



*FREEDOM
FESTIVAL
EVALUATION
2017*

ACKNOWLEDGEMENTS

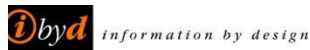
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EXECUTIVE SUMMARY

This report contains the findings from the 2017 Freedom Festival Evaluation commissioned by Freedom Festival Ltd and conducted by Information by Design (IbyD) with fieldwork undertaken in September 2017. It was designed to evaluate the Festival from the audience, business and stakeholder perspective, to gain insight into the key economic, social and cultural impacts of the Festival. The key findings include:

- The overall estimated number of visitors for the three days of the Festival was 140,172 – 8,365 on Friday, 86,521 on Saturday and 45,286 on Sunday. This is higher than the estimated audience figures 2016, where an estimated 72,893 attended across the 3 days.
- 47% of respondents had attended, or planned to attend, the Freedom Festival on the Friday; 76% on Saturday and 65% on Sunday – 28% planned to or did attend on all 3 days.
- The key audience demographics demonstrate that there was a reasonable balance of participation in terms of age, gender and working status:
 - 54% of respondents were from Hull, 26% from East Riding and 20% from outside of these two areas – this is similar to 2016 and 2015.
 - Although the proportion from outside the UK has remained stable over the last 5 years, the proportion who come from the rest of England has increased (from 2% in 2013 to 11% in 2017)
 - The proportion from Yorkshire and Humberside, but outside the East Riding has nearly doubled from 4% in 2013 to 7% in 2017.
- There were some differences between audience profile and the profile of Hull in relation to the Hull City Council segmentation model - segments G (Qualified professional owner-occupiers), K (Educated young professionals in private rented flats), and H (Economically active owner-occupiers in terraces) were over-represented compared to the overall city profile.
- 26% of respondents attended the festival in a group containing children, an increase from 20% in 2016 but similar to the years prior to this.
- 62% thought that the Freedom Festival was very family-friendly, giving it a score of 9 or 10 (out of 10), higher than in previous years.
- 87% of respondents had planned their visit, lower than in some previous years, with 13% of visits unplanned. Respondents from outside of Hull and the East Riding were significantly more likely to have come across the festival by chance.
- Of those who had planned to attend, 37% always come to the Freedom Festival, an increase from previous years. 31% had decided to attend in the last week, and a further 14% 1-4 weeks ago. There were significant differences by age, with younger respondents more likely to have decided to attend less than a week ago.
- The most commonly chosen main reason for *attending the festival* was 'because I'm a regular attender of Freedom festival', chosen by 48% of respondents. This year, 9% attended 'because it's part of Hull City of Culture 2017'. The majority (96%) had been to Hull prior to attending Freedom.
- When asked what was the main purpose of their *visit to Hull* on the day they were interviewed, over half (54%) of respondents were 'just here for Freedom Festival' with 15% attending 'Because Hull is the UK City of Culture'.
- The highest proportion – 26% of respondents – had found out about the Festival through word of mouth. 12% knew about the Festival because it happens every year or they knew about it from previous years. Other sources included, Social Media (14%), 'paid for' advertising (banners, posters and the Freedom Festival programme) (10%), local newspapers (6%), radio (7%), website (10%) and TV (6%). The proportion finding out from local newspapers has nearly halved from 2016. There were significant differences by age and area, with older respondents more likely to find out from traditional sources, and those from outside Hull and the East Riding via Word of Mouth and from Facebook.
- Just over two-fifths (41%) of the audience knew about 'all' or 'most' of the events happening as part of the festival – lower than in previous years – and leaving a substantial proportion (59%) who only knew about 'some', 'a few' or 'none' of the events.

- The estimated average spend from the 'at event' survey was £37.31 per person. With the attendance of 140,172 visitors, the estimated total spend by those attending the Festival was £5.2 million. Using post-event figures with an average spend of £42.25 per person, there is a 13% incremental spend over the 'at event' survey giving a total spend of £5.9 million. This is higher than the estimated spend in previous years. It should be noted that these are actual spend and not adjusted for inflation, nor do they include a multiplier, nor do they include a substitution factor.
- Visitors from outside the area spend more than respondents from Hull and the East Riding, with accommodation, as might be expected, accounting for much of the difference in spend by geography. 20% of those attending came from outside of Hull and the East Riding, with 7% from Yorkshire and Humberside (excluding Hull and the East Riding), 11% from the rest of England, 0.4% from the rest of the United Kingdom and 1% from outside of the United Kingdom. Of those who came from outside of Hull and the East Riding, 68% had just come for the day and 32% were in Hull as part of a longer stay. The mean amount spent on accommodation by respondents in Hull as part of a longer stay was £121.
- 77% respondents would *not* have come to Hull City Centre if the Freedom Festival was not on, but would have stayed at home or gone to work, gone shopping or visited another attraction or event inside or outside Hull. The overall estimated mean spend of respondents if they had not visited the Freedom Festival, assuming that respondents who would have stayed at home or gone to work would not spend anything, was £17.36. This is £61.50 lower than the estimated spend during the festival, not including accommodation, of £78.86.
- In relation to the major attractions:
 - 86% respondents had visited the Queens Gardens
 - 94% attended at least one of the major free events ('Saurus Giant Beasts from Prehistoric Beasts being the most popular).
 - 89% had seen one of the street performances.
- 75% had used the on-site catering facilities at the festival, lower than in previous years. 87% of those who had used on-site catering facilities rated the quality of what was on offer at the on-site catering facilities as good or very good
- When interviewed, 43% rated the Freedom Festival 'so far' with a score of 9 or 10 (out of 10) – 93% rated it 6 or over.
- 94% rated ease of access around the site as good or very good. 92% rate the whole experience as good or very good and 88% rated the quality of the festival as good or very good.
- 97% felt positively toward the festival with 58% respondents saying they 'just love the Freedom Festival' and 39% saying they 'quite like' the Freedom Festival.
- When asked to what extent they would recommend the Freedom Festival, 63% of respondents gave a score of 9 or 10 on a scale of 0 to 10 with 96% giving a score of 6 or over. The proportion who gave a score of 9 or 10 was lower than in previous years
- The overall Net Promoter Score (NPS) for the Freedom Festival is 56% with NPS higher for those aged 55 and over, and those from outside Hull/East Riding having a lower NPS than those from inside the area. The Net Promoter Score is lower than in some previous years.
- When asked what was the best aspect of the festival so far 'atmosphere' and 'giraffes' were the aspects which were mentioned most commonly by respondents. When asked what was the worst aspect of the festival so far, respondents most commonly said nothing', 'none' and 'weather'.
- 78% of respondents had been to the Freedom Festival previously, with half (50%) having been three or more times. 29% were a new audience, visiting the festival for the first time. Of the respondents who have been to the Freedom Festival in previous years, 39% thought that this year's festival was either 'a lot' or 'a little' better, 31% thought it was 'about the same' and 15% thought it 'a lot' or 'a little' worse than previous years. Nearly all (96%) respondents would 'definitely' or 'possibly' come to the Freedom Festival next year.
- When asked why they thought the festival was called 'Freedom' respondents most commonly said it was because of 'William Wilberforce' or 'Slavery'. 86% were aware that that the Freedom Festival was 'intended to celebrate, through artistic and cultural

- expression, Hull's independent spirit and historic contribution to the cause of freedom' and 90% were aware that the Freedom Festival grew out of commemorations of William Wilberforce's campaign to abolish slavery.
- The overwhelming majority (99%) of respondents knew that Hull was currently be UK City of Culture 2017 and 87% of respondents been to, or were planning to attend or take part in other events and activities programmed for Hull UK City of Culture 2017. 91% of respondents thought that the part that the Freedom Festival plays in Hull's cultural offering as a city was 'a great deal' or 'a lot'.
 - Respondents were asked about a number of different operational aspects of the Festival. Top ranked were 'organisation' 'Festival activities', and 'location of events', with over 85% rating these as very good or good. Lowest ranked were public transport and arrangements for parking (though the proportion of 'don't knows' were also higher for these aspects).
 - 47% thought that visitors image of Hull was extremely positive (a score of 9 or 10), an increase from previous years.
 - When asked about advocacy of Hull, 90% of respondents said they would speak highly of Hull, 7% are neutral towards Hull and 3% are critical. The Freedom Festival has a positive impact on advocacy - 52% of respondents felt that the Freedom Festival had made them speak more highly of Hull.
 - There were strong levels of agreement with statements about the cultural impacts of the Festival, with the top ranked statements were '...gave me the chance to see things I wouldn't see things I wouldn't see otherwise' and '...was an enjoyable experience', with 97% agreeing with these statements. 94% of respondents disagreed or strongly disagreed that 'The Freedom Festival is a waste of taxpayers' money'.
 - 59% of respondents agreed that Freedom Festival had helped them to understand people who are from a culture other than their own.
 - 82% of respondents strongly agreed (a score of 9 or 10 out of 10) with the statement 'it is important that it's happening here (in Hull)' and 77% with the statement 'I would come to something like this again'.
 - There were also impacts on attitudes towards cultural participation, arts education and business start-ups:
 - 92% of respondents would consider 'definitely' or 'possibly': 'going to see more similar activities or events'
 - 46% would consider 'getting involved in something else they had not done before'
 - 32% would consider 'getting involved in the performing arts'
 - 28% would consider 'attending a course or studying something';
 - 14% would consider 'setting up a business relating to the festival'.
 - 68% of respondents felt that their visit to Freedom Festival had made them more likely to attend outdoor art in the future and 44% of respondents from outside Hull felt that their visit to Freedom Festival had made them more likely to visit Hull in the next 12 months.
 - 96% of respondents remembered seeing the logo of at least one of the Freedom Festival sponsors, particularly noticing Hull 2017 City of Culture, Hull City Council, University of Hull and KCOM, although many had also seen the other sponsors' logos.
 - For future development of the Freedom Festival, 70% would like to see more 'spectacular' events. Over one-half would like to see more street theatre, music, comedy and art installations at future festivals. When asked what additional facilities or services would have added to their experience at the Freedom Festival 'seating' and 'toilets' were aspects that was emphasised by respondents.
 - 49% of businesses thought the Freedom Festival had had a positive impact on their business, with 34% reporting an increase in turnover on the Freedom Festival weekend and 32% reporting higher profits on the Freedom Festival weekend. Around one-quarter (24%) of businesses gave existing staff extra hours work during the Freedom Festival and 9% employed additional staff. 49% of businesses had an increase in the numbers of customers, or room stays for hotels and guest houses, over the weekend of the Freedom Festival – and there was some evidence of sustainable business impact, with 43% of businesses thinking that the numbers of customers (or room stays for hotels and guest houses) they would have in the future would increase as a result of the Freedom Festival.

- 34% of businesses thought the festival was excellent or very good (a score of 9 or 10 out of 10); no businesses thought the Festival was poor or very poor. Seventy percent or more of businesses rated the 'location of events themselves', 'organisation' and 'festival activities' as very good or good. Nearly four-fifths of businesses (79%) thought that the Freedom Festival makes visitors to the festival speak more highly of Hull. 94% of businesses thought that the Freedom festival had a positive impact on the city's image. 90% thought the festival had a positive impact on the city's cultural scene and. 90% thought the festival had a positive impact on 'bringing the City together' and 87% thought the festival had a positive impact on the city's economy.
- Stakeholders were enthusiastic about this year's festival, and particularly mentioned the atmosphere, and the programming across the different spatial areas in the City, particularly in Queens Gardens. The extensive programme was mentioned, both as a positive aspect but also with a suggestion that there was 'too much' in it. Some suggested that there might be advantages to increasing the 'spectacular' events at the expense of smaller events, but certainly the more effective use of spectacular. There were also some minor concerns about using indoor and ticketed events and smaller spaces. The international focus was praised, although it was suggested that care may need to be taken about audience relevance. The community based elements of Hull 2017 and the commissioning of new work for the future were recommended for the future, albeit with a warning of the tension between attracting and engaging the local community compared to increasing the appeal for tourists from outside the area. Stakeholders reported economic and cultural engagement impacts, with this year's festival attracting a broader demographic. There were some issues around marketing and publicity – the late publication of the programme, and the need to balance the publicity to engage those inside and outside Hull. The Freedom theme was seen to be strong and better connected than in previous years, but there was a need to ensure that this was emphasised for the audience. The symbiotic relations between the Freedom Festival and the work of the City of Culture was noted, with some mutual benefits for each organisation. For the future, there was a need to consider the balance of audience growth, audience profile and the quality of experience, to commission new work and carry on the spirit of Hull 2017 to aim to be the country's leading arts festival. Future funding was critical and the relationship with sponsors to harness the philanthropic giving to the cultural sector which has been developed during 2017 was critical to future success.
- Conclusions and recommendations include:
 - identifying and meeting the needs of old, new and emerging audiences and fine-tuning the programme to ensure that satisfaction continues to improve
 - Considering how to harness the aspirations of those who aspire to further involvement in cultural activities, events, education and business opportunities
 - Further development of the economic impact model to identify the impact on business more accurately.
 - Developing the marketing of the Festival to improve marketing reach and effectiveness.
 - Enhancing the promotion of the 'Freedom' theme through appropriate messaging and promotion.
 - Harnessing the energy, skills, and capacity and continuing the momentum created of the City of Culture to provide a springboard for the future development of the Freedom Festival Trust.

Information by Design

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1. BACKGROUND AND METHODOLOGY

Background

This report contains the findings from the evaluation of the Freedom Festival 2016, which was commissioned by Freedom Festival Ltd, and conducted by Information by Design (IbyD) in September 2017. The overall aim of the research was to evaluate the process and impact of the Freedom Festival, with the key objectives being to:

- Estimate the number of visitors
- Understand the economic, social and cultural impact
- Gain an understanding of the visitor and business experience of the Festival
- Inform future planning of the event.

Methodology

There were five strands to the research:

- Estimated counts of the festival attendance including the key areas around the Fruit Market and Queens Gardens and headline events.
- 'On-street' interviews conducted face-to-face with the audience during the festival.
- Follow-up interviews conducted by telephone or online after the festival with those members of the audience who agreed to be contacted for a follow-up interview.
- Interviews with businesses, including retailers, food outlets, hotels etc. These were conducted face-to-face and by telephone depending on availability and location.
- In-depth discussions with stakeholders.

The target and achieved sample sizes are shown for the four research strands in the table below. All targets were met or exceeded.

Research Strand	Target	Achieved
'On-street' interviews with audience	400	515
Follow-up telephone interviews with audience	200	201
Business interviews	100	103
In-depth stakeholder discussions	5	5

It should be noted that respondents were able to choose not to answer questions, and so the base size for some of the questions is smaller than the total achieved.

2. THE COUNTS

This section presents the results of the counts undertaken to estimate the audience at the Freedom Festival 2017. The methodology for the counts was to use specific counting staff who rotated around counting points and counted the number of visitors arriving at the Festival during specific time periods. Estimation techniques were then used to estimate the full audience at the Festival. In addition, estimates of the crowds at key events were undertaken.

The estimated audience at the Freedom Festival and the key headline events is shown in the following table. The overall estimated audience for the three days of the Festival was 140,172. The estimated audience in 2016 was 72,893, however this did not include a count in Queens Gardens on Saturday and a counting period one hour shorter in Queens Gardens on Sunday.

Overall Estimated Total for all Days from Counts		140,172
DAILY COUNTS		
Friday		8,365
Saturday		86,521
Sunday		45,286
HEADLINE EVENTS		
Saturday	Compagnie Off present Les Girafes	5,200
Saturday	Southpaw Dance Company presents RUSH	2,900

This year, additional ticketed events were included as a part of the Festival. The audience for the ticketed events were as follows:

- Fahrenheit – 2,000
- Jonny Bevan - 100
- Kofi Annan – 1,200
- Counting sheep - 800
- Bridges y puentes - 700

The ticketed events and the headline events are excluded from the overall audience figures, to avoid double counting, in line with the methodology from previous years.

3. AUDIENCE RESPONSE TO THE FESTIVAL

This section presents the results from analysis of the questions asked of the audience during and post-festival. The sample size is 515 for most of the 'at Festival' questions, and for the follow-up (post-festival) interviews the sample size is 201.

Key Audience Demographics

The key audience demographics are shown in the following diagram, and are given in detail in Appendix 2, with maps of area of residence shown in Appendix 3.

Gender	Age	Working Status	Ethnicity	Disability	Area of Residence
<ul style="list-style-type: none"> • Male - 41% • Female - 59% 	<ul style="list-style-type: none"> • 18-34 - 22% • 35-54 - 39% • 55+ - 39% 	<ul style="list-style-type: none"> • Working - 66% • Not working - 34% 	<ul style="list-style-type: none"> • 92% White British, • 3% Other White, • 2% Mixed, 1% Asian, 0% Other 	<ul style="list-style-type: none"> • 10% had a health problem or disability which limited their day-to-day activities a lot or a little 	<ul style="list-style-type: none"> • 54% Hull • 26% East Riding • 20% outside Hull and the East Riding.

The age profile of the audience in 2017 was slightly older compared to previous years. The following table shows the audience profile across the 5 years.

Age group	2017	2016	2015	2014	2013
16-24	8%	11%	14%	14%	20%
25-34	14%	15%	18%	12%	16%
35-54	39%	41%	37%	42%	40%
55-64	22%	20%	21%	20%	15%
65+	17%	13%	11%	12%	9%

The proportion of the audience that were from outside Hull in 2016 was similar to the proportion found in 2016, 2015 and 2014. In 2017, 46% of the audience were from outside Hull, compared to 46% in 2015, 43% in 2014 and 34% in 2013. The following table shows the audience profile across the 5 years. Although the proportion from outside the UK has remained stable over the last 5 years, the proportion who come from the rest of England has increased (from 2% in 2013 to 11% in 2017), and the proportion from Yorkshire and Humberside, but outside the East Riding has nearly doubled from 4% to 7%.

Place of residence	2017	2016	2015	2014	2013
Hull	54%	54%	57%	57%	66%
East Riding	26%	27%	29%	31%	27%
Rest of Yorkshire & Humberside	7%	8%	8%	6%	4%
Rest of England	11%	8%	6%	4%	2%
Rest of UK	0%	1%	0%	0%	0%
Outside of UK	1%	2%	1%	1%	1%

Hull City Council Insight Segmentation

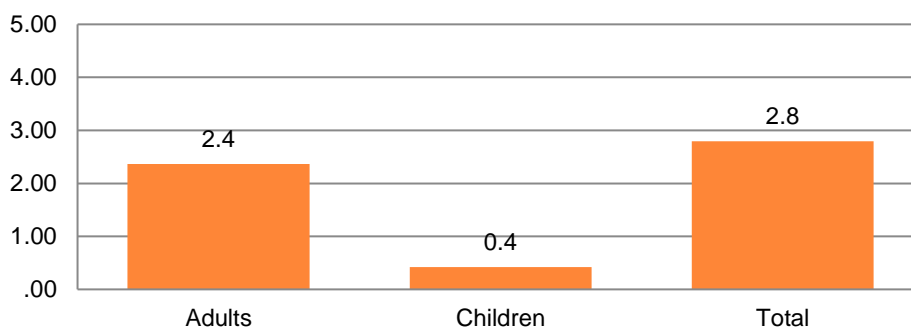
Forty-three percent of respondents to the audience survey were Hull residents and gave a valid postcode which allowed them to be assigned a Hull City Council Insight Segment. 24% of respondents assigned a segment were in segment H (Economically active owner-occupiers in terraces). This is higher than the Hull overall profile, where 17% are from segment H. The 2017 audience was more likely to be from segments G (Qualified professional owner-occupiers), K (Educated young professionals in private rented flats), and H (Economically active owner-occupiers in terraces) than the overall city profile. It was less likely to be from segment C (young families in public rented houses) and segment D (low income families in public rented or owned houses).

Hull City Council Insight Segmentation						
	'At Festival' Survey 2017	'At Festival' Survey 2016	'At Festival' Survey 2015	'At Festival' Survey 2014	Difference to Hull	Hull
A - Pensioners in small public rented flats	2%	1%	1%	2%	0%	2%
B - Economically inactive singles in public rented flats	2%	1%	3%	1%	0%	2%
C - Young families in public rented houses	5%	6%	8%	10%	-12%	17%
D - Low income families in public rented or owned houses	8%	11%	8%	10%	-8%	16%
E - High density, low income terraces	3%	5%	4%	6%	-3%	6%
F - Older couples in owner occupied semis	12%	10%	13%	10%	3%	9%
G - Qualified professional owner occupiers	10%	12%	11%	12%	5%	5%
H - Economically active owner occupiers in terraces	24%	21%	17%	20%	7%	17%
I - Owner occupiers in (semi)detached housing	11%	12%	12%	11%	1%	10%
J - University students in private rented houses/flats	4%	4%	3%	4%	-1%	5%
K - Educated young professionals in private rented flats	10%	10%	11%	9%	7%	3%
L - Young multi-ethnic private renters	7%	8%	8%	5%	0%	7%
M - Unemployed single males in public rented flats	1%	1%	1%	0%	0%	1%

Group Composition

Group composition is the profile of the different groups of people who attended the festival, for example, whether people attended alone or in groups of two or more people or whether they were there with or without children. The average (mean) number of people in each group was 2.8, made up of 2.4 adults and 0.4 children. When looking at group composition, it is sometimes helpful to look at the median number of people in the group¹. The median number of people in the group was 2.0. The median number of adults was 2.0 and the median number of children was 0.0.

Number of People in Group - Mean



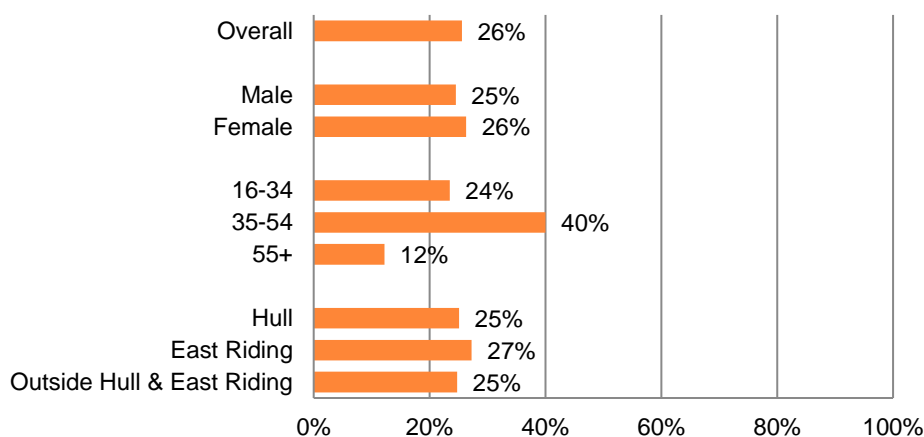
The mean number of people in each group in 2017 is the same as in 2016 but was slightly lower than in 2015, 2014 and 2013. In 2017 the mean number in each group was 2.8 compared to 3.1 in 2015, 3.3 in 2014 and 3.1 in 2013. Both the mean number of adults and the mean number of children in each group was slightly lower in 2017 than in 2015, 2014 and 2013.

Number of People in Group - Mean	2017	2016	2015	2014	2013
Adults	2.4	2.4	2.6	2.8	2.6
Children	0.4	0.3	0.4	0.5	0.5
Total	2.8	2.8	3.1	3.3	3.1

Family-Friendly

Twenty-six percent (26%) of respondents attended the festival in a group containing children. Respondents aged 35 to 54 were significantly more likely to have attended the festival in a group containing children, with 24% of those aged 16 to 34, 40% of those aged 35 to 54 and 12% of those aged 55 and over at the festival with children.

Children in Group



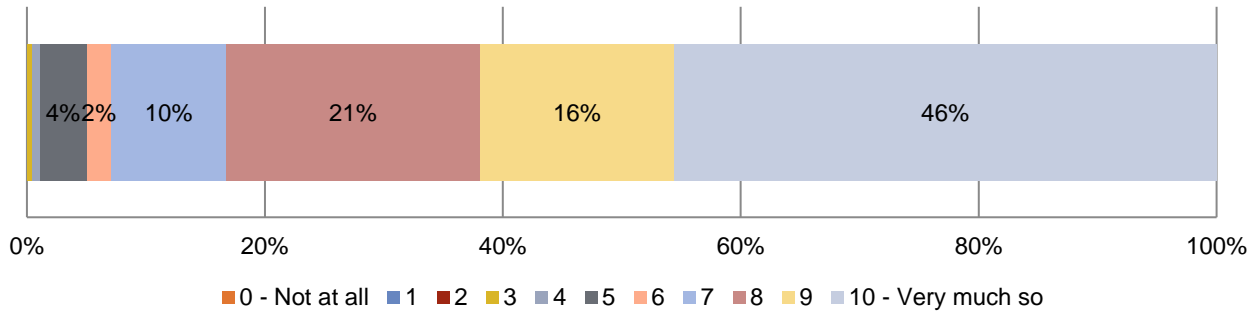
¹ The mean is the 'average number of people in a group - all the numbers of people in the group are added together, and then divided by the number of numbers. The 'median' is the 'middle' value in the list of numbers and accounts for the distribution being 'skewed'.

The proportion of respondents who attended the festival in a group containing children in 2017 was higher than in 2016, but similar to 2015, 2014 and the same as 2013.

Children in Group	2017	2016	2015	2014	2013
Children in group	26%	20%	28%	28%	26%

In the post-festival interviews, respondents were asked if they thought that the event was family-friendly. 62% of respondents post-festival thought the Freedom Festival was very family-friendly (a score of 9 or 10). There were no significant differences between those who had children and those who did not.

To what extent would you say that the Freedom Festival is family friendly?



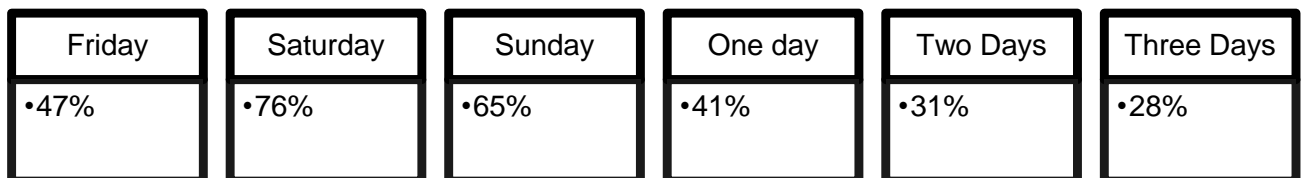
The proportion of respondents who thought that the Freedom Festival was very family friendly (a score of 9 or 10) in 2017 was higher than in previous years.

To what extent would you say that the Freedom Festival is family friendly?	2017	2016	2015	2014	2013
Very family-friendly (score of 9- 10)	62%	53%	49%	44%	54%
Score of 0-8	38%	47%	51%	56%	46%

Frequency and Day of Visit

It should be noted that these questions were asked of all who responded, whichever day they attended the Festival, and as such, those who were asked on the Friday were asked whether they expected to attend on the Saturday or Sunday – therefore, attendance on Friday is actual, but some of the attendance on Saturday and Sunday is 'claimed' attendance.

- 47% of respondents had attended the Freedom Festival on the Friday
- 76% attended, or planned to attend on Saturday
- 65% had attended, or planned to attend on Sunday.
- 28% had attended or planned to attend on all three days. 31% had attended, or planned to attend on two of the days and 41% attended on only one of the days.



Younger respondents were significantly less likely to have attended, or planned to attend, the festival on Saturday. 66% of respondents aged 16-34, 79% of respondents aged 35-54 and 79% of respondents aged 55 and over attended, or planned to attend, the festival on Saturday.

The proportion of people who attended, or planned to attend, the Freedom Festival on all three days in 2017 was similar to 2016 and higher than in 2015, 2014 and 2013. 28% of respondents attended, or planned to attend the Freedom Festival on all three days in 2017, compared to 30% in 2016, 17% in 2015, 20% in 2014 and 21% in 2013. This increase in the number of days in 2017 and 2016 was mainly driven by an increase in the proportion of respondents who attended, or planned to attend on Sunday in 2017 and 2016.

Days attended, or planned to attend	2017	2016	2015	2014	2013
Friday	47%	52%	43%	44%	39%
Saturday	76%	78%	75%	77%	75%
Sunday	65%	64%	52%	53%	61%

Number of days attended, or planned to attend	2017	2016	2015	2014	2013
1	41%	36%	48%	47%	46%
2	31%	33%	36%	32%	34%
3	28%	30%	17%	20%	21%

Planned Attendance

Respondents were asked if they had planned to attend the Festival, or if they had 'come across it by chance'. 87% of respondents had planned to attend with only 13% who had not planned and had 'come across it by chance'.

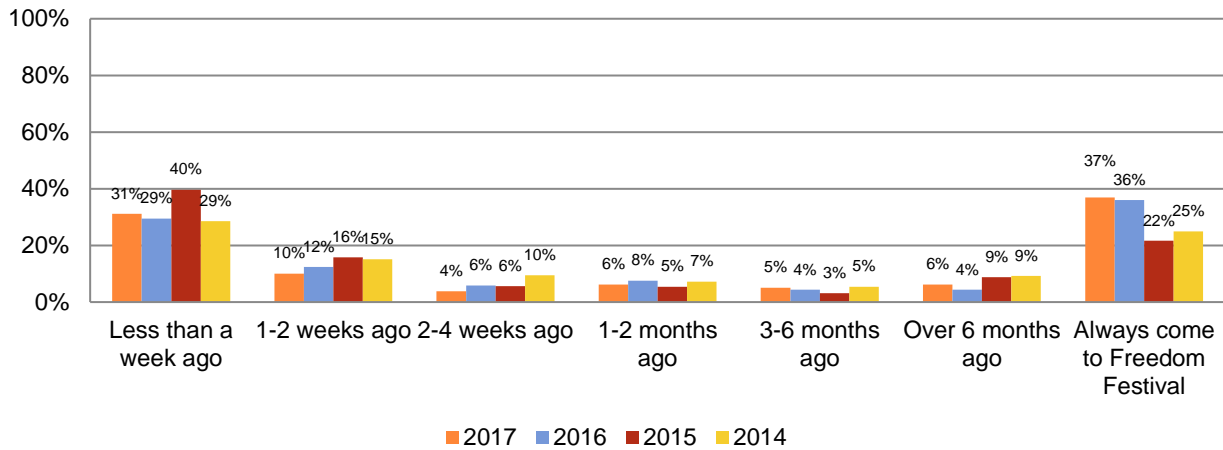
There was a decrease in the proportion of respondents who had planned to attend the Festival in 2017 from 2016, with 87% of respondents planning to attend in 2017 compared to 95% in 2016, but the profile is similar to 2015, the same as 2014 and slightly lower than 2013.

Did you plan to come to the Freedom Festival, or did you come across it by chance?	2017	2016	2015	2014	2013
Planned to come	87%	95%	89%	87%	90%
Came across it by chance	13%	5%	11%	13%	10%

Respondents from outside of Hull and the East Riding were significantly more likely to have come across the festival by chance. 11% of respondents from Hull, 6% of respondents from the East Riding and 25% of respondents from outside of Hull and the East Riding had come across the festival by chance.

Respondents who had planned to attend the Festival were asked how long ago they had decided to attend. In 2017 and 2016, 37% and 36% respectively said that they 'always come to Freedom Festival' – higher than in 2015 and 2014 when the comparable figures were 22% and 25% respectively. 31% had decided in the last week, and a further 14% 1-4 weeks ago. 11% had decided to attend between one and six months ago and 6% had decided to attend over 6 months ago. (Please see chart overleaf).

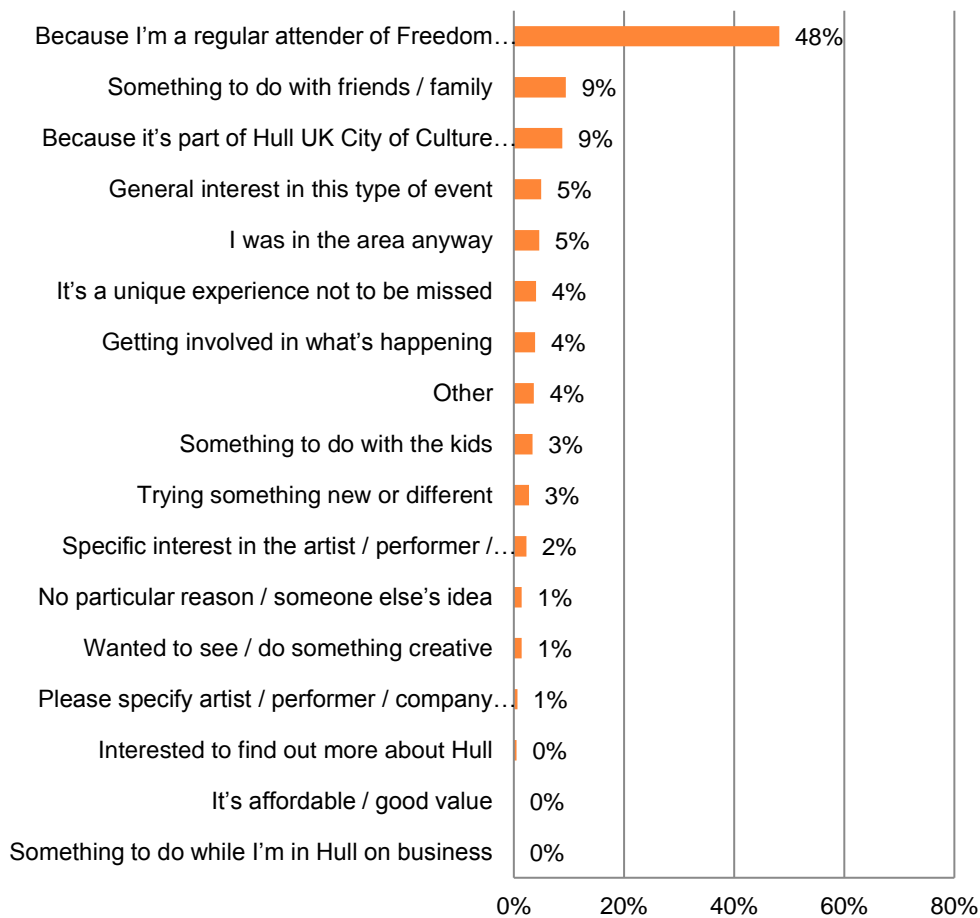
How long ago was it that you decided to attend?



There were significant differences by age, with younger respondents more likely to have decided to attend the festival less than a week ago - 43% of 16-34, 37% of 35-54 and 24% of 55+ decided to attend the festival in the last 2 weeks.

When asked in the post-festival survey what was their main reason for **attending the festival**, the reason most commonly chosen was ‘because I’m a regular attender of Freedom festival’, chosen by 48% of respondents. 9% of respondents had attended the festival because it is ‘something to do with friends/family’ and 9% ‘because it’s part of Hull City of Culture 2017’.

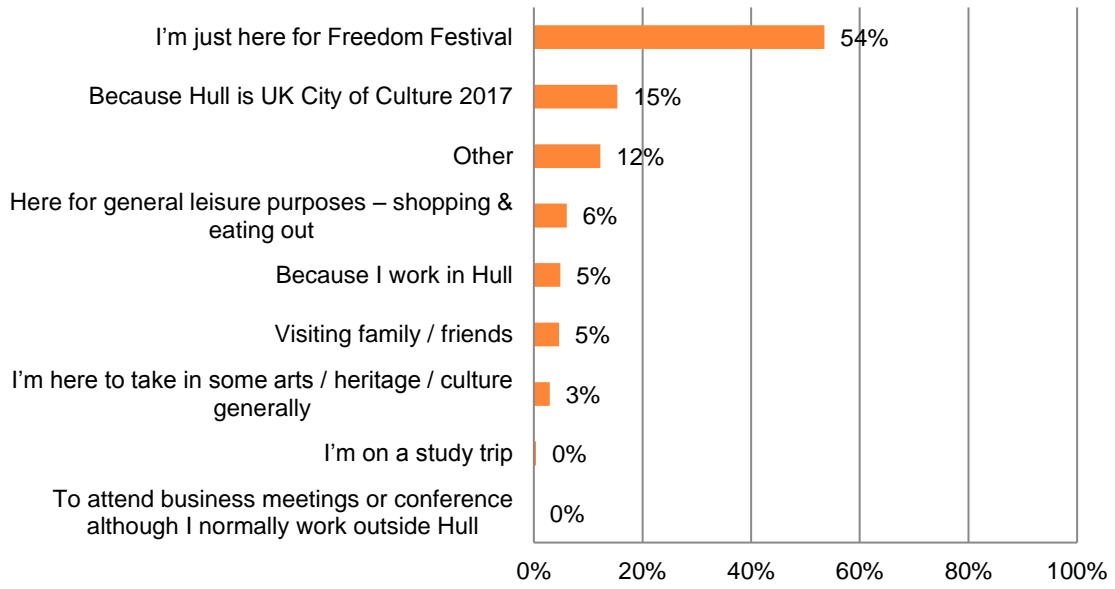
What was your main reason for attending Freedom Festival?



The majority of respondents (96%) had been to Hull before their current visit, when they attended the Freedom Festival.

When asked what was the main purpose of their **visit to Hull** on the day they were interviewed at Freedom Festival, over half of respondents (54%) were 'just here for Freedom Festival' and 15% were in Hull because 'Hull is UK City of Culture'. Respondents from outside of Hull and the East Riding were significantly less likely to be 'just here for Freedom Festival'. 33% of respondents from outside of Hull and the East Riding, compared to 56% of respondents from Hull and 63% of respondents from the East Riding were in Hull just for the Freedom Festival.

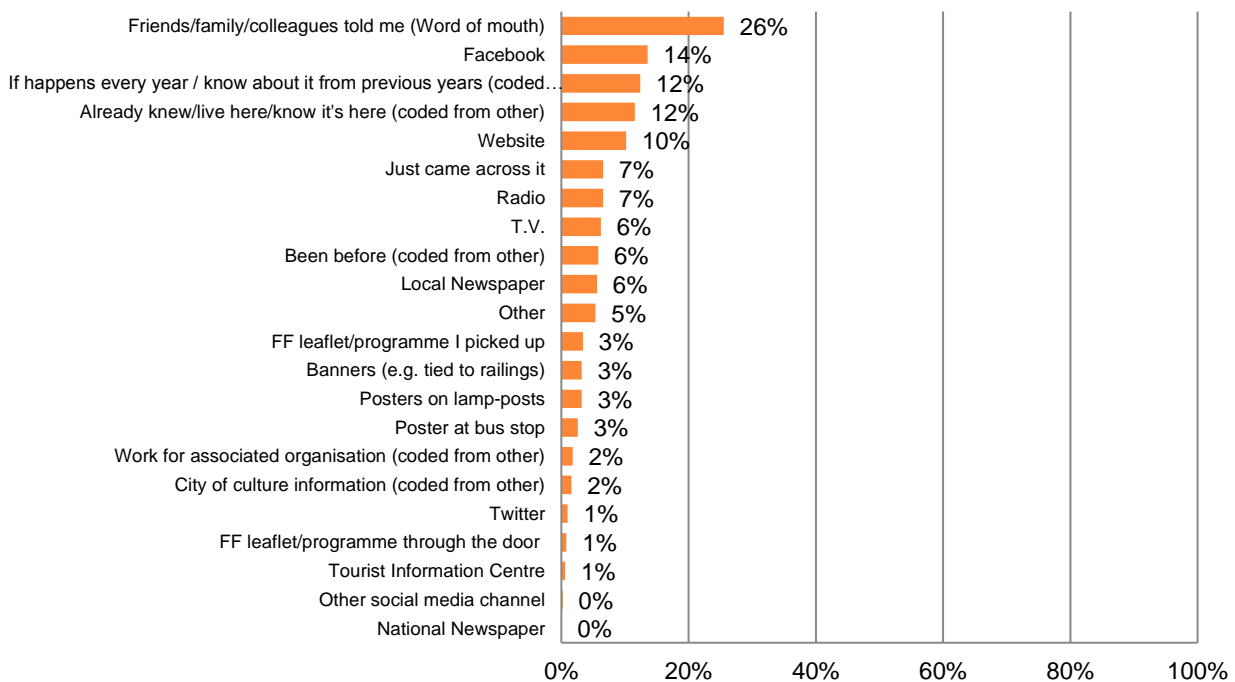
What is the main purpose of your visit to Hull?



Marketing Reach and Impact

Respondents were asked about where they had found out about the Festival. The highest proportion – 26% of respondents – had found out about the Festival through word of mouth. 14% said that it happens every year or the knew about it from previous years. 12% knew about the Festival because it live here (in Hull) or just know it’s here. 14% had found out about the festival from social media (Facebook, Twitter other SM); 10% through a website, 7% had just come across it, 7% from Radio, 6% from TV and 6% from a local newspaper. ‘Paid for’ advertising (banners, posters and the Freedom Festival programme) was the source for 10%. Respondents who had found out about the Freedom Festival from a newspaper, on the radio, from a website and from TV were asked which newspaper, radio station, website and TV programmes this was from. Most of the respondents who had found out about the festival from a newspaper said this was from the Hull Daily Mail – for TV this was BBC Look North - from the radio was from BBC Humberside. The majority of respondents who had found out about the festival from a website named either the Freedom Festival website or the Hull 2017 website.

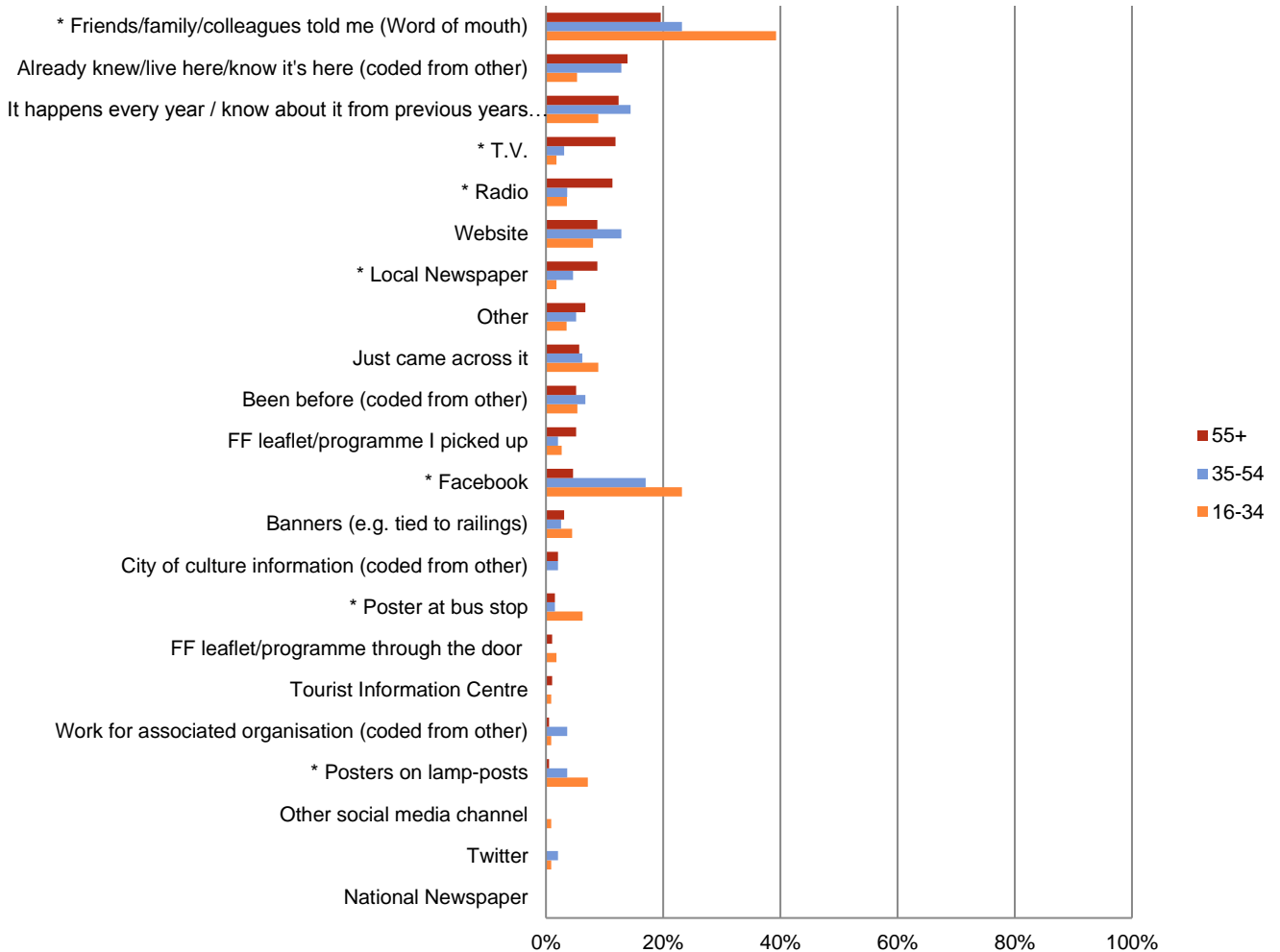
Where did you find out about the Freedom Festival?



The proportion of respondents in 2017 who had found out about the Freedom Festival from a local newspaper was lower than in previous years. In 2017, only 6% of respondents had found out about the Freedom Festival from a newspaper, compared to 11% in 2016, 12% in 2015, 22% in 2014 and 24% in 2013. The proportion of respondents in 2017 who had found out about the Freedom Festival by word of mouth was also lower than in previous years, continuing the trend from 2016. In 2017, 26% of respondents had found out about the Freedom Festival from word of mouth compared to 28% in 2016, 48% in 2015, 46% in 2014 and 42% in 2013.

There were significant differences in how respondents found out about the Freedom Festival by area of residence. Respondents from Hull and the East Riding were significantly more likely to have found out about the festival from local newspapers and from a website. Respondents from outside Hull and the East Riding were significantly more likely to have found out about the festival from by word of mouth and Facebook. There were also significant differences by age. Older respondents were more likely to have found out about the festival from local newspapers, TV and the radio. Younger respondents were more likely to have found out from by word of mouth, Facebook and posters.

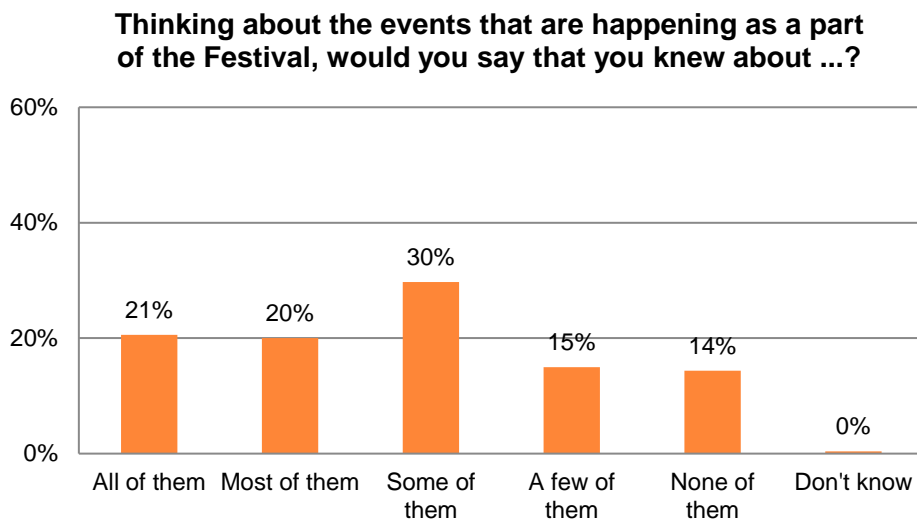
Where did you find out about the Freedom Festival?



Significant difference = *

Event Awareness

Just over two-fifths (41%) of respondents knew about ‘all’ or ‘most’ of the events happening as part of the festival. 45% of respondents knew about ‘some’ or ‘a few’, and 14% of respondents did not know about any of the events.



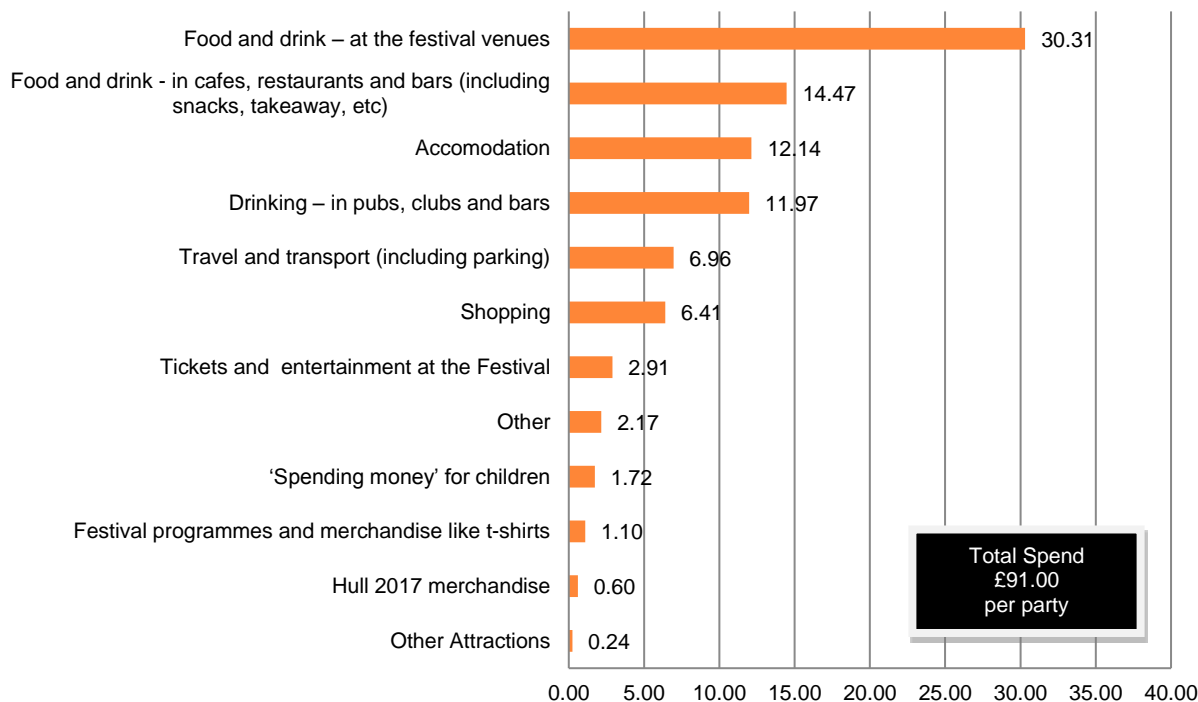
The proportion of respondents who knew about ‘all’ or ‘most’ of the events happening as part of the festival is lower than in previous years. In 2017, 41% knew about ‘all’ or ‘most’ of the events happening as part of the festival compared to 52% in 2016, 44% in 2015, 53% in 2014 and 38% in 2013.

Thinking about the events that are happening as a part of the Festival, would you say that you knew about ...?	2017	2016	2015	2014	2013
All/most of them	41%	52%	44%	53%	38%
Some/a few/none of them	49%	48%	56%	46%	61%
Don't know	0%	0%	0%	1%	1%

Estimated Spend

Overall, respondents estimated that they would spend a mean of £91.00 on themselves and the other people with them over the whole of their visit to the Freedom Festival. 33% of this was on food and drink at festival venues². The overall estimated spend per member of the group was £37.31. In 2017 and 2016 respondents from the East Riding were asked what they had spent on accommodation, which was not asked on the survey in previous years. To allow comparison between the years, this spend has not been included the figures reported. If this spend had been included, the mean spend on accommodation would be £13.34 (an increase of £1.20).

Estimated Spend During Festival (per party) - Mean (£)



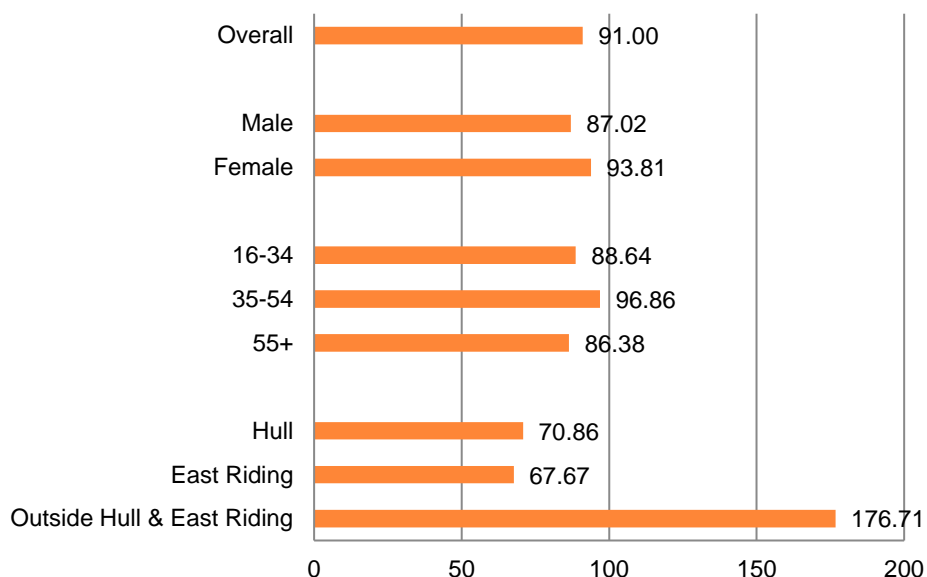
The mean spend on themselves and the other people with them over the whole of their visit to the Freedom Festival in 2017 was higher than in previous years. In 2017 respondents estimated that they would spend a mean of £91.00 on themselves and the other people with them over the whole of their visit to the Freedom Festival, compared to £66.71 in 2016, £57.31 in 2015, £58.33 in 2014 and £59.05 in 2013. The increase in spend in 2016 was mainly driven by an increase in spend on food and drink in cafes, restaurants and bars, on drinking in pubs, clubs and bars and on accommodation. (See table overleaf).

² Note that the definition of 'Festival venue' by a member of the public may be influenced by the location of the Festival sites and the position of the venue within it.

Estimated Spend During Festival (per party) - Mean (£)	2017	2016	2015	2014	2013
Tickets and entertainment at the Festival	2.91	1.01	1.15	1.22	1.94
Festival programmes	1.10	1.03	0.63	1.07	0.67
Food and drink– at the festival venues	30.31	32.58	22.97	25.80	20.98
Food and drink- in cafes, restaurants and bars (including snacks, takeaway, etc)	14.47	5.60	5.71	6.81	11.06
Drinking – in pubs, clubs and bars	11.97	6.89	5.38	4.99	11.64
Shopping	6.41	3.76	6.19	5.33	5.17
Travel and transport (including parking)	6.96	6.57	3.40	4.01	3.83
Other Attractions	0.24	0.35	0.47	0.56	0.16
'Spending money' for children	1.72	.63	1.11	1.38	1.44
Hull 2017 Merchandise	0.60	-	-	-	-
Other	2.17	0.42	0.33	0.11	0.16
Accommodation	12.14	7.87	9.96	7.06	1.99
Total	91.00	66.71	57.31	58.33	59.05

Whilst there are no differences by gender or age, there was a significant difference by area, with respondents from outside Hull and the East Riding, as might be expected, having a significantly higher mean spend than respondents from within Hull and the East Riding.

Estimated Spend During Festival (per party) - Mean (£)



Within the spend data, there are significant differences in estimated mean spend on different categories of spend by area. Respondents from outside Hull and the East Riding spent more on food and drinks in cafes, restaurants and bars, travel and accommodation. There were no significant differences by gender or age. These are shown in the table below.

Table: Estimated Mean Spend During Festival									
	Overall	Male	Female	16-34	35-54	55+	Hull	East Riding	Outside Hull/East Riding
Tickets and entertainment at the Festival	2.91	2.38	3.28	1.75	2.04	4.45	2.37	4.28	2.57
Festival programmes and merchandise like t-shirts	1.10	0.78	1.33	1.12	1.43	0.78	1.27	0.94	0.86
Food and drink – at the festival venues	30.31	32.94	28.46	33.76	33.99	24.82	30.06	27.42	34.79
Food and drink- in cafes, restaurants and bars (including snacks, takeaway, etc)	14.47	12.38	15.94	13.66	13.64	15.32	10.98	10.61	29.08
Drinking – in pubs, clubs and bars	11.97	13.80	10.69	18.27	10.17	10.10	12.45	10.11	13.10
Shopping	6.41	5.24	7.24	8.31	7.54	4.23	5.49	6.81	8.40
Travel and transport (including parking)	6.96	6.35	7.39	6.41	7.14	7.14	3.75	4.72	18.70
Other Attractions	0.24	0.22	0.25	0.26	0.33	0.13	0.15	0.23	0.50
'Spending money' for children	1.72	1.92	1.59	1.77	2.43	1.01	1.87	1.80	1.24
Hull 2017 Merchandise	0.60	0.61	0.59	0.52	0.33	0.91	0.61	0.64	0.50
Other	2.17	2.42	1.99	1.58	4.22	0.47	1.86	0.12	5.70
Accommodation	12.14	7.99	15.07	1.23	13.61	17.01	0.00	0.00	61.29
Total	91.00	87.02	93.81	88.64	96.86	86.38	70.86	67.67	176.71
Total per person in group	37.31	34.81	39.08	34.94	38.29	37.68	28.45	29.04	72.23

In the post-survey, respondents estimated that they had spent a mean of £99.72 on themselves and the other people with them over the whole of their visit to the Freedom Festival. This is £8.72 more than they estimated they would spend when they were interviewed at the festival. 29% of this increase was from a higher spend on travel and transport - £2.52 more than they estimated they would spend. In addition:

- 28% of the increase was from a higher spend on tickets and entertainment at the festival - £2.48 more than the estimated they would spend.
- 22% was from a higher spend on shopping - £1.95 more than they estimated they would spend
- 21% was from a higher spend on food and drink in cafes restaurants and bars - £1.83 more than they estimated they would spend
- 18% was from a higher spend on spending money for children - £1.54 more than they estimated they would spend.

Respondents also spent more than they estimated they would 'other attractions,' including drinking in pubs, clubs and bars and festival programmes and merchandise. Respondents spent less than they estimated they would on accommodation, 'other' and food and drink at the festival venues.

KEY POINT: Using the estimated average spend of £37.31 per person, with an audience of 140,172, gives an estimated total spend of £5,229,242. Using post-event figures with an average spend of £42.25 per person there is a 13% incremental spend over the 'at event' survey. Using post-event survey average spend, with an audience of 140,172 gives a total spend of **£5,922,276**. This is higher than the estimated spend of £2,941,166 from 2016, £4,049,532 from 2015, £3,530,010 from 2014, £2,007,701 from 2013 and £2,051,340 from the survey conducted in 2012. Note that this is actual spend, and does not take into account the impact of inflation, nor does it include a 'multiplier'. It also does not take account of substitution – please see section below.

Accommodation Patterns and Spend

Twenty percent (20%) of respondents came from outside of Hull and the East Riding, with 7% from Yorkshire and Humberside (excluding Hull and the East Riding), 11% from the rest of England, 0.4% from the rest of the United Kingdom and 1% from outside of the United Kingdom. Of the 20% who came from outside of Hull and the East Riding, 68% had just come for the day and 32% were in Hull as part of a longer stay. Of the respondents who were in Hull as part of a longer stay:

- 97% were staying in Hull, 2% were staying in the East Riding and 2% were staying in the rest of Yorkshire.
- The mean length of their stay was 3.1 nights.
- 44% were staying with friends or family in Hull
- 38% were staying in a hotel in Hull
- 6% were staying in a bed and breakfast or guest house in Hull
- 9% were staying in another type of accommodation in Hull including self-catering, a boat on the marina, a touring caravan and camping
- 2% were staying with friends or family in the East Riding
- 2% were staying with friends or family in the rest of Yorkshire.

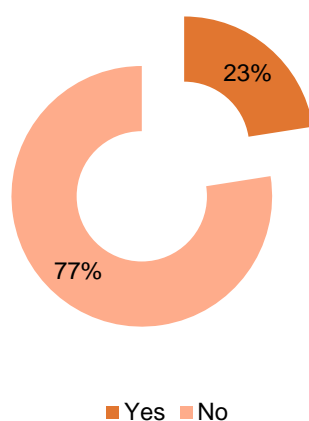
KEY POINT: The mean amount spent on accommodation by respondents staying in Hull as part of a longer stay was £121 – this is higher than the spend in 2016 which was £78 and in 2013 which was £97 but lower than the spend in 2015 which was £155 and in 2014 which was £131.

Substitution - Activity and Spend

Substitution is defined by the HM Treasury Green Book³ as the substitution of one activity for a similar activity. In this evaluation, we sought to discover whether the Freedom Festival audience would have undertaken other activities and spent elsewhere, or whether there was additional spending as a result of the Freedom Festival itself.

77% respondents would not have come to Hull City Centre if the Freedom Festival was not on (an increase from 69% in 2016, 65% in 2015, 63% in 2014 and 61% in 2013). 65% of respondents would have stayed at home or gone to work, if they had not visited the Freedom Festival. 21% would have gone shopping or visited another attraction or event in Hull, and 9% would have gone shopping or visited another attraction or event outside Hull.

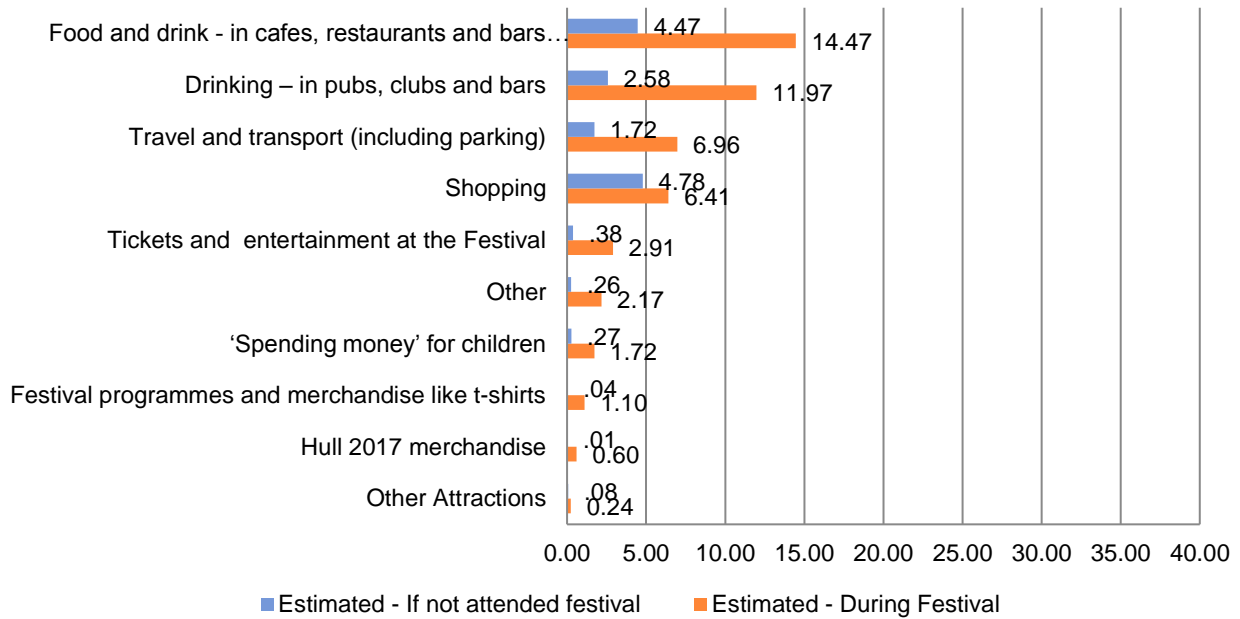
Would you have come to Hull City Centre today, if the Freedom Festival was not on?



The overall estimated mean spend of respondents if they had not visited the Freedom Festival, assuming that respondents who would have stayed at home or gone to work would not have spent anything, was £17.36. This is £61.50 lower than the estimated spend during the festival, not including accommodation, of £78.86. Respondents estimated that they would have spent less on all categories if they have not visited the Freedom Festival.

³ HM Treasury. The Green Book. Appraisal and Evaluation in Central Government.

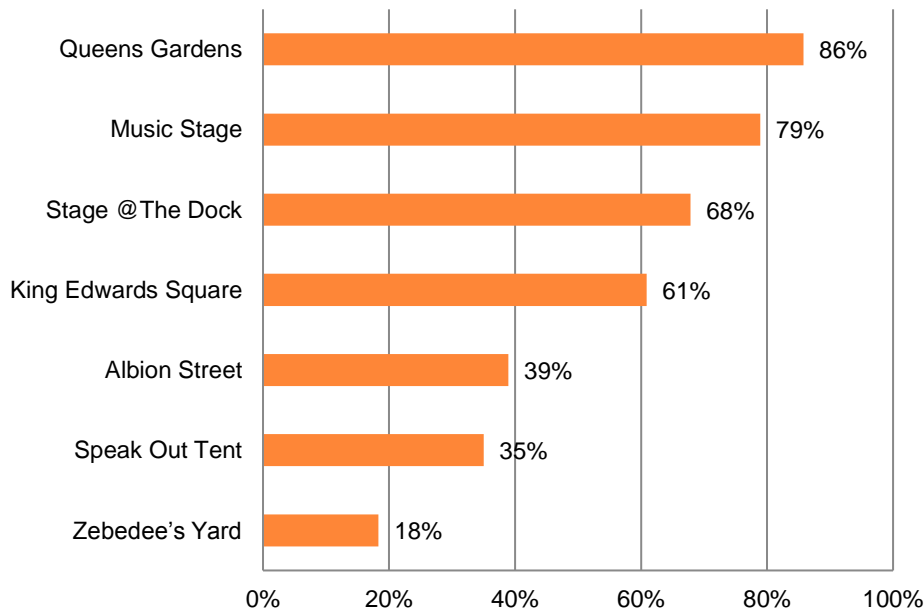
Estimated Spend At Festival & If Had not Attended Festival



Festival Events and Attractions Visited

In the post survey, more information was obtained about events and attractions visited, including the different venues. Queens Gardens was the most visited venue, visited by 86% of respondents while they were at the Freedom Festival. Over third of respondents (35%) had visited five or more of the venues, 45% had visited between three and four of the venues, and 19% had visited fewer than three of the venues.

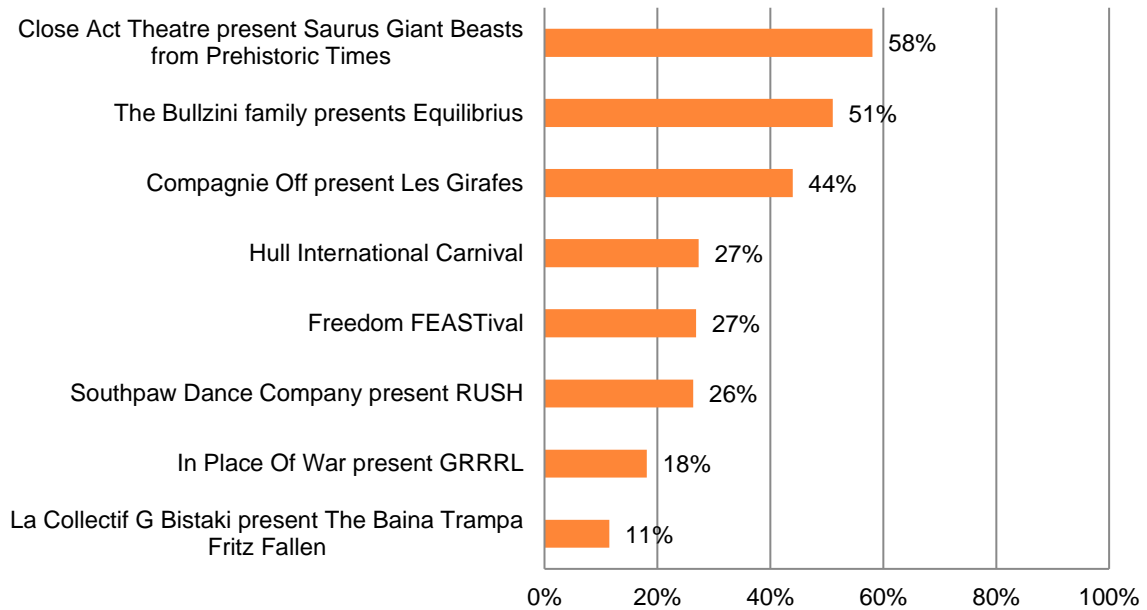
Which venue did you visit at the Festival?



Fewer respondents in 2017 had visited the Music Stage (the 'Main Stage' in previous years), than had visited in 2016. 79% of respondents had visited the Music Stage in 2017 compared to 90% of respondents who had visited the Main Stage in 2016. A higher proportion of respondents had visited Queens Gardens in 2017 compared to 2016 - 86% in 2017 compared to 46% in 2016, although it should be noted that there were only events taking place in Queens Gardens on Sunday in 2016 while there were events on both Saturday and Sunday in 2017.

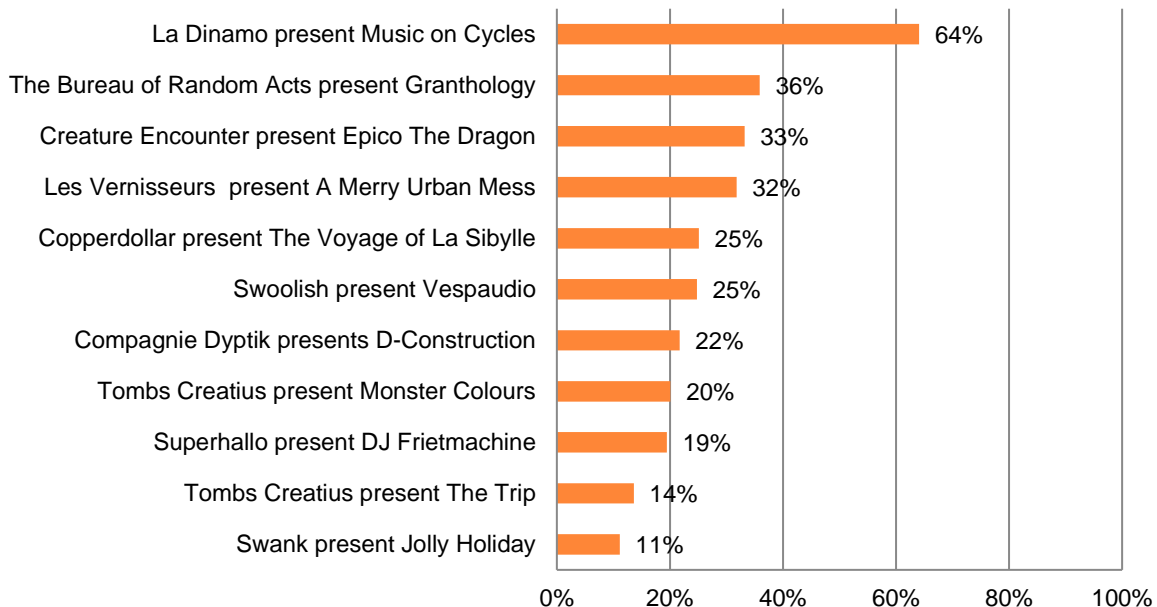
Ninety-four percent (94%) of respondents had attended at least one of the major free events. The event attended by the highest proportion of respondents was 'Saurus Giant Beasts from Prehistoric Beasts' which had been attended by 58% of respondents. Over half (51%) of respondents had seen 'Equilibrius' and 44% had seen 'Les Girafes'.

Which of the following performances did you experience?



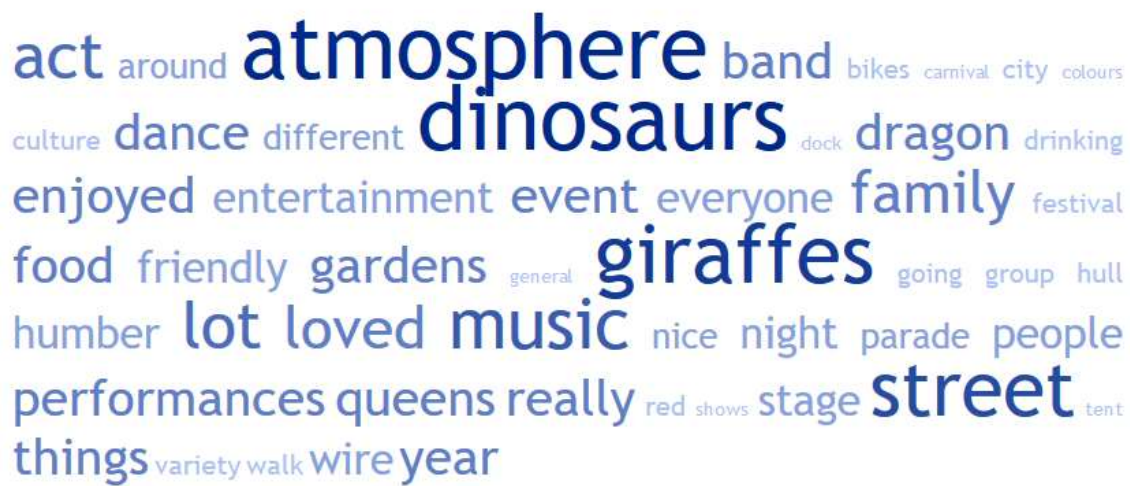
Eighty-nine percent (89%) had seen one of the street performances as they went around the Festival. The performances seen by the highest proportion of respondents was 'Music on Cycles' which was seen by 64% of respondents. 28% of respondents saw five or more performances, 25% saw three of four and 36% saw one or two performances.

Did you see any of the following as you went around?



When interviewed at the festival, 19% of respondents had seen 'Equilibrius' at the time they were interviewed. 9% had seen 'RUSH', 8% had seen 'D-Construction', 6% had seen 'A Merry Urban Mess', 6% had seen 'Monster Colours' and 5% had seen 'The Trip' at the time they were interviewed'

When asked what they remembered most from the festival, the wordcloud below shows that 'atmosphere', 'dinosaurs' and 'giraffes' were mentioned most commonly by respondents.



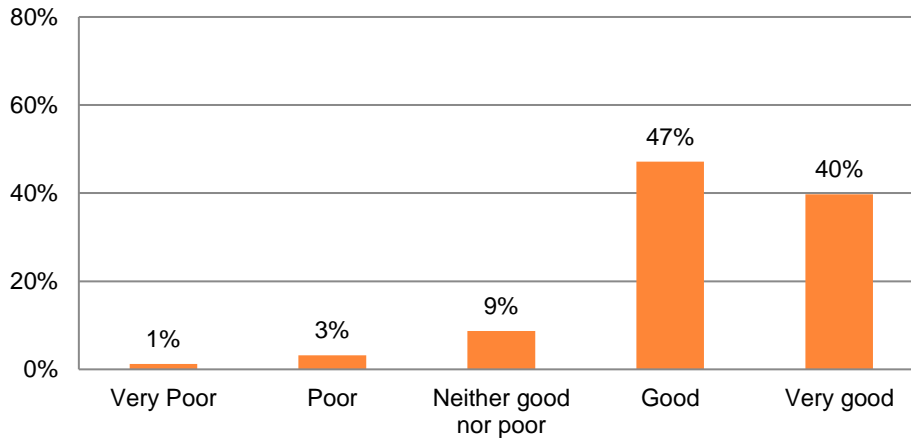
Word Cloud' showing responses to 'What do you remember most about the festival'

On-site catering

When asked in the post-festival survey, three-quarters (75%) of respondents had used the on-site catering facilities at the festival. This is lower than in 2016 and 2015 when 78% and 86% respectively had used the on-site catering facilities.

Those who had used the on-site catering facilities were asked to rate the quality of what was on offer. 87% rated the quality of what was on offer at the on-site catering facilities as good or very good. Only 4% rated the quality of what was on offer at the on-site catering facilities as poor or very poor.

Rating of the quality of what's on offer at the on-site catering facilities



When asked how what was on offer at the on-site catering facilities 'prices' and 'variety' were aspects which were mentioned most commonly by respondents.

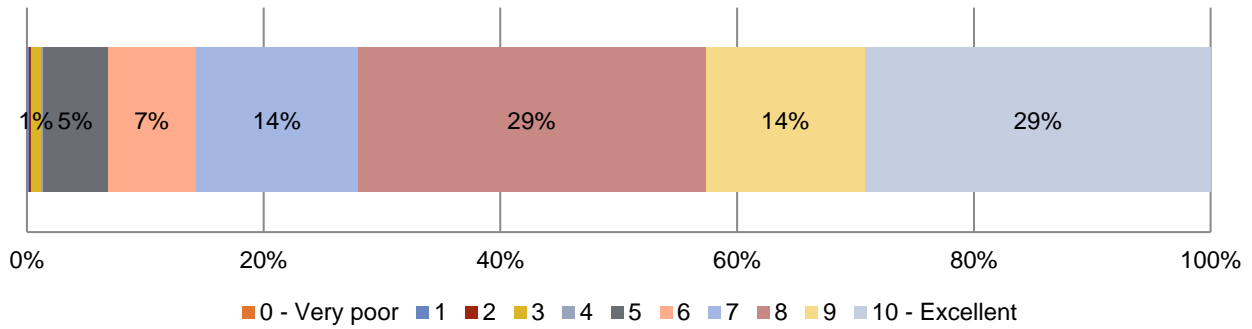


Word Cloud' showing responses to 'How could we improve on the offer at the on-site catering facilities?'

Rating, Recommendation and Net Promoter Score

When asked to rate the Freedom Festival so far, 43% of respondents rated the festival with a score of 9 or 10 (on a scale of 0 to 10). 93% rated the festival as 6 or over. Fewer than 1% of respondents rated the festival as poor or very poor (a score of 0 or 1). This question was repeated in the post-festival interviews – at which point 49% gave a score of 9 or 10 – an increase from ‘at-festival’ scores.

How do you rate the Freedom Festival so far ?

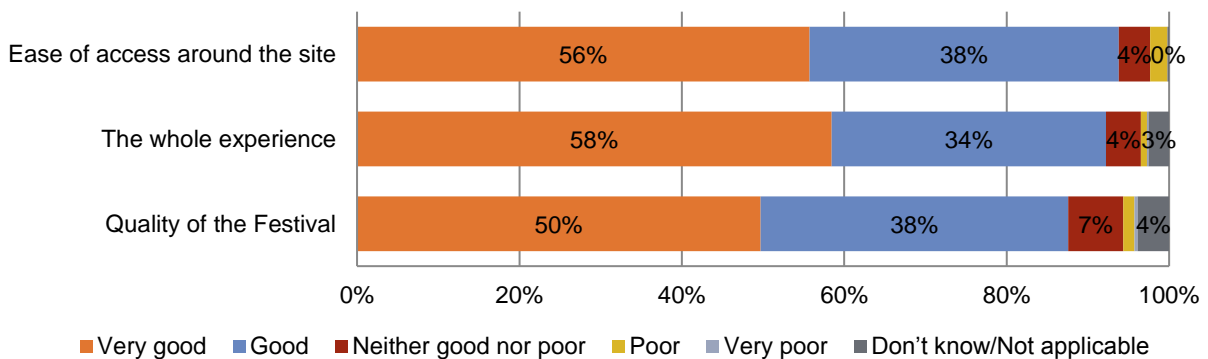


The proportion of respondents answering 9 or 10 in 2017 was the same as in 2016 and higher than in 2015, 2014 and 2013. In 2017, 43% gave an answer of 9 or 10 compared to 43% in 2016, 33% in 2015, 41% in 2014 and 37% in 2013. The proportion of respondents who rated the festival as 6 or over was similar in all five years and only 1% of respondents rated the festival as poor or very poor (a score of 0 or 1) in previous years.

How do you rate the Freedom Festival so far?	2017	2016	2015	2014	2013
Excellent (9-10)	43%	43%	33%	41%	37%
6-8	50%	49%	57%	48%	49%
2-5	7%	8%	10%	10%	13%
Very poor (0-1)	0%	1%	1%	1%	1%

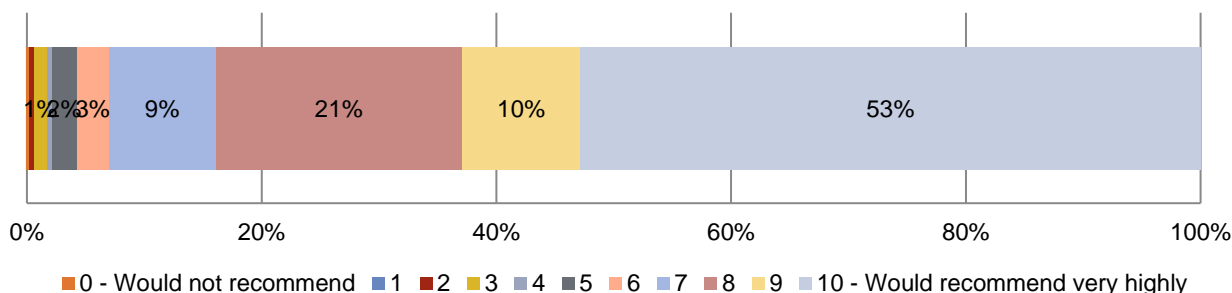
When asked to rate elements of the festival, the majority of respondents (94%) rated ease of access around the site as good or very good. 92% rated the whole experience as good or very good and 88% rated the quality of the festival as good or very good.

How do you rate the following?



When asked to what extent they would recommend the Freedom Festival, 63% of respondents gave a score of 9 or 10 on a scale of 0 to 10 with 96% giving a score of 6 or over. In the post-festival interviews, 62% of respondents gave a score of 9 or 10.

To what extent would you recommend the Freedom Festival?



The proportion of respondents who gave a score of 9 or 10 for likelihood to recommend the Freedom Festival in 2017 was lower than in previous years. In 2017, 63% of respondents gave a score of 9 or 10 for likelihood to recommend the Freedom Festival compared to 71% in 2016, 64% in 2015, 68% in 2014 and 68% in 2013.

To what extent would you recommend the Freedom Festival?	2017	2016	2015	2014	2013
Excellent (9-10)	63%	71%	64%	68%	68%
0-8	37%	29%	36%	32%	32%

Net Promoter Score

The Net Promoter Score (NPS) is a measure which is used by a number of major organizations to understand their customer loyalty. NPS is calculated from the likelihood to recommend scale, by summing the percentage who answer 9 and 10 (promoters) and subtracting the percentage who answer 0 to 6 (detractors). The overall NPS for the Freedom Festival is 56% and there are some differences: by age and by area of residence – shown in the following table.

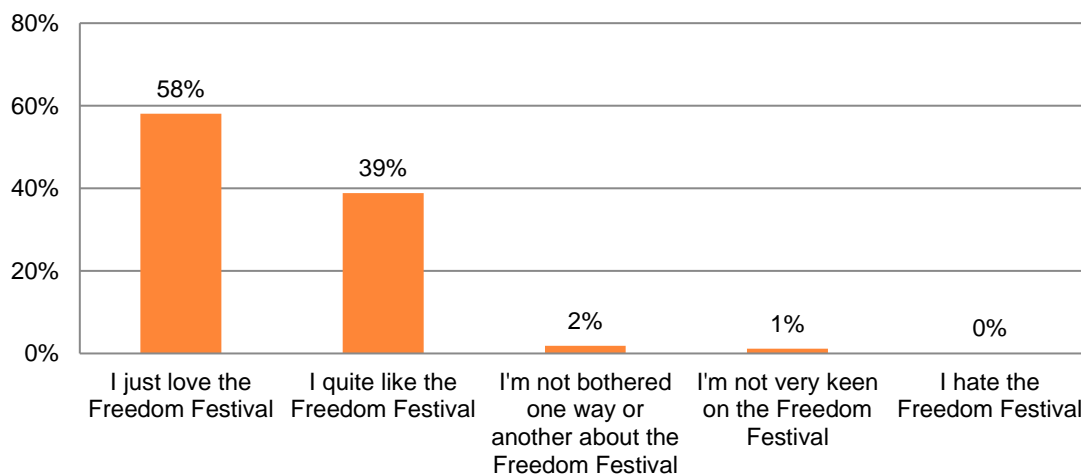
Category	Detractor (0-6)	Promoter (9-10)	NPS
Overall	7%	63%	56%
Male	8%	58%	50%
Female	6%	66%	60%
16-34	7%	63%	57%
35-54	9%	61%	52%
55+	5%	65%	60%
Hull	6%	66%	60%
East Riding	8%	62%	54%
Outside Hull/ East Riding	9%	56%	48%

The NPS is similar to that of many major brands – for example, whilst it is slightly lower than Apple, which has an NPS of 66%; it is higher than Dell which has an NPS of 55%. In comparison to other Festivals there are only a few published figures: Brighton Festival has an NPS of 60% but the Newport Folk Festival in the US has an NPS of 72% and the Newport Jazz Festival an NPS of 79%. Clearly the NPS of those in the older age ranges are comparable with the scores for the Newport Festival, which are clearly targeted towards a specific audience. The Net Promoter Score in 2017 (56%) was lower than in 2016, 2014 and 2013 and the same as in 2015. In 2016 the Net Promoter Score was 65% and in 2014 and 2013 the Net Promoter Score was 60%. (See table overleaf).

To what extent would you recommend the Freedom Festival?	2017	2016	2015	2014	2013
Detractor (0-6)	7%	6%	8%	8%	9%
Promoter (9-10)	63%	71%	64%	68%	68%
NPS	56%	65%	56%	60%	60%

In the post-festival survey respondents were asked how they felt about the Freedom Festival using a 'love to hate' scale. Ninety-seven percent (97%) felt positively toward the festival with nearly two-fifths of respondents (58%) saying they 'love' and 39% saying they 'quite like' the Freedom Festival. Only 1% of respondents were 'not very keen' and no respondents 'hate' the festival.

Would you say that ...?



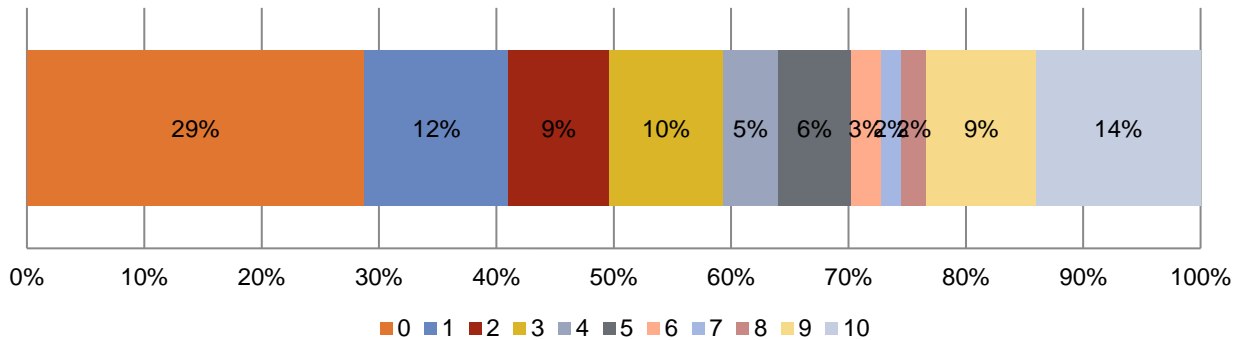
A similar proportion of respondents felt positively toward the festival in 2017, 2016, 2015 and 2014, but the proportion of respondents who said they 'love' the Freedom Festival was higher in 2017 (58%) than in 2015 and 2013 but lower than in 2016.

Would you say that ...?	2017	2016	2015	2014
I just love the Freedom Festival	58%	63%	52%	50%
I quite like the Freedom Festival	39%	34%	43%	46%
I'm not bothered one way or another about the Freedom Festival	2%	2%	5%	3%
I'm not very keen on the Freedom Festival	1%	1%	1%	1%
I hate the Freedom Festival	0%	0%	0%	0%

Repeat Audience

The Freedom Festival was established in 2008, with a one-day pilot event, and as such there have been a total of ten Festivals. Seventy-one percent (78%) of respondents had been to the Freedom Festival previously, with half (50%) having been 3 or more times. 29% were a new audience, visiting the festival for the first time. 14% have been to all 10 Festivals.

How many times have you been to the Freedom Festival before?

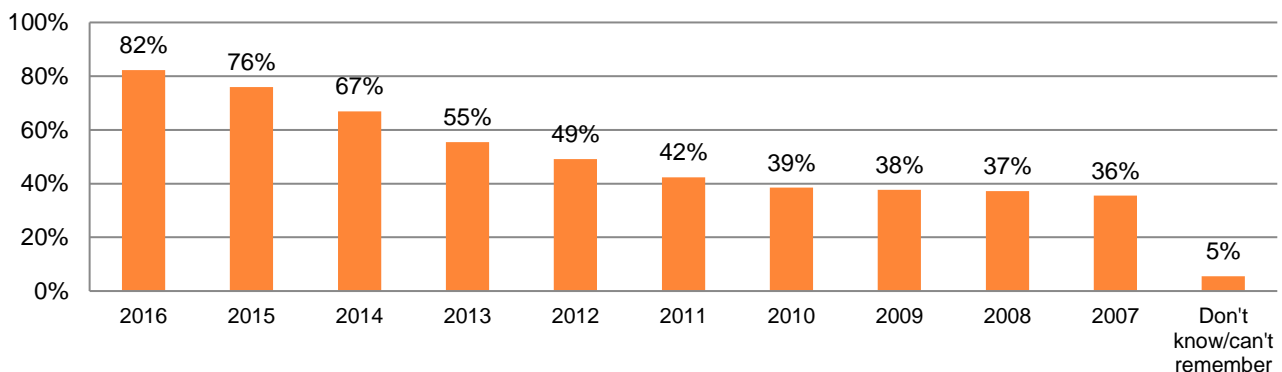


The proportion of respondents who were visiting the festival for the first time was higher than in all previous years, with 29% in 2017, 22% in 2016, 24% in 2015, 23% in 2014 and 19% in 2013 visiting the festival for the first time.

There were significant differences by area. Respondents from Hull were most likely to have been to the festival before, with 81% having attended at least once before. 80% of respondents from the East Riding had been before. Only 33% of respondents from outside Hull and the East Riding had been before.

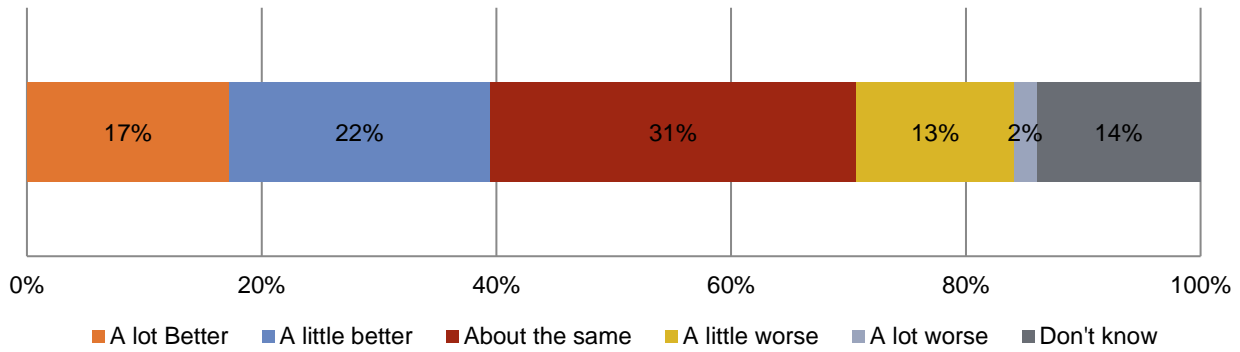
Respondents who had been to the Freedom Festival before were asked which years they have attended. Of these, 82% had been to the festival in 2016, 76% in 2015, 67% in 2014, 55% in 2013 and 49% in 2012. The proportion of respondents who had been to the festival before 2012 was lower. 5% of respondents did not know which years they had been to the festival.

Years been to the Freedom Festival?



Of the respondents who have been to the Freedom Festival in previous years, 39% thought that this year's festival was either 'a lot' or 'a little' better than previous years, 31% thought it was 'about the same' and 15% either 'a lot' or 'a little' worse than previous years.

How does this year's Festival compare to the previous years?



The proportion of respondents who thought that this year's festival was either 'a lot' or 'a little' better than previous years (39%) was higher than in 2015 (31%), but similar to other years.

How does this year's Festival compare to the previous years?	2017	2016	2015	2014	2013
A lot/a little better	39%	41%	31%	41%	45%
About the same	31%	28%	33%	26%	26%
A little/a lot worse	15%	18%	15%	15%	17%
Don't know	14%	13%	21%	18%	11%

Respondents who thought this year's festival was 'a lot' or 'a little' better than previous years were asked why they thought that. 'Better' and 'bigger', 'organised' and 'weather' were mentioned.



Word Cloud' showing responses to 'Why do you say that?' from respondents who thought this year's festival was 'a lot' or 'a little' better than previous years

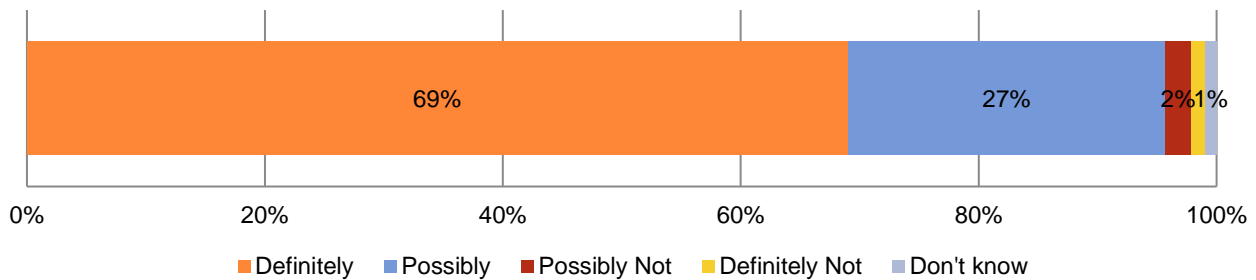
Respondents who thought this year’s festival was ‘a lot’ or ‘a little’ worse than previous years were asked why they thought that. ‘Band’, ‘music’, and ‘acts’ were mentioned.



Word Cloud showing responses to ‘Why do you say that?’ from respondents who thought this year’s festival was ‘a lot’ or ‘a little’ worse than previous years

The vast majority (96%) of respondents would ‘definitely’ or ‘possibly’ come to the Freedom Festival next year. Only 2% said that they would ‘definitely’ or ‘possibly’ not come. Post-festival, 96% of respondents said they would ‘definitely’ or possibly come back to next year’s festival - similar to the ‘at festival’ figure - but the proportion who said they would ‘definitely’ come back increased from 69% during, to 78% after the festival. The majority of respondents have said they ‘definitely’ or ‘possibly’ come to the Freedom Festival next year in all five years.

Will you come back to next year’s Festival?



There was a significant difference by area in the proportion of respondents who would ‘definitely’ or ‘possibly’ come to the Freedom Festival next year, with respondents from outside Hull and the East Riding less likely to say they would come to the festival next year. 98% of those from Hull, 98% of these from the East Riding and 87% of those from outside of Hull and the East Riding would ‘definitely’ or ‘possibly’ come to the Freedom Festival next year.

Meeting the Freedom Festival Objectives

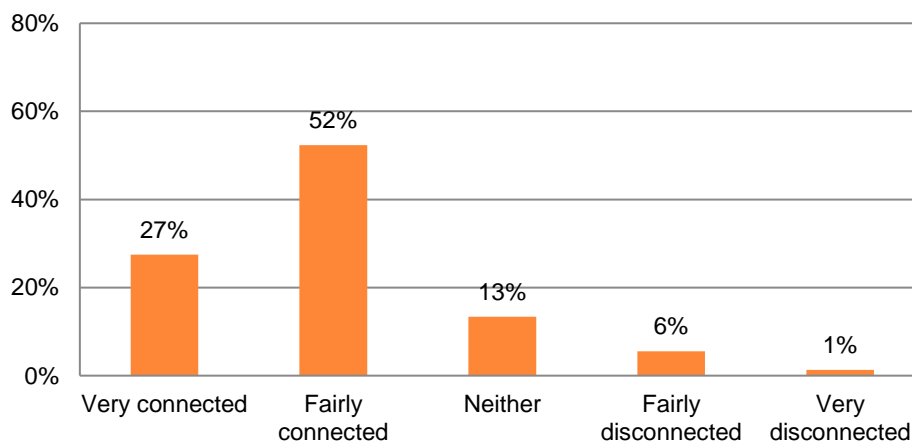
When asked why they thought the festival was called 'Freedom' respondents most commonly said it was because of 'William Wilberforce'. 'Slavery' was also mentioned.



Word Cloud' showing responses to 'Why do you think the Festival is called Freedom?'

Eighty-six percent (86%) of respondents were aware that that the Freedom Festival was 'intended to celebrate, through artistic and cultural expression, Hull's independent spirit and historic contribution to the cause of freedom'. 12% of respondents were not aware, and 2% did not know. 16-34 year olds were significantly less likely to be aware of the objectives of the Freedom Festival - 76% of those aged 16-34 were aware, compared to 89% of 35-54 year olds and 89% of those aged 55 and over. Respondents from outside of Hull and the East Riding were also less likely to be aware of the objectives of the Freedom Festival - 73% of those from outside of Hull and the East Riding were aware, compared to 89% of those from Hull and 92% of those from the East Riding. Post-festival, 80% of respondents thought that the festival as a whole was very or fairly connected to the topic of 'Freedom', with only 7% thinking it was fairly or very disconnected.

To what extent do you think that the Festival as a whole was connected to the topic of 'Freedom'?

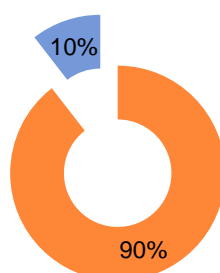


The proportion of respondents who thought that the festival as a whole was very or fairly connected to the topic of 'Freedom' in 2017 was higher than in 2016 and 2015 but lower than in 2014 and 2013. In 2016, 80% thought that the festival as a whole was very or fairly connected to the topic of 'Freedom' compared to 76% in 2016, 70% in 2015, 83% in 2014 and 81% in 2013.

To what extent do you think that the Festival as a whole was connected to the topic of 'Freedom'?	2017	2016	2015	2014	2013
Very/fairly connected	80%	76%	70%	83%	81%
Neither	13%	16%	18%	8%	9%
Fairly/very disconnected	7%	9%	12%	9%	10%

Ninety percent (90%) of the audience were aware that the Freedom Festival grew out of commemorations of William Wilberforce's campaign to abolish slavery. 10% were not aware of this and no respondents did not know. This is slightly lower than in previous years. In 2016 95% of respondents were aware that the Freedom Festival grew out of commemorations of William Wilberforce's campaign to abolish slavery and in 2015, 2014 and 2013, 93% were aware.

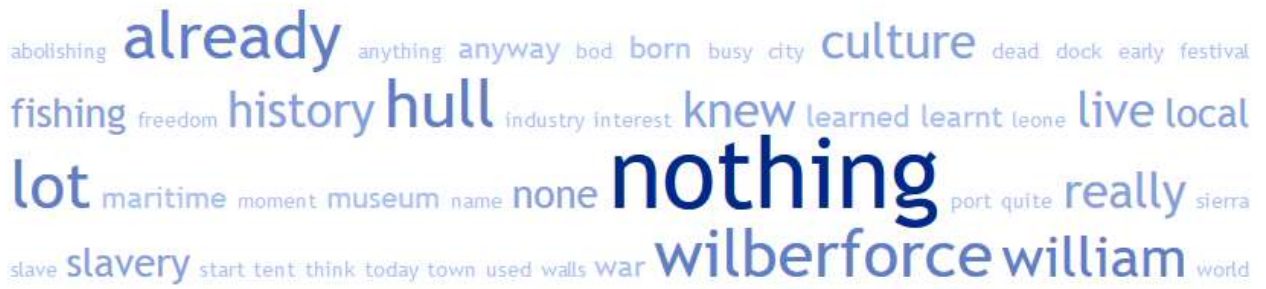
Were you aware that the Freedom Festival grew out of commemorations of William Wilberforce's campaign to abolish slavery?



■ Yes ■ No ■ Don't know

Were you aware that the Freedom Festival grew out of commemorations of William Wilberforce's campaign to abolish slavery?	2017	2016	2015	2014	2013
Yes	90%	95%	93%	93%	93%
No	10%	3%	6%	6%	6%
Don't know	0%	1%	1%	1%	1%

Respondents were asked what they had learnt about Hull's past as a result of attending Freedom Festival in 2017. Responses are shown in the wordcloud below - 'Nothing' and 'William Wilberforce' were common answers.

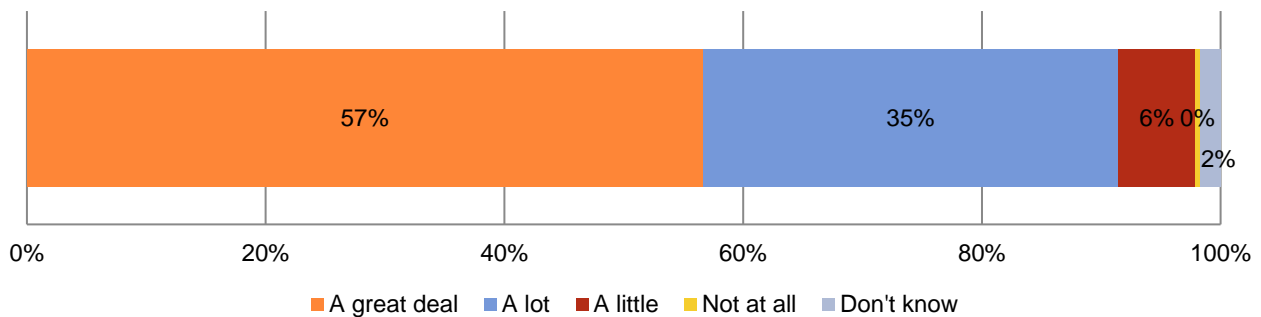


Word Cloud showing responses to 'What have you learnt about Hull's past as a result of attending Freedom Festival in 2017?'

UK City of Culture 2017 and the role of the Freedom Festival

Nearly all respondents (99%) knew that Hull was currently be UK City of Culture. 87% of respondents been to, or were planning to attend or take part in other events and activities programmed for Hull UK City of Culture 2017. Respondents from outside of Hull and the East Riding were significantly less likely to have been to, or be planning to attend or take part in other events and activities programmed for Hull UK City of Culture 2017 – 62% of respondents from outside Hull and East Riding, 93% of respondents from Hull and 95% of respondents from East Riding be been to, or were planning to attend events and activities programmed for Hull UK City of Culture 2017. The vast majority (91%) thought that the part that the Freedom Festival plays in Hull's cultural offering as a city was 'a great deal' or 'a lot'. This is similar to previous years.

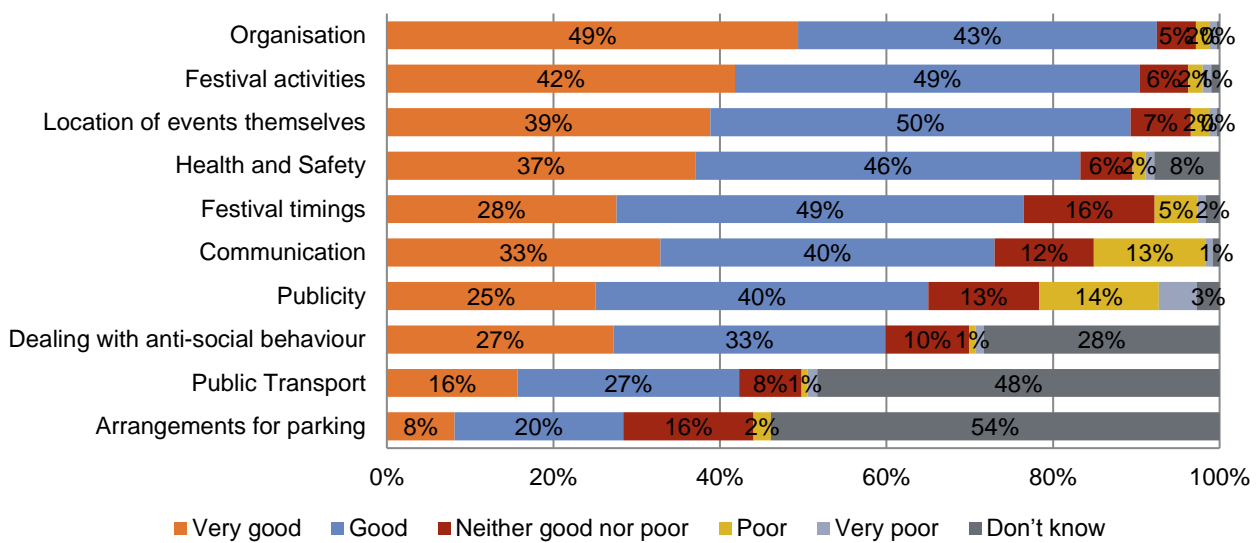
How much do you think that the Freedom Festival plays a part in our cultural offering as a City



Operational Aspects

In the post-festival survey, respondents were asked about a number of different operational aspects of the Festival. Top ranked were 'organisation', 'Festival activities' and 'location of events', with over 85% rating these as very good or good. 'Health and safety', 'festival timings' and, 'communication' were rated as very good or good by over 70% of respondents. 'Publicity' and 'dealing with anti-social behaviour' were rated as very good or good by over 60% of respondents. The lowest ranked items were to 'public transport' and 'arrangements for parking'. Overall, only 42% of respondents rated 'public transport' as very good or good, but 48% answered 'don't know'. Of respondents who had travelled to Hull by bus, train or park and ride, 80% rated 'public transport' as very good or good. Overall, only 28% of respondents rated 'arrangements for parking' as very good or good, but 54% answered 'don't know'. If the 'don't know' responses are removed from the analysis, 4% rated 'arrangements for parking' as poor or very poor. Of the respondents who had travelled to Hull by car, only 47% rated 'arrangements for parking' as very good or good with 4% rating it as poor or very poor.

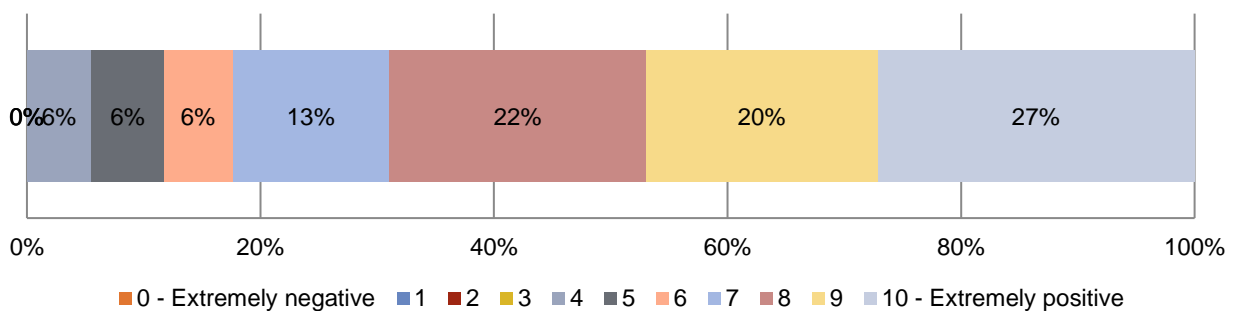
Rating of Aspects of Freedom Festival (%) - ranked very good/good



The Impact of Freedom Festival on the Image of Hull

In the post-festival survey, respondents were asked about visitors' image of Hull. 47% of respondents thought that visitors had a very or extremely positive image of Hull (a score of 9 or 10). No respondents thought that visitors have a very or extremely negative image of Hull (a score of 0 or 1).

Visitor Image of Hull

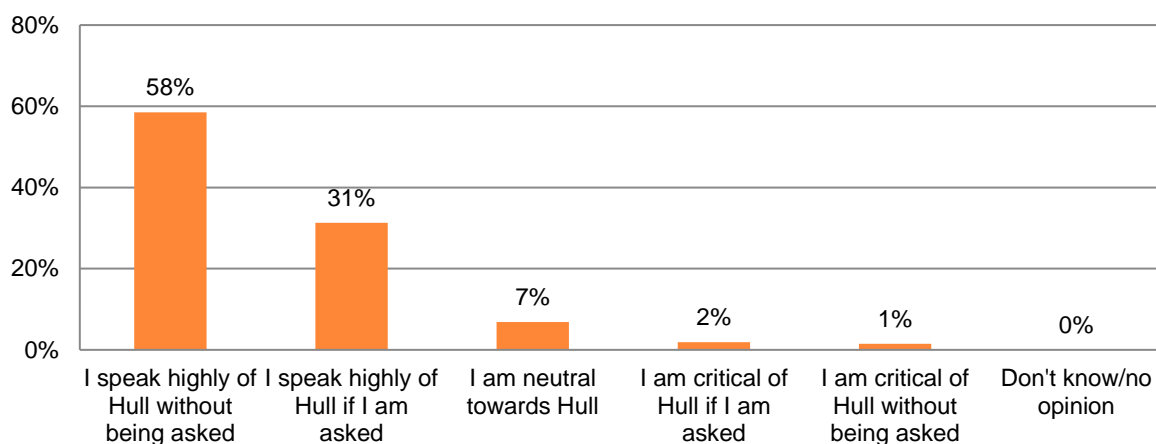


In 2017, 47% of respondents thought that visitors have a very or extremely positive image of Hull (a score of 9 or 10) compared to 35% in 2016, 30% in 2015, 24% in 2014 and 27% in 2013.

What image do you think visitors have of Hull?	2017	2016	2015	2014	2013
Extremely positive (9-10)	47%	35%	30%	24%	27%
0-8	53%	65%	70%	76%	73%

When asked about their likelihood to be critical or speak highly of Hull, 90% would speak highly of Hull, either without being, or if asked; 7% are neutral towards Hull and 3% are critical either without being asked, or when asked. As a comparator, in Nottingham, 82% would speak highly of the City and 4% would be critical (Nottingham Citizens Survey 2016).

Which of these phrases best describes how you talk about Hull to people outside the city?

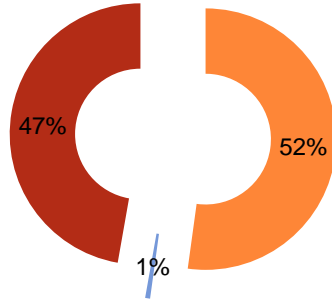


The proportion of respondents who would speak highly of Hull, either without being or if asked, is higher in 2017 than in all previous years. In 2017, 90% of respondents would speak highly of Hull, compared to 80% in 2016, 85% in 2015, 84% in 2014 and 79% in 2013.

Which of these phrases best describes how you talk about Hull to people outside the city?	2017	2016	2015	2014	2013
Speak highly with or without being asked	90%	80%	85%	84%	79%
Neutral	7%	13%	9%	8%	12%
Critical with or without being asked	3%	5%	5%	7%	9%
Don't know/no opinion	0%	2%	1%	0%	0%

52% percent (52%) of respondents felt that the Freedom Festival had made them speak more highly of Hull, and 47% speaking 'about the same'. Only 1% felt that the Freedom Festival had made them speak less highly of Hull.

Would you say that the Freedom Festival has made you ...?

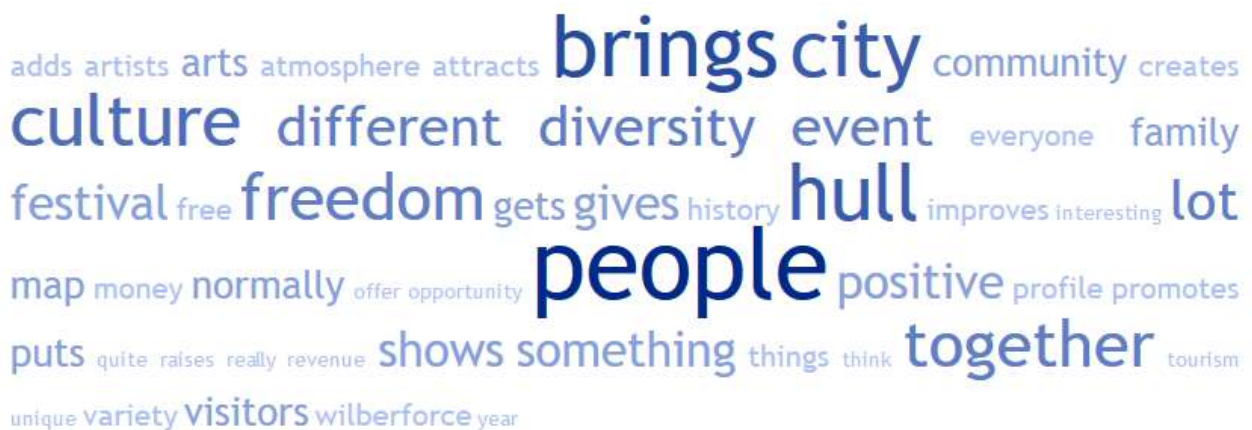


■ Speak more highly of Hull ■ Speak less highly of Hull ■ Speak about the same about Hull

The proportion of respondents who felt that Freedom Festival had made them speak more highly of Hull in 2017 was lower than in previous years. In 2017, 52% of respondents felt that Freedom Festival had made them speak more highly of Hull compared to 64% in 2016, 56% in 2015, 64% in 2014 and 60% in 2013.

Would you say that the Freedom Festival has made you ...?	2017	2016	2015	2014	2013
Speak more highly of Hull	52%	64%	56%	64%	60%
Speak less highly of Hull	1%	1%	0%	0%	2%
Speak about the same about Hull	47%	35%	44%	36%	38%

When asked what they think the Freedom Festival contributes to the city of Hull, bringing people into Hull, bring people together and culture was mentioned by many respondents.

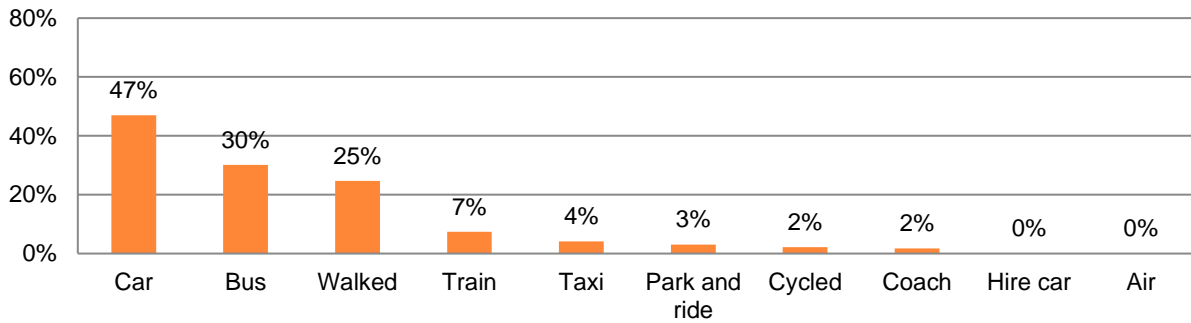


Word Cloud showing responses to 'What do you think the Freedom Festival contributes to the city of Hull?'

Travel to and getting around the festival

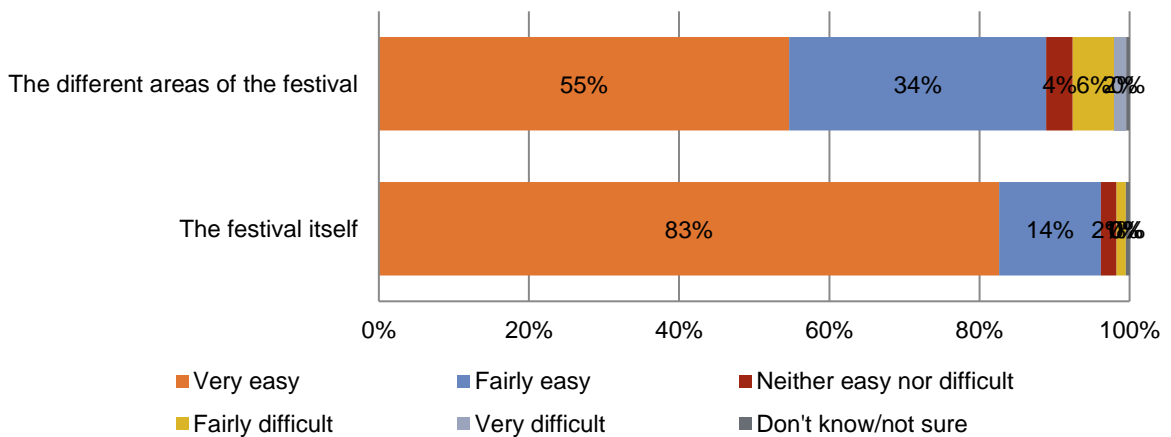
In the post-festival survey, respondents were asked about their mode of transport to the Festival, and the ease of moving around the different sites of the festival. Nearly half (47%) had travelled to the festival by car, 30% by bus, 25% had walked.

How did you travel into Hull for the festival?



The majority of respondents (96%) of respondents found it easy to get to the festival. 89% of respondents found it easy to get around the different areas of the festival. Only 7% found it difficult.

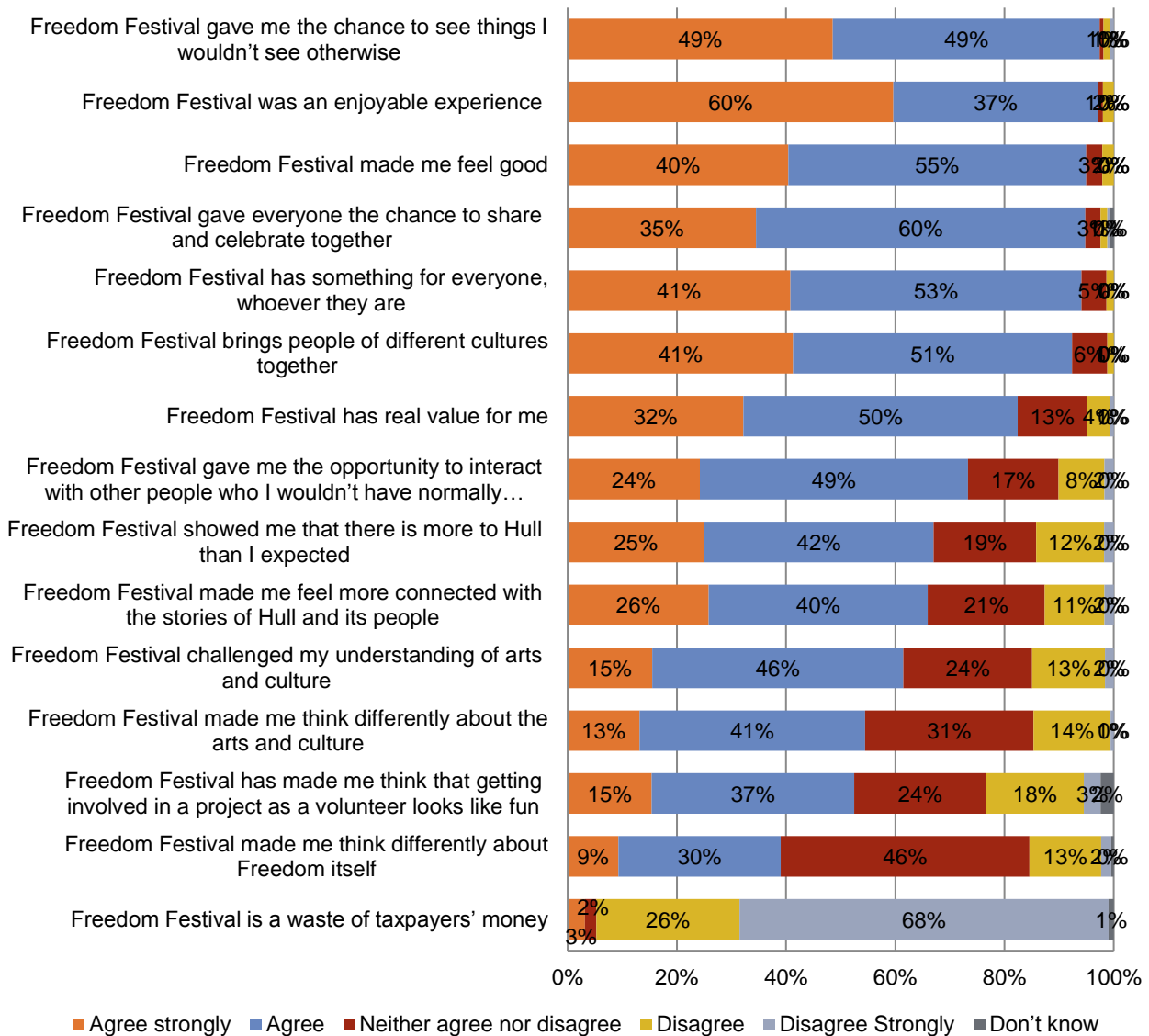
Was it easy or difficult to get around ...?



Cultural and Social Impacts

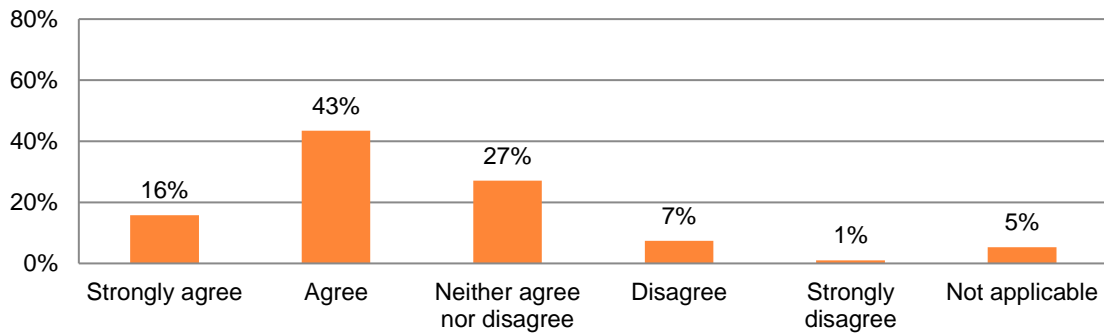
In relation to perceptions of the cultural impacts, respondents were asked about their strength of agreement with different statements about the Freedom Festival. The chart below is ranked by agree and strongly agree combined, and the ranking shows high levels of agreement with the key impact statements. The top ranked statements were ‘...gave me the chance to see things I wouldn’t see otherwise’ and ‘...was an enjoyable experience’, with 97% agreeing with these statements. There was also a high level of agreement with, ‘...made me feel good’, ‘...gave everyone the chance to share and celebrate together’ and ‘...brings people of different cultures together’ with more than 90% agreeing with these statements. 94% of respondents disagreed or strongly disagreed that ‘The Freedom Festival is a waste of taxpayers’ money’.

How much do you agree or disagree with the following statements?



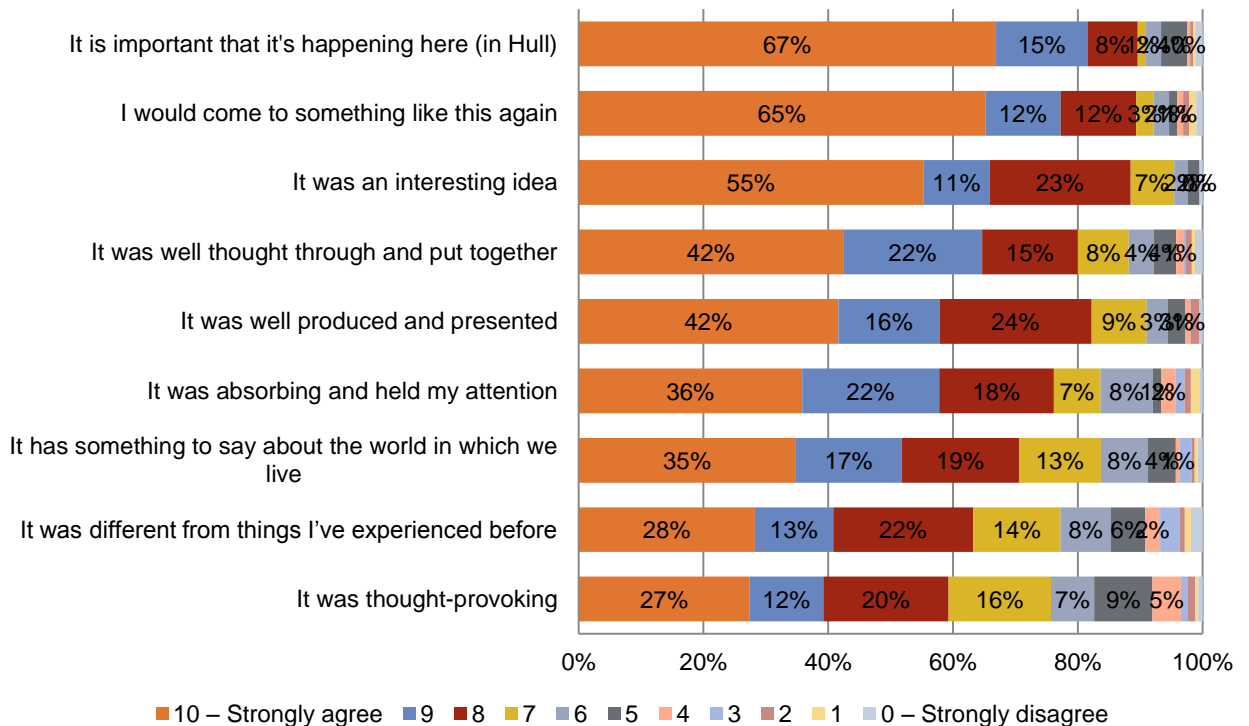
When asked if Freedom Festival had helped them to understand people who are from a culture other than their own, 59% of respondents agreed that it had, compared to 8% of respondents who disagreed.

Would you say that the Freedom Festival helped you to understand people who are from a culture other than your own?



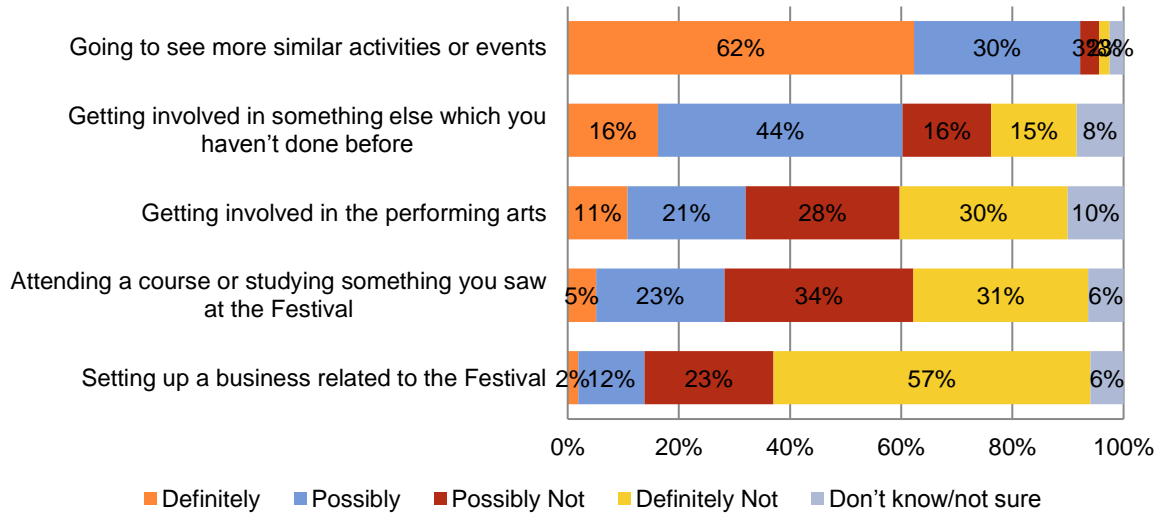
Respondents were asked about their strength of agreement with different statements about the Freedom Festival. The chart below is ranked by strongly agree (a score of 9 or 10), and the ranking shows high levels of agreement with the statements. The top ranked statements were 'it is important that it's happening here (in Hull)' and 'I would come to something like this again' which 82% and 77% of respondents respectively strongly agreed with (a score of 9 or 10). There were also high levels of agreement with 'it was an interesting idea' and 'it was well thought through and put together' with more than 60% agreeing with these statements.

How much do you agree or disagree with the following statements?



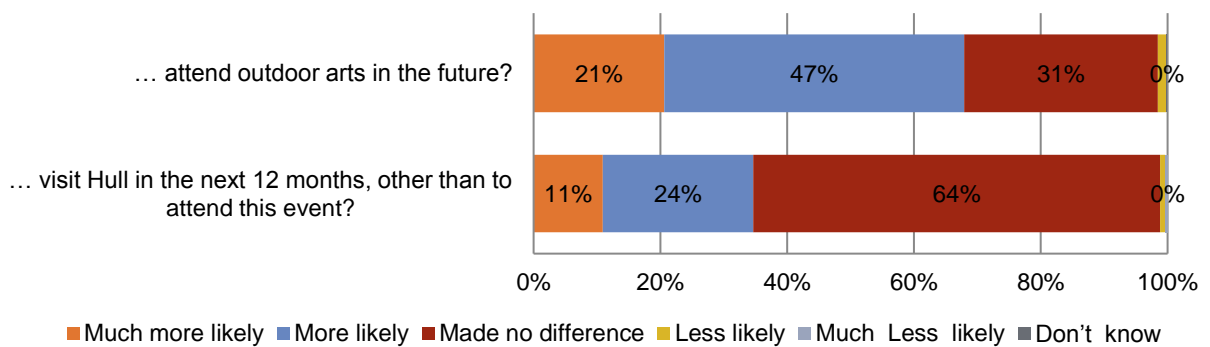
When asked about the impact on attitudes towards cultural participation, 92% of respondents would 'definitely' or 'possibly' consider 'going to see more similar activities or events'. 60% would consider 'getting involved in something else you haven't done before'. 32% would consider 'getting involved in the performing arts'. 28% would consider 'attending a course of studying something you saw at the festival'. 14% would consider 'setting up a business relating to the festival'.

Would you say that attending Freedom has made you consider any of the following?



When asked if their visit to Freedom Festival had made them more or less likely to attend outdoor art in the future, 68% of respondents felt it had made them more likely to do so, compared to 31% who felt that it had made no difference, with only 1% who felt that their visit had made them less likely. 35% of respondents felt that their visit to Freedom Festival had made them more likely to visit Hull in the next 12 months, compared to 64% who felt it had made no difference with only 1% less likely to visit Hull in the next 12 months. As would be expected, respondents from outside of Hull were more likely to feel that their visit to Freedom Festival had made them more likely to visit Hull in the 12 months. 44% of respondents from outside of Hull felt that that their visit to Freedom Festival had made them more likely to visit Hull in the 12 months, compared the 27% of respondents from Hull.

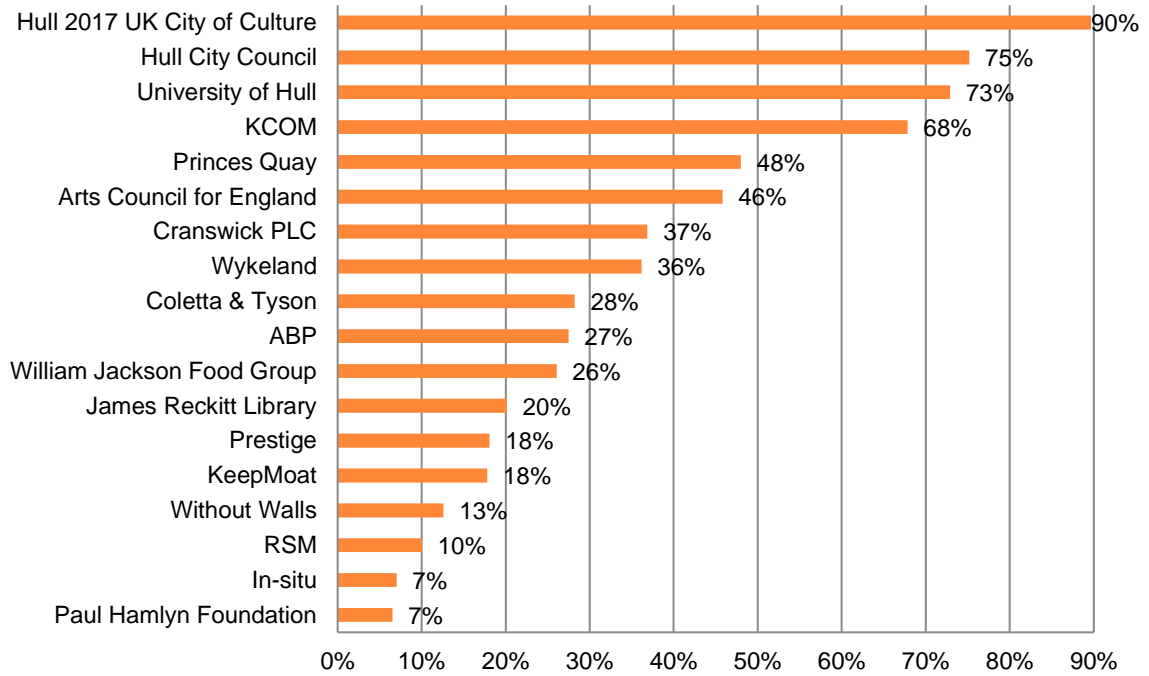
Has this visit made you more or less likely to ...?



Freedom Festival Sponsors

Ninety-six percent (96%) of respondents remembered seeing the logo of at least one of the Freedom Festival sponsors, particularly noticing Hull 2017 City of Culture, Hull City Council, University of Hull and KCOM, although many had also seen the other sponsors' logos.

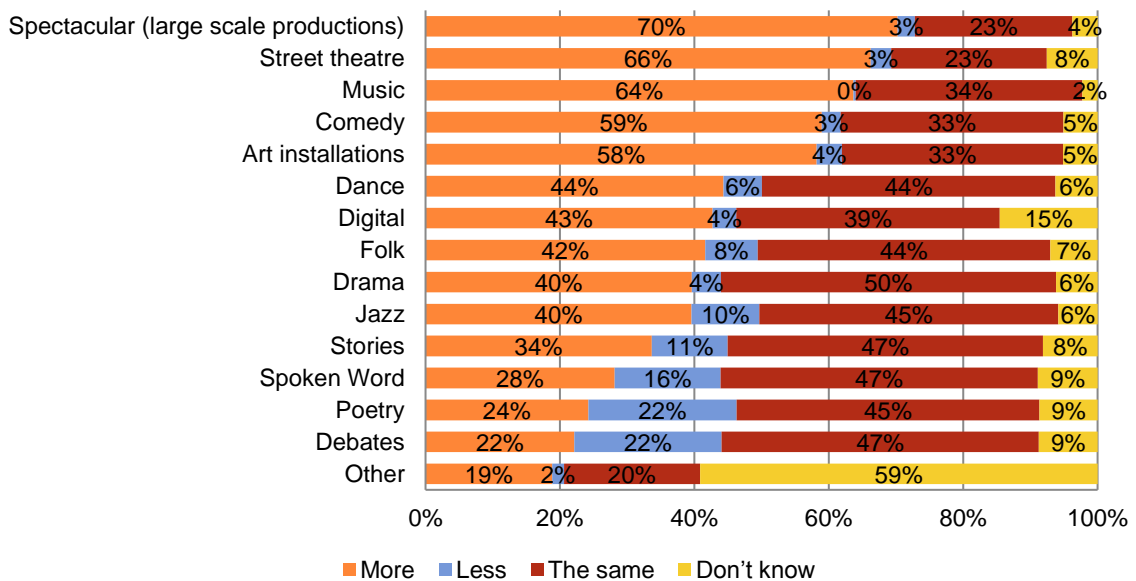
Do you remember seeing any of the following sponsors' logos?



Future Festivals

The chart below is ranked by the proportion who would like to see 'more' of the different types of events. Seventy percent would like to see more spectaculars. Over one-half would like to see more street theatre, music, comedy and art installations at future festivals.

Would you like to see more or less of the following at the Freedom Festival in the future?



When asked what additional facilities or services would have added to their experience at the Freedom Festival ‘nothing’, ‘events’, ‘seating’ and ‘toilets’ were aspects emphasised by respondents.



Word Cloud showing responses to ‘What additional facilities or services would have added to your experience?’

When asked what would discourage them from attending the Freedom Festival in the future respondents most commonly said ‘weather’ and ‘nothing’.



Word Cloud showing responses to ‘Is there anything that would discourage you from attending in the future?’

Words to Describe Experience of Visit to Freedom Festival

Respondents were asked to give three words to describe their experience of their visit to Freedom Festival. 'Fun', 'enjoyable', 'entertaining', 'exciting' and 'interesting' were the most commonly used words – but other words were 'brilliant', 'cultural', 'fantastic', 'family' and 'friendly'.



Word Cloud showing responses to 'Which 3 words would you use to describe your experience of your visit?'

4. BUSINESS RESPONSE TO THE FESTIVAL

This section presents the analysis of questions asked of businesses in Hull and the surrounding area.

Profile of Businesses

103 businesses were contacted, all of which were either in the HU1 postcode area, or, for hotels and guest houses, within 20 miles of Hull. A range of different businesses types were contacted: 33% were restaurants, cafés, pubs, bars or takeaways, 23% hotels or guest houses and 40% retailers.

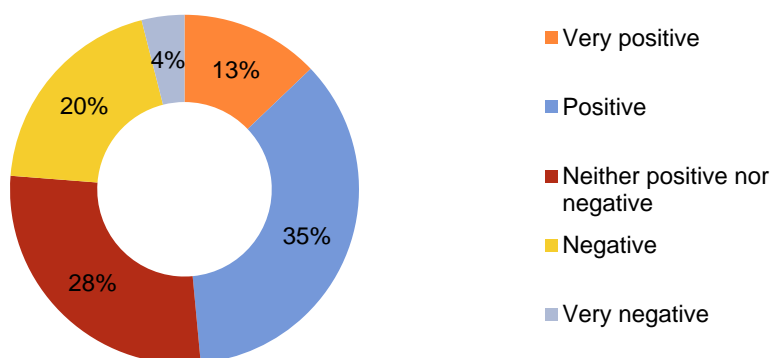
Just under three-fifths (59%) of the businesses were small, with between one and ten employees. 35% were medium, with between eleven and fifty employees. 6% were large, with fifty-one or more employees. 42% of businesses were part of a chain or a franchise.

Type of Business	
Business Type	%
Restaurant / Café	17%
Pub / Bar	12%
Hotel / Guest House	23%
Take-away	4%
Clothes / Shoes Retailer	17%
Other Retailer	23%
Other	4%

Impact on Business Turnover and Profit

Forty-nine percent of the businesses interviewed (49%) thought the Freedom Festival had had a positive impact on their business, with 28% thinking it neither positive or negative, and 14% who thought the festival had had a negative impact on their business.

Overall what impact did the Freedom Festival have on your business?



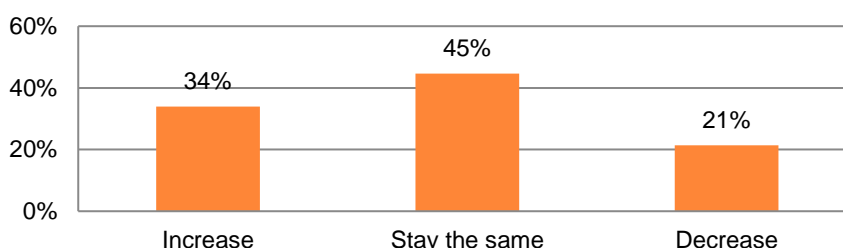
When asked why they thought the Freedom Festival had had a positive impact on the business the reasons given included ‘increase in footfall in the city centre’, ‘brought a different crowd’ and ‘increase in sales’.

The proportion of businesses that thought the Freedom Festival had had a positive impact on their business in 2017 (43%) was higher than in 2016 and 2013, when 43% and 41% respectively thought the Freedom Festival had had a positive impact on their business, but similar to 2015 and 2014 when 49% and 48% respectively thought the Freedom Festival had had a positive impact on their business. The proportion of businesses that thought the Freedom Festival had had a negative impact on their business was higher in 2017 than in previous years. (See table overleaf).

Overall what impact did the Freedom Festival have on your business?	2017	2016	2015	2014	2013
Very positive/positive	49%	43%	49%	48%	41%
Neither positive not negative	28%	50%	31%	30%	46%
Very negative/negative	24%	7%	19%	21%	14%

Just over one-third (34%) of businesses reported an increase in turnover on the Freedom Festival weekend, with 21% reporting a decrease and 45% staying the same.

Compared to a similar weekend when the Festival was not on, what was the change in your turnover as a result of the event?



The proportion of businesses that thought the Freedom Festival had increased turnover in 2017 was similar to 2016, but lower than in 2015, 2014 and 2013. In 2017, 34% of businesses reported an increase in turnover as a result of Freedom Festival, compared to 33% in 2016, 43% in 2015, 42% in 2014 and 37% in 2013.

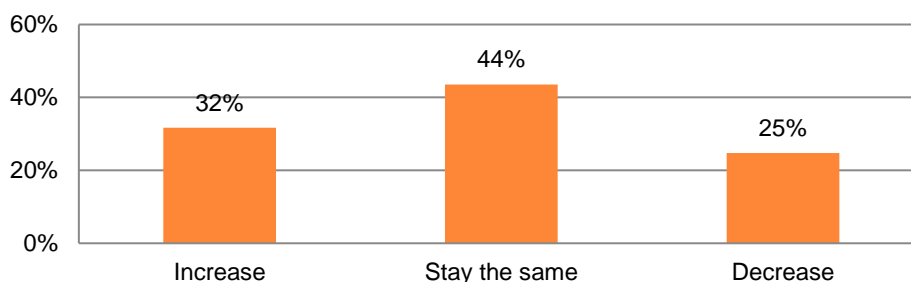
Compared to a similar weekend when the Festival was not on, what was the change in your turnover as a result of the event?	2017	2016	2015	2014	2013
Increase	34%	33%	43%	42%	37%
Stay the same	45%	49%	40%	45%	48%
Decrease	21%	18%	17%	13%	15%

Businesses were asked to give the increase (or decrease) in turnover as a percentage or actual (£). The increase in turnover as a percentage ranged from 5% to 100%.

Change in Turnover	
Change	%
Decreased - but don't know / not willing to disclose how much	5%
-100% or more	2%
-50-99%	5%
-1-49%	9%
£1000 or more	1%
£500-£999	0%
£1-£499	0%
No change	45%
+£1-499	0%
+£500-£999	0%
+£1000 or more	3%
+1-49%	17%
+50-99%	5%
+100% or more	2%
Increased - but don't know / not willing to disclose how much	7%

Just under one-third (32%) of businesses reported higher profits on the Freedom Festival weekend, 25% lower profits, and 44% did not see a change in profits.

Compared to a similar weekend when the Festival was not on, what was the change in your profit as a result of the event?



The proportion of businesses that thought their profit was higher as a result of Freedom Festival in 2017 was higher than in 2016, similar to 2015 and lower than 2014 and 2013. In 2017, 32% of businesses reported higher profits as a result of Freedom Festival, compared to 23% in 2016, 31% in 2015, 36% in 2014 and 35% in 2013. The figure in 2016 may be due to bad weather on the Saturday of that year.

Compared to a similar weekend when the Festival was not on, what was the change in your profit as a result of the event?	2017	2016	2015	2014	2013
Higher	32%	23%	31%	36%	35%
The same	44%	57%	47%	48%	50%
Lower	25%	19%	22%	15%	15%

The increase in profit as a percentage ranged from 4% to 80%. The decrease in profit as a percentage ranged from -5% to -100%.

Change in Profit	
Change	%
Lower - but don't know / not willing to disclose how much	7%
-100% or more	2%
- 50-99%	2%
-1-49%	13%
-\$1000 or more	0%
-\$500-\$999	1%
-\$1-\$499	0%
No change	44%
+\$1-499	0%
+\$500-\$999	1%
+\$1000 or more	0%
+1-49%	20%
+50-99%	1%
+100% or more	0%
Higher - but don't know / not willing to disclose how much	10%

Impact on Employment

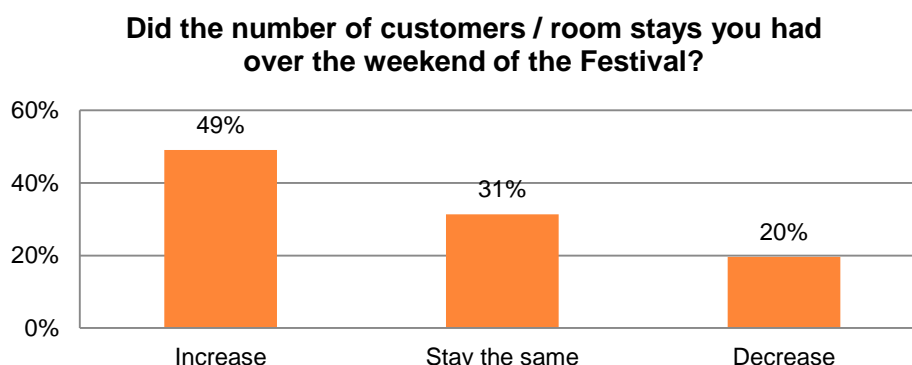
Around one-quarter (24%) of businesses gave existing staff extra hours during the Freedom Festival. 72% gave existing staff twenty or fewer extra hours and 28% gave existing staff twenty-one or more extra hours.

Extra Staff Hours	
Hours	%
1-10	28%
11-20	44%
21-30	4%
31-40	4%
41-50	12%
51+	8%

Nine percent (9%) of businesses employed additional staff during the Freedom Festival, similar to previous years. The number of additional staff employed ranged from one to eighteen. The hours worked by additional staff ranged from four to one hundred and twenty-three.

Impact on Footfall

Just under a half (49%) of businesses had an increase in the numbers of customers, or room stays for hotels and guest houses, over the weekend of the Freedom Festival. 20% of businesses had a decrease in the numbers of customers, or room stays for hotels and guest houses, over the weekend of the Freedom Festival. 31% of businesses saw no change in the number of customers.

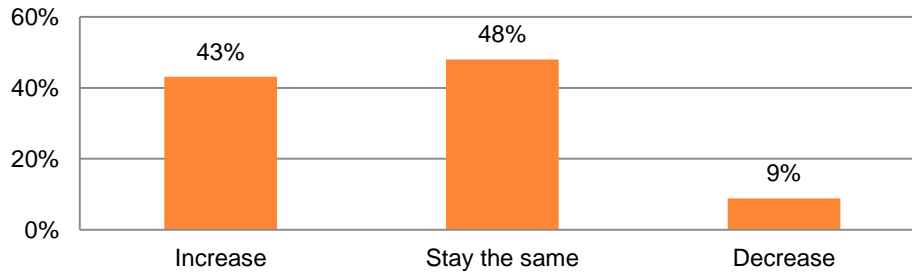


The proportion of businesses that thought the number of customers or room stays they had over the weekend of the Freedom Festival had increased in 2017 was higher than in previous years. In 2017, 49% of businesses thought the number of customers or room stays they had over the weekend of the Freedom Festival had increased, compared to 32% in 2016, 43% in 2015, 47% in 2014 and 41% in 2013.

Did the number of customers / room stays you had over the weekend of the Festival ...?	2017	2016	2015	2014	2013
Increase	49%	32%	43%	47%	41%
Stay the same	31%	48%	35%	40%	43%
Decrease	20%	19%	22%	14%	17%

Forty-three percent (43%) of businesses thought that numbers of customers, (or room stays for hotels and guesthouses) they would have in the future would increase as a result of the Freedom Festival. Only 9% of businesses thought that numbers of customers, or room stays for hotels and guesthouses, they would have in the future would decrease as a result of the Freedom Festival.

Do you think that the number of customers / room stays you have in future will increase stay the same or decrease as a result of the Freedom Festival?



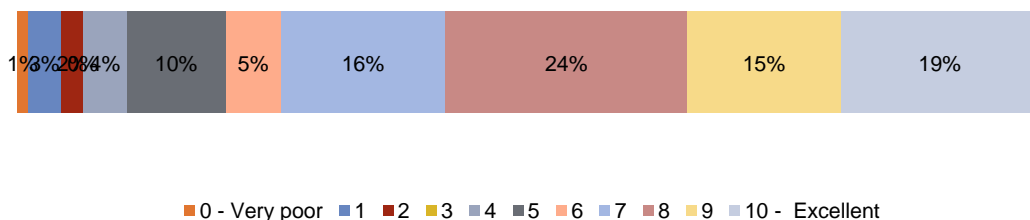
The proportion of businesses that thought the number of customers or room stays in the future would increase as a result of the Freedom Festival was higher in 2017 than in 2015 and 2014, but lower than in 2016 and 2013. In 2017, 43% of businesses thought the number of customers or room stays in the future would increase as a result of the Freedom Festival, compared to 56% in 2016, 36% in 2015, 40% in 2014 and 46% in 2013.

Do you think that the number of customers / room stays you have in future will increase stay the same or decrease as a result of the Freedom Festival?	2017	2016	2015	2014	2013
Increase	43%	56%	36%	40%	46%
Stay the same	48%	40%	58%	57%	51%
Decrease	9%	4%	6%	2%	4%

Business Rating of Festival and Impact on City Image and Culture

Around a third (34%) of businesses thought the festival was excellent or very good (a score of 9 or 10). Only 4% of businesses thought the festival was poor or very poor (a score of 0 or 1).

Business Opinion of the Freedom Festival (%)



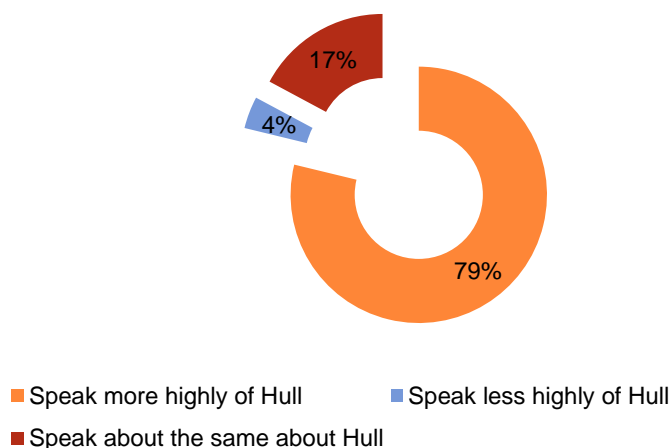
The proportion of businesses which thought that the festival was excellent or very good (a score of 9 or 10) in 2017 was higher than in 2016, 2015 and 2014 but lower than in 2013. In 2017, 34% of businesses thought the festival excellent or very good (a score of 9 or 10), compared to 34% in 2016, 28% in 2015, 30% in 2014 and 40% in 2013.

Business Opinion of the Freedom Festival	2017	2016	2015	2014	2013
Excellent (9-10)	34%	30%	28%	30%	40%
0-8	66%	70%	72%	70%	60%

When asked why they thought the Freedom Festival was excellent or very good, the reasons given by most business related to the festival itself and not to the impact on their business. The reasons given included ‘good for the city’, ‘good for the area’ and ‘increases business’. Some businesses rated the Freedom Festival as excellent or good even though they did not feel it benefitted their own business.

Nearly four-fifths of businesses (79%) thought that the Freedom Festival makes visitors to the festival speak more highly of Hull. 17% thought the festival would not change the way visitors speak about Hull. Only 4% of businesses thought that the Freedom makes visitors to the festival speak less highly of Hull. This is similar to in previous years.

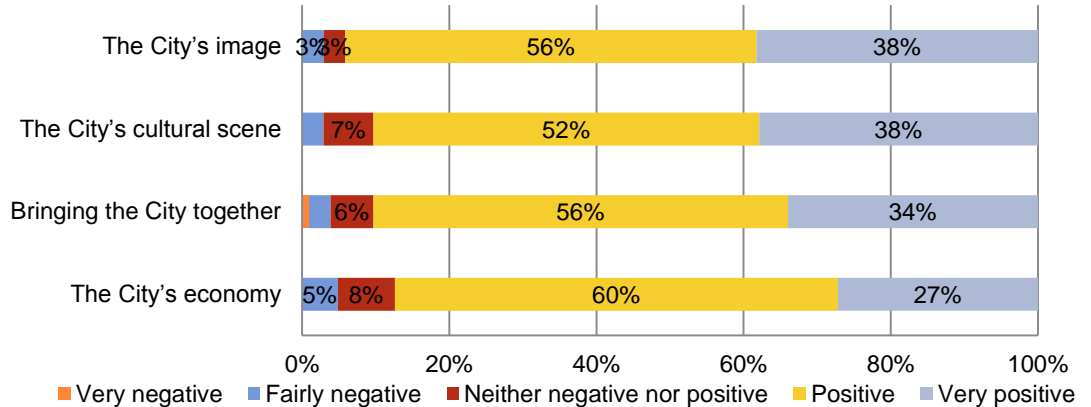
Would you say that the Freedom Festival makes visitors to the Festival?



Ninety-four percent (94%) of businesses thought that the Freedom festival had a positive impact on the city’s image. 90% thought the festival had a positive impact on the city’s cultural scene and. 90% thought the festival had a positive impact on ‘bringing the City together’ (cohesion). 87% thought the festival had a positive impact on the city’s economy.

Comparable figures for 2016 were: Image 95%, Cultural Scene 91%, Cohesion 90%, Economy 87%.

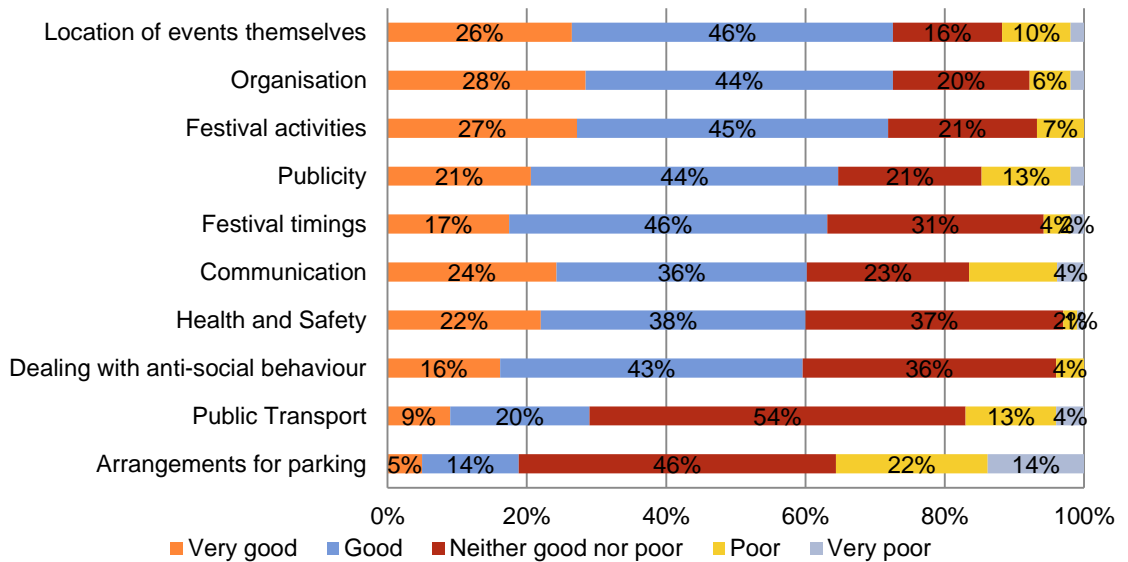
Would you say that the Freedom Festival has a positive or negative impact on the following ...?



Seventy percent or more of businesses rated the 'location of events themselves', 'organisation' and 'festival activities' as very good or good. 'Publicity', festival timings', 'communication', 'health and safety' and 'dealing with anti-social behaviour' were rated as good or very good by 60% or more of businesses. 'Public transport' was rated as very good or good by 29% of businesses. 'Arrangements for parking' was rated as poor or very poor by 36% of businesses.

Comparable figures for 2016 were – organisation 89%, health and safety 89%, dealing with anti-social behaviour 86%, location 85%, festival activities 84%, festival timings 80%, public transport 71%, communication 69%, publicity 59%, parking 38%.

How would you rate the following aspects of the Freedom Festival?



5. STAKEHOLDER INTERVIEWS

Five stakeholders were interviewed in depth this year: the Chair of the Freedom Board, two representatives from Hull City Council, one from the Arts Council, and one from Hull 2017. Their input was very valuable to obtain a rounded view of the Festival, particularly with reference to the changes to the festival layout, the City of Culture influence and the views of funders. The issues raised are set out below.

2017 Festival Overall

Stakeholders were enthusiastic about this year's festival, feeling that it was: *"Terrific – exceptionally strong"*. This was helped by the atmosphere, and the programming across the city: *"I think it inhabited the city very well and very firmly in a way that perhaps it hasn't done in previous years."* One participant felt that: *"It's just excellent. The vibe that the city has when it's on is tremendous. I think because it did feel more like a diverse audience this year, I really got a buzz out of that."* The atmosphere was also mentioned by a number of stakeholders: *"I think there seemed to be a lot of people around with a lovely atmosphere, a real European atmosphere."*

The Programme

It was felt that the programme had been well balanced across the 3 days of the Festival: *"I felt like it was spread well over the three days...there was a sense that it was actually on [all weekend] and it wasn't all about the Saturday."* Some mentioned that there was almost 'too much' in the programme, making it difficult to choose which acts to see: *"It's quite fraught to plan your weekend – you are forced to make choices."* Another stakeholder agreed and emphasised the need for more spectacle, rather than smaller events: *"I think it's over-programmed, I think [the festival is] doing too much and I think that it should do more with less. There should be more spectacle. I think that's what was missing. I think that if there was less of the other stuff because then there could be the money and the financing to do some more, open, free-ticketed spectacle."* There was a clear view that the spectacles needed to be used more effectively and a suggestion that they should be offered on more than one occasion, and in areas with a greater capacity. There was also some suggestion that there were too many indoor and ticketed events this year: *"I think Freedom is at its heart an outside art festival so I think it should be wary when it goes inside or it goes to spaces that have to be ticketed."*

The international focus of the Festival was praised by a number of stakeholders, with a number of acts drawn from different countries. However, this led to a perceived issue, in relation to the balance between acts which were commissioned internationally, and locally: *"But there's no doubt about it, the more internationalism you have, the less the perspective 'well you're not giving Hull people a chance'."* There was also a warning about some of the programming, in particular European commissions, perhaps not being suitable or relevant for some of the audience: *"I just think there needs to be a lot of thought about more of that esoteric European stuff because I'm not entirely convinced it inspires audiences to come back."*

Some felt that there were lessons to be learned from the more community based elements City of Culture, particularly the work relating to the 'Land of Green Ginger', and 'Back to Ours', with a need to *"...be out in the community and engage with the community."* It was also suggested that there was the potential to use the funds available to specifically commission new pieces of relevant work: *"If you're asking me what's currently not there, its new commissioned work. If a festival is to get great reputation, it's because they are producing new pieces of work, particularly in the outdoor arena for large scale audiences, there aren't that many shows out there anymore, there's an opportunity to do that."* However, it was also noted that there was a tension between local commissioning, and engaging the local community, and the economic argument for a world-class tourist destination to attract visitors to Hull: *"If I wanted to be devil's advocate, we used to have a dance stage which was occupied entirely by local dancers and all the relatives came and, even though the quality was variable... it's rooted in the community. [On the other hand] The big strategic issue is how many people do you want to come from outside the area? It's the big economic argument. If the city plan is to be a world class visitors' destination then those visitors have to come from the world, not [only] from Bransholme or Little Weighton."*

There was some anecdotal evidence provided by stakeholders, who had undertaken their own investigations with the audience. Some reported that they had feedback that the festival was the 'worst yet' due to their expectations about the music programme and the lack of a significant headline act. However, it was clear that these were isolated incidents.

Use of Space

There were a number of positive comments about the use of some of the new and different spaces across the City which were now available: *"I think from my point of view, looking at it from how it operated within the city centre and how it worked in some of the new locations...and some of the existing locations, I thought it was basically excellent. For the first time it's almost allowed the city centre to breathe with a festival."* This had encouraged an extended audience: *"I don't know what the numbers are who came yet, but my feeling was that there were more people but it was less crowded...because it was so spread out."* Another stakeholder agreed that the spaces had been used very effectively: *"I think the good thing was that the places and the spaces that it used, it used imaginatively and creatively and it got the best out of those spaces. There were never any periods where one place or one location was particularly over crowded...I thought spatially it was brilliant."* However, one warned against using areas where there was only a small capacity, and which constrained the audience: *"This is one of the ideal places where we can work with mass audiences so perhaps things that can only take a few hundred audiences are best left to other festivals, other spaces and other times in the year. What I'd like to see more of is those mass gatherings in public spaces to look at either long installations that work all over the weekend, or those Friday and Saturday night spectacle pieces. I would like to come away from the festival with a single defining image."*

Queens Gardens and the Marina

The change in the emphasis on the Marina area to Queen's Gardens was perceived to 'work very well'. One stakeholder noted that there were a number of positive aspects about the use of Queens Gardens: *"I really did enjoy the fact that it was much more spread out this year. It gave it a much more of a prominent feeling. I think it works extremely well and I think the joy of Queens Gardens is that it's very accessible for families. And because it is a wide, open space - when you go down the Marina and Humber Street it quite funneled - that wasn't at all the feeling in Queens Gardens."* However, it was felt by some that it would be helpful to have more of a balance between the two areas: *"It's a new area for the city by the Marina, you can say it's a bit of a shame because it's attractive down there, it shows the best of the city. I think there could be a way of perhaps a bit more balance between these two areas, or again, if the spectacle pieces were happening on Humber Street in the evening and less activities in Queens Gardens but broadly I thought the festivals use of the city was very positive."*

Economic Impact

Stakeholders felt that the festival had delivered an economic impact in a number of ways. Firstly, there was evidence of the festival bringing tourism into the city *"It clearly brought a lot of people into the city; clearly they were eating, drinking and buying things. I've no doubt it will show once again that for a relatively small investment, there's a large economic output. There seemed to be a lot more visitors from outside the city, and there were certainly a lot of people from the professional arts industry."* Others reported speaking to local businesses including restaurants and hotels: *"I spend a lot of my time walking around talking to people who I know have got businesses in the city centre. So their anecdotal evidence that has been throughout the year, especially those around food and beverage, there has been a significant uplift in their businesses. There's no reason to expect that the hotels were not well above the occupancy levels that they have normally, and in fact - I'm not sure if it's Freedom weekend - there was I think only one hotel in the city centre which had any available bed space, and that was at the lower end of the spectrum."* One stakeholder suggested that the economic impact was clear and that this justified the cost of the festival: *"If 150,000 people attended over the weekend, and every one of those people spends 20 pounds, that's 3 million pounds into the economy...Some of the [businesses] I spoke to down High Street, the pubs and bars which isn't in the main area of the Freedom Festival technically, have seen this*

year 700% increase in their business. One or two of those saw their business double that weekend. It's all anecdotal but it does tend to suggest that people are spending money and whether people like it or not culture costs money."

Impact on the Cultural Engagement

There was evidence that the festival was having an impact on cultural engagement across the City. This was particularly noticeable for families: *"There were lots of families around, lots of people that maybe don't go to art festivals on a regular basis. It was good to see them being engaged."* It was felt that this was supported by the different locations of the festival: *"I think the other thing that was markedly - not markedly different- but it's about how the audience is maturing in a sense. It had, because of that spread around the city centre, it had a very family orientated audience."* It was also supported by sensitive programming, which meets the needs of the community: *"Something like the giraffe show was perfect for audiences, and Rush really engaged its audience and knew who it's audience was."* Overall, it appeared that the festival had developed to appeal to a broader demographic, from previously being one for younger people: *"It **was** very much a popular festival for, I would argue, younger people. This time I think it's developed into a festival which has a broad demographic, and also one where people feel very comfortable to bring people of all ages and that there's something there that everybody can experience. As well as the things that are fun, there are also the things that are serious."*

Marketing and Publicity

In relation to marketing and publicity, it was felt that: *"...the marketing seemed OK. They seemed to be doing the right thing."* However, there were some issues, in particular, relating to the timing and the content of the festival programme:

- *"the programme comes out late, and so it is quite fraught to plan the weekend effectively."*
- *"I think someone needs to really, really look into their printed programmes because I think it was very difficult to use."*

It was clear that there was a balance to be achieved to make the festival attractive to two very different target markets – those inside Hull, and the audience outside Hull. For the local audience, it was felt that there was a need to publicise local involvement more effectively, to enhance community engagement: *"Rush is a good example of it, where the dancers were all local dancers and I'm not sure whether we shouldn't make more of that. A lot of the local commissioning is too hidden. Perhaps they don't get their place in the publicity limelight."* However, there was also an issue in relation to attracting and promoting the festival to a national audience. Obtaining good reach in national press coverage, in particular in national newspapers was felt to be important, and for the first time this year, the Guardian had promoted the Festival but other national newspaper coverage seemed to be difficult to access: *"Well the Guardian has put it in best whatever it is and we'll probably get some feedback and find that it's been in one or two other newspapers as well. We just simply haven't broken through in that area."*

Impact on Visitors' Knowledge of 'Freedom'

Stakeholders were clear that this year's festival had been strongly associated with the 'Freedom' theme. This was partly due to the programming, which emphasised freedom throughout: *"The other thing I'd mention, I thought it was very strong, absolutely a festival about freedom. It was clear that everywhere you looked there was something about freedom going on. It was a great to get the Kofi Annan lecture in, it set a real tone. The counting sheep show and the Rush show and the Periplum show, those bigger pieces that were all one way or another about linking back to the core values. I thought that was very well handled and came through very strong."* Another mentioned that it felt more connected to freedom than the previous years' programmes: *"It felt less like a - well not that it has in previous years felt just like an art or cultural festival – [but] it actually felt much more connected to freedom, free speech."* One stakeholder mentioned the Wilberforce lecture taking place and the emphasis on the absence of Freedom: *"I was delighted that the Wilberforce lecture took place during Freedom weekend, and I would like to see that happen"*

again...I think it reinforces this is an expression through art and culture of a celebration of freedom and challenging where freedom doesn't exist, whether that be in other countries or within our own communities. Making that awareness. I thought that worked really well." There was however a note of caution: *"It's really interesting to know how many people actually understand what the Freedom Festival is about. Do people just see it as another arts festival? Do they just see it as just a good weekend? Do they get that connection to freedom? If they don't then I think that's something that we need to address."*

Contribution to the City of Culture programme

It was clear that there was a symbiotic relationship between Freedom Festival and the work of the City of Culture. There was an impact of the City of Culture on audience development from the local area: *"[The social and cultural benefits are] heightened in any event because it was City of Culture year. I think that 2017 filled that gap in communities so that there was more of a diversity of people that were coming into the city centre to enjoy what was happening because they'd already had some sort of engagement in culture. This year felt more like 'yeah this is for us'."* The City of Culture had also supported the development of the audience from outside the local area: *"I think the other thing that this festival, again, on the back of City of Culture, has noticeably more visitors to the city taking part in the festival. The general atmosphere and the quality of the performances and the range of performances and the fact that the festival has a distinctive feel to it; it's positioned itself in a particular offer. That's very positive."*

From the perspective of the City of Culture, it was clear that the Freedom Festival played a major part in the Hull 2017 programme: *"Apart from it being the flagship event within one of the biggest themes of the festival, it was also able to demonstrate that some of what we're doing this year has had a longer gestation period in terms of development than some of the other things that have happened this year which have been one off and quite short term in terms of their impact."*

Overall, the relationship between Freedom Festival and the City of Culture was clearly mutually beneficial: *"The City of Culture has really raised people's game, it's raised people's ambitions, it's raised people's expectations, but also fundamentally because the city is on the map, the constituent parts of what the city does are more visible. You could argue that Freedom could've achieved that on its own...but this has given it a huge step up this year."*

The Future

There were a number of comments about the ways in which the organisation might focus for the future. This included the balance between 'audience growth', audience profile and quality of experience: *"...the audience is evolving and changing so in 5 years' time it may not be about an increase in numbers necessarily, but around the quality of the experience the audience gets and how that is then built upon over time...It's that element of moving it on and taking it to the next stage which I think is really exciting."* Indeed, it was suggested that the audience experience was crucial and needed to be considered carefully: *"We can always improve our audience experience. It takes money, we loathe to do it because it takes money away from the art but I think we should constantly be looking at audience experience."*

In relation to programming, there was a suggestion that the organisation needs to commission new work: *"The single thing they need to do is start commissioning new work in order for the festival to really get its voice... If a festival is to get great reputation, it's because they are producing new pieces of work, particularly in the outdoor arena for large scale audiences, there aren't that many shows out there anymore, there's an opportunity to do that."*

The connection with Hull 2017 would need to be considered as a part of the forward planning: *"They need to carry on the spirit of Hull 2017 and aim to be the country's leading arts festival."* However, there was also a warning that Freedom Festival needed to ensure that it kept its own identity: *"It has to remain special, not just another art festival."*

Funding and sponsorship were also crucial to the Festival going forward. Again, the benefits of Hull 2017 should be that *"Hull 2017 has changed the culture of philanthropic giving to the cultural*

sector.” Whilst there would always be competition for funds, there was an opportunity for the Trust post 2017: *“It’s been quite challenging for the Festival Trust to attract some of the commercial sponsorship because there’s only so much money out there that businesses are prepared to put in. I think that may be due to the year because people have chosen where they want to place their funding. That may not be the case in the future.”* It was also suggested that there may need to be a review of the evaluation methodology in the light of the business plan, to ensure that there was evidence for the appropriate KPI’s.

6. CONCLUSIONS AND RECOMMENDATIONS

The Freedom Festival continues to be a great success from both an audience and local business perspective.

For the audience, the results from this evaluation again show high levels of satisfaction with different elements of the festival, with 96% planning to return, although this is lower for those outside Hull and East Riding. Interestingly the Net Promoter Score has decreased from previous years – and the proportion who think that the Festival is ‘better’ is stable at 39%. One aspect which is clear is the audience’s desire to see ‘spectacular’ – and this was also emphasised as important by stakeholders. There is also evidence of a new audience, with 29% visiting the Festival for the first time. This suggests that Festival satisfaction may have plateaued and the programme may need to be ‘fine-tuned’ for the new and emerging audience, some of which will be from outside Hull. This is partly connected to the need to balance the satisfaction of local residents, against the need for the Festival to be a part of the world-class cultural offering of the city to promote tourism. This may need further consideration by the Board to ensure that the business plan sets out a clear direction for operational staff. Further, qualitative research would support the understanding of the needs of the different audiences.

The profile of the audience is only seeing minor changes year-on-year, with no real increase in the proportion from segments comprising the lower socio-economic groups in Hull. There is a need to continue to be aware of the impact of changes in programming, the need for outreach work, and the impact of publicity suitable for the target group if there is a need to improve the representation of the community in Hull. There is also a need to consider whether to extend the evaluation to include non-user profiling in future years.

Once again, the evaluation also demonstrates that the Festival has an impact on both cultural attitudes and participation, with high levels of agreement with statements about aspects such as cohesion, volunteering, and disability issues. Very high proportions suggested that the Freedom Festival made them consider going to see other activities and events, getting involved in performing arts and attending courses, or setting up businesses. This is important in relation to job creation and increasing educational aspirations. There is a need to consider how to encourage these aspirations and further qualitative research would enhance the understanding of whether these aspirations were translated into action.

Amongst businesses interviewed as part of the evaluation, a large proportion again indicated that the Freedom Festival had a positive impact on their business. This was supported by anecdotal evidence from stakeholders, who reported positive comments from business. The spend per party increased substantially this year, with most of the increase from spend on food and drink at ‘festival venues’. The increase in the economic impact as a result of both the increased spend, and increase in the audience, is very high. It should be noted that the profile of spend is affected by the weather (which was poor in 2016), and by the changing sites of the Festival and extension of the programme in Queen’s Gardens which were over 2 days this year. However, it is clear that the economic impact of the Festival is greater than the combined budget. Further work on the return on investment and developing the economic impact model would be helpful for the future. Whilst the current evaluation estimates substitution, there are opportunities to introduce concepts of evaluation such as net present value and multiplier effects, or using models such as Social Return on Investment (or elements of it). Extending the sample size, and conducting research with non-attenders of the Festival would also enhance understanding and reliability of measuring change over time. Some of these may require an increase in budget.

In relation to marketing, there was lower awareness of the Festival than in previous years, evidence that the ‘traditional’ sources of information such as newspapers were less important and lower proportions who knew ‘all of most’ of the programme. This may be as a result of the new audience which makes up one-third of those attending. There were also issues raised by stakeholders on the timing and content of the printed programme. There is a need to consider the

most effective marketing channels and materials, to improving marketing reach and effectiveness. This needs to take account of the targets contained within the business plan. It is also clear that the Festival has a positive impact on the image of Hull, and advocacy of Hull has increased in 2017 to 90% from 79% in 2013, with the audience stating that the Festival has a positive impact on their attitudes towards the City. This could be harnessed in future to drive local residents to the Festival via Word of Mouth marketing. Appropriate budgets will need to be set-aside for any increase in activity.

Although the mission of the Festival, to 'celebrate, through artistic and cultural expression, Hull's independent spirit and historic contribution to the cause of freedom' is well recognised, this is lower in younger people. The need to ensure that this key aspect of the Festival is promoted was emphasised by stakeholders. This needs due consideration by the board and the marketing team to ensure that this is translated into appropriate messaging throughout the Festival and through promotional materials.

Finally, there is an impetus for the organisation to harness the energy, skills and capacity which have been built in Hull as a result of the City of Culture. Continuing the momentum created by Hull 2017 will be important to provide a springboard for the future development of the Freedom Festival Trust and can be used to enhance the development of the organisation from 2018 onwards.

**Information by Design
November 2017**

APPENDIX 1: SAMPLE SIZES

Gender	Count
Male	212
Female	303
Total	515

Age	Count
16-34	115
35-54	200
55+	199
Total	514

Area	Count
Hull	280
East Riding	133
Outside Hull & East Riding	102
Total	515

APPENDIX 2: PROFILE OF RESPONDENTS

Gender	Count	%
Male	212	41%
Female	303	59%
Total	515	100%

Age	Count	%
16-24	41	8%
25-34	74	14%
35-44	81	16%
45-54	119	23%
55-64	112	22%
65+	87	17%
Total	514	100%

Ethnicity	Count	%
White	493	96%
Mixed	10	2%
Asian	6	1%
Black	4	1%
Other	1	0%
Total	514	100%

Work Status	Count	%
Work as an employee full-time	234	45%
Work as an employee part-time	68	13%
Work self-employed or freelance	38	7%
On a government sponsored training scheme	3	1%
Work paid or unpaid for your own or your family's business	1	0%
Away from work ill, on maternity leave, on holiday or temporarily laid off	3	1%
Doing any other kind of paid work	0	0%
Retired (whether receiving a pension or not)	117	23%
A student	25	5%
Looking after home or family	12	2%
Long-term sick or disabled	0	0%
Actively looking for work	8	2%
Other	5	1%
None of the above	1	0%
Total	515	100%

Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?	Count	%
Yes, limited a lot	18	4%
Yes, limited a little	33	6%
No	463	90%
Prefer not to say	1	0%
Total	515	100%

APPENDIX 3: MAPS OF VISITOR AREA OF RESIDENCE





DOCUMENT END