talking to each other. The iron age group, however, were top notch, and very interesting to listen to, as were the romans.
- As it's such a large site, it would have been nice to have more stalls to browse around between events in the Arena.
- Only really noticed volunteers on the car park. They were very helpful.
- Ok, so some of the re-enaction groups were a bit thin on the ground but their members were very enthusiastic and keen to talk to the public. One of the Roman group told me that they did have, as a group, other commitments but were very keen to support the Wimborne event as best they could after the success of their previous events outside Waitrose. A similar comment was made by members of the ECWS of which I am a former member. I think with a longer notice period more will be made of the event.
- The field was too big - I didn't even walk all the way to the other side. Parking was miles away from the festival itself. There was not a good range of catering and although it was adequate, I would not expect instant coffee at any event. Signage and advertising was good but it felt like there was a lot of focus on the events leading up to and surrounding the festival and not enough focus on the site and the weekend itself. I would recommend starting with the weekend and working out, not the other way. That being said, there was incredible community engagement with this event.
- See below regarding car parking. I purchased a programme before the event so had a map of the site.
- I didn't use the catering. The various stalls were a considerable distance apart so there was a long walk to see the furthest most, Roman booth. The public car park seemed to be unnecessarily distant (2 fields) from the event. The fields in between had very few vehicles in them. As we left there was an elderly couple who had parked their car in the same field and were walking towards the entrance. It was very hot and they didn't look tremendously fit or prepared (dressed/shod) for a trek across a field. There was no shady place to sit on the site either. I did enjoy the event and was interested in what was on display. The exhibitors were all knowledgeable, enthusiastic and keen to share their know how. I noticed it was the first time for the festival and I guess it was difficult to predict how many visitors/cars etc would attend.
- The stalls were too spread out or venue too large for number of stalls. Needs to be made more 'intimate' and connected. It was all a bit disparate. Audio/visuals may assist the range of offer and the number of topics covered but not to the detriment of the live displays and craft areas.
- I was a volunteer at the Minster on Saturday and attended the Lake Gates site on Sunday. Didn't use the catering at any point and so can't comment on quality of catering. It was too early to try Eight Arch Brewery's products before I left
- Loved it!
- Wonderful day, well run.
- I would have given excellent for quality of the re-enactment if there had been more of it- more

people taking part eg more than 4 or 5 Romans but it is only the first one and so I get that. I thought the quality of the tents and range was excellent they really engaged my children 5 & 6 yrs.

- A wider historical range of re-enactment groups would be better The Militia and the Civil War are very similar. Possibly WW1 or WW2.
- The site was considerably too large for the number of displays on it, the civil war and roman re-enactors were massively removed from everything else.
- Need more for you money.
- The field was too big, my mum and dad struggled to get to the other half due to their age and being unable to walk too far. There was only a choice of 3 stalls to buy food from, very little vegetarian options, not enough cold drinks to buy on a scorching hot day and very over priced example being £4 for a slice of quiche???
- The Romans were along way from the other history camps, and the children's field was no signposted and not well advertised we only found it by accident.

## APPENDIX FOUR

### **Was anything missing that you were expecting to see?**

- No (x7)
- More displays and re-enactments; the numbers of re-enactors were rather low especially the Romans
- Did not know what to expect
- See my above comments
- A live dig
- More activities better layout
- Not many Romans.
- No it was a lovely celebration
- We were expecting more people representing the Roman unit.
- Roman soldiers, groups, reenactments
- Many other festivals we've been too have a large variety of book, clothes, souvenir, food stalls etc.
- We didn't know what to expect so didn't really miss anything
- Not really. There could have been a few more "appropriate" stalls in market area but this can develop with time. My feeling was the that perhaps, next time, the vintage bus could pull into the area near the ticket gate as there was quite a walk up Julian's Road to get from the drop off to the entrance. A couple of "senior" passengers on our bus found it a bit exhausting walking up the road in the heat.
- It's early days for this festival. For a first attempt it was OK although there were not many people there on Saturday. As there were so few units on the site they looked rather lost in such a large field, even the arena seemed too large; it would have been better to have the trade stands in the same field as the re-enactment units/refreshment outlets, thus making it seem more populated, and perhaps a smaller arena.
- More comprehensive re-enactive programme. Some sitting around waiting as timing of the events not always accurate.
- Areas of seating and the availability of a drinking water supply.
- The Romans were heavily featured in the advertising but the size of their display was disappointing.

- No - went with an open mind
- More periods of history covered by groups
- More living history groups
- The American WW2 re-enactment. They arrived after we'd been to all the stalls beside their area then left after only a couple of hours (if that) so we didn't get to see them
- More re-enactments
- Wider range of displays and stalls
- A larger Saxon element would have been nice. Vikings are all very well, but at the end of the day, they lost didn't they .... and given Wimborne's prominence and significance during the time of Alfred the Great, I was expecting more on the Saxon history. But then, we didn't have time to go anywhere but the main site, and maybe there was more in the town?
- I was expecting a few more displays
- Perhaps a picnic area
- People selling more themed goods.
- More signage, more info about timings.

## APPENDIX FIVE

### What did you enjoy most and least about the event?

- I was volunteering at the site so am unable to comment.
- All quite enjoyable, especially the Romans because I learnt something. I didn't find the Viking fighting displays very convincing. We thought the events at Lake Gates were let down by the site and it spoiled the atmosphere. The whole thing would have felt better if confined to a space one third the size. We most enjoyed the visit to Deans Court.
- The battle re-enactments
- See my above comments
- Enjoyed the diversity of activities and stalls. Least enjoyable was the distance between the stands and the lack of diversity of food and drink outlets.
- N/A
- Stalls (not clear if this was a like or not so keen?)
- The atmosphere and people
- Weather was great - please arrange the same for the next event. There was a lot of space - it would be easier to see things if they were closer together.
- Loved the interaction that the grandchildren were able to do without incurring any more expense. Least liked the long walk with grandchildren from the parking area and then the long walk round the field and the separate field with craft activities and story telling - still further to walk!
- All the re-enactment groups were amazing, hugely informative and entertaining. We were most disappointed by the lack of atmosphere caused by the wide dispersal of the various stalls and displays around the site.
- Children's story telling and craft
- Talking to the various groups was very interesting, loved the craft demonstrations particularly. The battle re-enactments got a bit lost in the large arena, especially the Romans. The walking around was taxing, the field was too big and it felt like the stalls were pushed right against the edges when they could have been nearer.
- It was well organised, and everyone was friendly
- Loved the re-enactments and the 'villages' where you could speak to the people in period dress

who were all very approachable and knowledgeable. Needed to go in to Wimborne for food and drinks as some of our family members are fussy eaters and there wasn't much choice at Lake Gates

- We thoroughly enjoyed the whole afternoon but, as pensioners, found the field a bit vast with nowhere really to sit. The stalls were a bit distant from the activities in the centre of the field but appreciate that this space would have been necessary if there had been many more people there.
- Having a strong interest in the Civil War ( as a former member of ECWS) it is always a pleasure to see a turn out by the ECWS and if I am being truthful that was my spur to attend. Having said that the other live displays made the whole event very worthwhile. The living history encampments of all periods were very engaging.
- The re-enactments were fantastic. Apart from the largest group of Romans. :-)
- Most enjoyed: Surprisingly, I enjoyed the two re-enactments I watched (Vikings and Civil War). I do not usually watch these as I am never convinced by their accuracy. This time I was much more convinced. Least enjoyed: having to walk to far to the trade stands which, when I got there, did not seem very inspiring. Perhaps this area will improve as the festival grows in years to come. Worst was car parking - see below.
- Happy with the story telling , crafts and hands on experiences for the grandchildren. Nice to see a variety of of history periods. Enjoyed exhibitions such as the Roman surgeon which were informative and provided opportunities for questions.
- I enjoyed the spectacle and the enthusiasm of those involved,it was very informative. It was a sunny day too which helped. The long walk from the car park and all around the field in order to see all the exhibits which seemed to be unnecessarily widely spaced was the bit I liked least. It was very hot and there was no where to sit in the shade. As a consequence of cancer treatment I get sore feet and need to keep out of the sun so I was very aware of this.
- The fighting and firing demos were good.
- This refers to the Lake Gates site. The reenactment actors were incredibly knowledgeable about their subjects and happy to talk to the visitors and bring their sections to life. Really enjoyed this aspect of the event. The site was so large that it took a lot of walking to get to all of the individual stalls. This must have been a lot of exercise for the little members of the audience.
- The ease of being able to wander around and enjoy the ambience. Pleased that it was not crowded although the organisers would probably liked more people visitng.
- Enjoyed everything
- The reenactments were great and we really enjoyed the friendly nature of all the people there who were very happy and keen to share their knowledge with us and in particular with the children. Everyone was very approachable.
- Children's iron age activities
- Most - Talking to the re-enacters about their 'time' at their stalls. Least - Nil
- The Romans- My favourite period in history Too spread out
- Most- all the different activities for children- they and we had a lot of fun and it was clear that the re-enactors cared about what they were doing and getting it as accurate as possible. Least- The Romans- 5 a legion does not make :-) Also they were a bit grumpy maybe not happy to be there but I am nit picking.
- The informative people on their stalls who were able to answer childrens questions and the information given during displays. VERY spread out, a lot of walking for young children, especially to get to the Roman section from the entrance
- Most -Everything, least - burning sun with nowhere to shelter



- Very good facilities but spread over too big an area. Not enough varied displays or groups. too expensive for what was on offer
- The Wimborne Militia were excellent, as was the Iron Age chap - a mine of information. And my wife enjoyed the talk on ancient musical instruments.
- The canaons! The 'medicine man' The woodcraft tent
- Creating a coin and weaving. I really enjoyed the hands on activities.
- The vikings were fantastic, especially the kids battles they did, how spread out everything was was the worst.
- The shows and displays were good just needed a few more
- The activities, and the Romans were the best (according to my children). My daughter lived making a tile, and was very proud showing it at school.
- We enjoyed the re-enactment groups, being able to ask questions and feel part of history. These people are a credit to the event, given that they do it during their spare time, without them there would be no event. Did not like the abrupt ending of the event, after the last display it was shouted over the tannoy to pretty much 'get out and thank you'. My experience of going to other events like this, there is usually another hour after the last display to walk around the living history display, therefore getting the most out of your ticket money.
- Liked the camps and the battles. No shade on a very hot day, a long hot walk to visit the Romans.

## APPENDIX SIX

### **Please let us have your overall thoughts on the Festival together with any suggestions for future activities or venues**

- There seemed to be a wide variety of events over the weekend and several parents I spoke to said their children had enjoyed their visit to the site.
- More re-enactors from different periods but particularly if they can bring greater numbers. Lake Gates site was OK.
- Field was too big and spread out.
- See my above comments
- A good event with room for improvement. More interactive events would be good as well as more informative briefings, e.g. the Technology Centre demonstration of swordplay techniques was excellent
- More thought into layout
- Very spread out in the field, perhaps have more to fill the space or use a smaller field.
- Generally a very good event. We thoroughly enjoyed ourselves.
- Perhaps a field nearer into town ie: Redcotts Having enactments or displays at Walford Mill's courtyard
- The site was good, with excellent parking and provision of toilets etc, but could have been made more intimate by pulling the stalls in closer to the event arena.
- The things around the field were very spread out.
- More craft based history would be excellent - or how about music or cooking? I'm not sure you could have found a venue nearer to town, it seemed fine to me, especially with the shuttle bus. You need to make sure it doesnt clash with other history events next time, I reckon the one in Poole took a lot of your potential visitors as it was a FREE event. PLEASE have more places to sit next time, just more hay bales dotted around would have been perfect!! The ticket price seemed steep, although I enjoyed the day very much. Is there any way to bring the price down?

- It was an excellent first attempt, and will gain in attendance and popularity as it is repeated
- The event was very good overall. Looking forward to the next one in 2018.
- We will definitely attend next time. I suppose the field was a bit remote for the folk who had to walk. We were in the car and so had no problem. The field was well located for access, with no traffic problems. Things might have been difficult if it had rained and the field got soggy. Not being a "native" we found everything OK. Our great great grandfather had a shop on West Street 1860/1890 so we were interested in the 'family history' side of things. The library, or anywhere else, didn't offer much on that side of things.
- Yes, the Saturday was a little thin on the ground, but for the first day of the first year of a new event I thought it was a great day out. My group got to the site on the first bus and ended up staying 'till around 4:00pm. This event deserves to develop and become a highlight for the area. The local history aspect was spot on, compared to the more general aspects of the Chalke Valley event which has even included American Civil War displays. Perhaps for the future it would be possible to add some extra historic periods to the re-enaction mix. 1700's or Napoleonic for instance.....the Minster's Quarter-jack figure is, after all, based on a soldier of the mid to late 1700's period. My main disappointment, if it can be called that, was that the range of talks and lectures in the week leading up to the main event were held during the afternoon so work commitments meant that I couldn't attend any of them (and I'm sur that I'm not the only one this applies to) so perhaps it may be worth considering an evening program for future events? Unless for operational reasons you need a new venue I think that the Lake Gate site was a good location. It has a Historical context with the Roman fort and road and there is sufficient scope within the site to expand the displays for the future. It has easy access, compared to a lot of events, and plenty of car parking. The vintage bus assess could be addressed fairly simply I would hope (see above). Alternate sites closer to town may raise the issue of noise but I can't believe that loosing off muskets and small artillery pieces next to the A31 would have a particularity disturbing effect on anyone for the foreseeable future! Many thanks to the organising team. this is a good event and deserves to grow.
- The most irritating part of the festival was the car parking. As your information said only disabled parking was available on site, I parked in the Allendale Centre car park on a 5-hour ticket to cover the time I spent at a talk in Allendale House, have lunch, catch the bus to the festival site and time at the festival. a) I went to catch the Vintage bus only to find I had a 50 minute wait - please publish the timetable online in future. b) I walked to the festival site, crossing the dangerous Julians Bridge where this is no pavement, only to find there was a car park on site and indeed it was only about 10% full. I could have driven to the site and stayed as long as I needed to. Very annoying, particularly as I would have like to have stayed longer but had to leave because my car park ticket was running out. In future better and more accurate information on your web site/publicity material regarding parking, please.
- As we could only attend on one day a more central location would have been nice so that we could have visited some of the events in the town centre.
- I thought it was good, I wonder if there would need to be something slightly different at each festival from year to year to keep the interest of the public? It was easy to find and there were no traffic problems. It wasn't until I picked up a flyer at the event I realised there had been other History events on during the previous week. I live in Bournemouth and had not seen anything advertised. If it hadn't been for DFHS I wouldn't have known about it at all. I wonder if a ticket that covered access to the Festival, Wimborne Priest house museum or other history events might be an option?
- It needs to be more intense and intimate subject the availability of a firing range.

- I was slightly confused by the sequencing of the stalls/reenactments. My thought is it would have been helpful if the stalls were arranged in chronological order from the entry gate. That way you could either go back in time as you got further into the festival or you start at the earliest point in the history and then progress into the current period. From memory, the centre of the town and Minster Green didn't convey the festival very strongly but then it's not a good as it was?
- As the event grows it is likely more societies will want to participate therefore make it easy for those clubs etc.
- Really enjoyed it and would come again another year. Very good venue. High ticket prices put some of my friends off coming.
- Tweet don't change, was a great day
- A bigger crowd / or smaller venue will generate more atmosphere. It was a big site, for the crowd that came on the Sunday. Thus, the event was good but did lack at atmosphere.
- A very enjoyable and relaxed day. Good for the first event. Suggest all parking is in field next to main arena and historical groups are sited closer together. Felt sorry for some trade stands who were in the field closest to roundabout- too far from the action. Walking from Wimborne town not brilliant due to the river bridge- maybe a secure pedestrian lane. Would love to have seen some information boards about the history of the site.
- I liked the field site for the venue, plenty of space and we were among the first to get there and stayed til about 4.30pm. Our children particularly enjoyed the warrior training and the craft activities. I thought the storytelling was great too. I liked the fact it wasn't in the town centre as it felt more like a festival atmosphere- I think it would be fantastic if you could camp or glamp or if the local b&b's hotels did some deals. We drove up from Cornwall and stayed at a travelodge just because it was cheap. We really enjoyed our day so thank you. I would rather have a higher ticket price and not pay for activities if you have to put one or the other up.
- Disappointed the bus wasn't going. Different eras as well eg Tudors More dressing up for children in period costumes. A ticket where you could go back next day as we spent whole day in field and didn't have time to go into town, wouldn't pay full price for 3rd day due to travelling back and forth from home. Smaller field to reduce walking. Shade, umbrella etc as it was boiling hot day and no shade.
- Very interesting and informative.
- Very good event and very enjoyable. Good to have all the other events going on in Town historical displays could include historical vehicles Well worth repeating and well done to all involved!
- I thought that for the first year the festival was really good. More stalls and activities would make for a more exciting festival. I did think entry for what was there was a lot especially if you were a family. Over all great festival and I look forward to next year.
- It should all have been closer together. There was lots there but it looked really sparse and might have looked a bit empty to a lot of people. I was a reenactor there and didn't want people to get a bad impression just from the layout.
- I thought the event was well organised, friendly helpful staff, good location to town, easy parking, The event needed more, the displays you had were good but when your paying £14 for a ticket and walk into a field with a few bits dotted about here and there it's disappointing, maybe next time a few more reenactments, displays, stalls, more variety on food stalls. Maybe WW2, Jousting, Medieval, Pirates,
- The lack of food outlets was a problem

- I was very impressed. My children loved the activities in the craft tent, and I was very pleased to see they were free. It was very nice to be able to walk round and get involved with everything rather than feeling pressured to spend money at every turn or to only be able to do some things rather than all. The people there were patient, enthusiastic and knowledgeable. In particular the man who was teaching fighting skills with the punch bag, and the archaeologist with the weapons display.
- Good event.
- Activities were too spread about due to large festival site and enactment groups 'battle' requirements, so lacked atmosphere a bit. Feedback I had was that some people felt the price was too high to make the visit to the festival site event and it wasn't really in Wimborne! Maybe a bit ambitious for the first festival, though excellent that rest of the towns businesses and attractions were able to take part in different themed events leading up to and during the festival. Great publicity - surely no one could miss that it was happening!
- The price for a ticket was expensive considering on top of that you needed to buy food. I also find it worrying that the price was too high for people who earn a low wage, therefore stopping them from learning, surely there could be a discount for people on benefits/low wage?

