



Evaluation

On 1 July Hi!Street Fest came to the City of Gloucester and saw Farrah the Giant Fox scoot into the city to meet Sabrina the Spirit of the River Severn. A carnivalesque style event with procession, live music, dancing, street entertainment, stalls, and vendors.

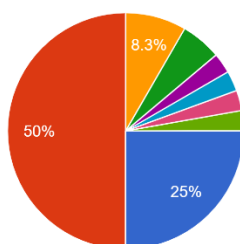
Visit Gloucester produced an on-line survey for event feedback, with an incentive for audiences to complete it, offering a chance to win a £50 Gloucester Gift Card.

36 responses were submitted.

- **100%** of respondents enjoyed the event
- Anecdotal reasons why, included:
 - Colourful spectacular family friendly safe
 - It was good to see so many people in the city centre and great to celebrate Gloucester's culture.
 - It was great to see the city centre so vibrant again with the people of Gloucester so receptive of the event to have such a large turn out
 - There was a great atmosphere, live music lots going on.
 - Great entertainment, fun for the kids and family environment
- Favourite aspects of the event included:
 - Farrah and Sabrina
 - The overall procession
 - Stalls and Vendors
 - Live Music
 - The feeling of community
- **33%** of respondents stated that they learnt something new about Gloucester through attending the event
- **50%** of respondents heard about the event via social media, and 25% via the Visit Gloucester Website

Where did you hear about Hi!Street Fest?

36 responses



- Visit Gloucester Website
- Social Media (Facebook, Twitter, Instagram)
- Media outlet for example So Glos, Gloucestershire Liv
- Gloucester Bid
- Saw posters advertising it in shop win...
- Part of EEA
- i work for the council
- No prior knowledge of the event, just...

- **58%** of respondents travelled specifically to Gloucester for the event
- The furthest distance travelled to the event by respondents was **37 miles**, the majority were from GL1-GL5 postcode areas
- **100%** of respondents would like to see and attend more events like this in Gloucester
- **89%** of respondents entered the prize draw

Visit Gloucester's Marketing Stats:

- Between **1 May** (date of first post) and **1 July** (date of event) the Hi!Street Fest Landing Page on the Visit Gloucester website was viewed **3,279 times**
- **Facebook:**
 - Total engagement: **75,494**
 - Total Reach: **262,969**
 - Total Impressions: **278,279**
- **Instagram:**
 - Total reach: **5,846**
 - Total engagement: **379**
- **Twitter:**
 - Total Impressions: **8,058**
 - Total Engagement: **176**

Summary:

Responses to this survey indicate the following

- Residents and Visitors enjoy this type of Cultural and Carnavalesque atmosphere in the city
- Residents and Visitors are willing to travel into the city specifically for an event that appeals to them
- Residents and Visitors enjoy learning more about, and celebrating Gloucester's Culture and Community
- Residents and Visitors would like more similar events in the city
- The Visit Gloucester promotion of the event was an enormous success, reaching over 275k across their social channels, with over 3,300 visiting the website to learn more about the event.

Overall, a hugely successful event for the city, its people, and its visitors, celebrating the diversity, culture, and unique spirit that Gloucester has to offer.