

# the Godiva Festival report

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Analysing results from the 10<sup>th</sup>  
anniversary of the Godiva Festival

Conducted by  
the Economic Development  
team at



DESTINATION MANAGEMENT  
& PROMOTION



## Introduction

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In 2007 Coventry's Godiva Festival celebrated its 10th anniversary with yet another smash hit. An estimated 65,000 visitors enjoyed the wealth of entertainment on offer over the 3 days. This survey looked to gauge public opinion on the current festival format and what people think the future should hold for the event.

## Methodology

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The Godiva Festival 10<sup>th</sup> Anniversary Review consisted of two parts, a more in-depth qualitative questionnaire and a quantitative telephone questionnaire. Data collection was carried out as follows:

- i) **Original qualitative questionnaire:** A total of 323 surveys were completed using the original qualitative questionnaire which involved a number of open questions. Of these, 134 were completed in hard copy version as published in the Feel Alive magazine. 189 were completed via the on-line survey; this was promoted via the CV One website, by email to individuals on the Godiva festival mailing list and through press releases in the Coventry Telegraph, BBC Coventry & Warwickshire website and to City College students. A more in-depth interim report analysing the open questions from the qualitative survey is available on request.
- ii) **Quantitative questionnaire:** A total of 500 telephone interviews were conducted across Coventry using a more telephone friendly version of the original questionnaire to gather quantitative data to support the original survey. This looked to not only obtain further data for supportive analysis but also collect views from a wider sample, gathering information and opinions from those residents who do not necessarily visit the Godiva Festival. Additional questions were also asked about respondents' general usage of Coventry parks.

A total of 823 questionnaires were completed, producing a confidence interval of 3.41. This means that we are 95% confident that a sample size of 823 from a total population of 308,000 equates to a margin of error that is plus or minus 3.41% i.e. a figure of 40% can be said to lie within a range no wider than 36.59% and 43.41%.

## Use of Parks in Coventry (telephone survey only)

### Parks used

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Findings from the telephone survey showed that 59% of responding Coventry residents used at least one of Coventry's parks.

When asked to specify which park(s) they used, 89% said they used the War Memorial Park. This

extremely high proportion of users may be slightly skewed, as the general topic of the survey was the Godiva Festival, which may have prompted respondents to give the Memorial Park as one of the parks which they visited.

Other parks used which received fewer responses, were Coombe Park (5%), Allesley Park (3%), Coundon Hall Park (2%), Hillfields (2%) and Swanswell (2%).

### Usage against age and postcode

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Usage of Coventry's parks was generally consistent across all age groups, although there were slightly higher levels of use reported by for those aged between 45 and 64 years, along with slightly lower usage levels for

age groups between 18 and 24 years and those over 65 years.

Analysing use of parks against postcode showed that respondents from all areas of Coventry used parks. CV5

residents reported slightly higher levels of use, maybe due to this area neighbouring the Memorial Park and including Allesley Park.

### Reason for use / non-use

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Generally, the main reason given for using parks was for walking, with 84% of responding users stating this.

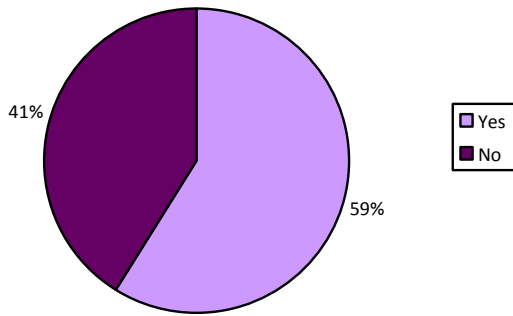
Other specified reasons why respondents visited parks were to take part in family activities (29%), to enjoy the scenery / views (28%),

take part in general events (22%) and to take part in sporting activities (13%).

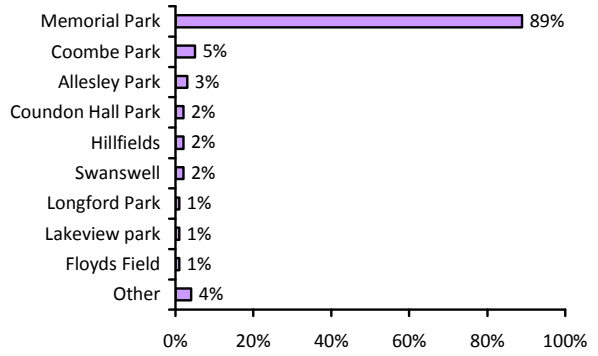
Of those respondents who did not use a park (41%), 45% said that this was because it did not appeal to them. 37% said that they did not visit a park as they were too

busy and 14% said that anti-social behaviour put them off visiting. 3% said they were not aware where parks were located and of the 27% of respondents who gave other reasons, the majority were because of lack of mobility due to ill health or age.

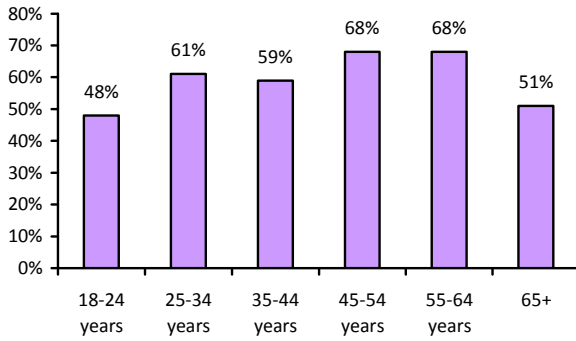
**Do you ever visit or use any parks in Coventry**



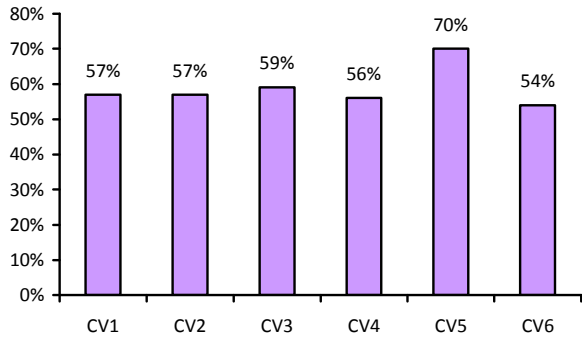
**If yes, which do you use?**



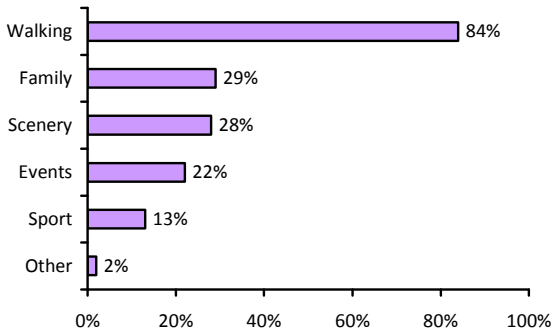
**Usage against age**



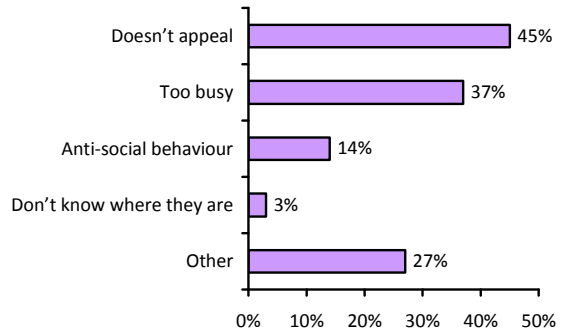
**Usage against postcode**



**Why do you visit your local park?**



**If no, could you please say why?**



## Parks Improvements and Information (telephone survey only)

### Improvements

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When asked if there was anything respondents would like to see on offer in their local park, 39% gave a suggestion.

The majority of requests were for better facilities (32%) and improvements to the park environment and cleanliness (31%). Better facilities generally referred

to better pathways, more benches, more toilets, more play areas and more beverage / food outlets. Improvements to the environment / cleansing were generally more bins, a cleaner park and more flowers.

20% of respondents requested more activities within the park.

These were more general events, musical events and a fun fair / carnival.

11% of respondents also requested a safer environment and 6% would like to see the parks more accessible.

### Information

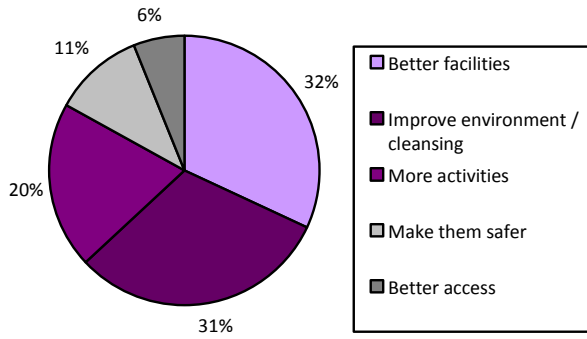
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When asked where people would look to find out information about Coventry parks and what is happening in them, 71% said that

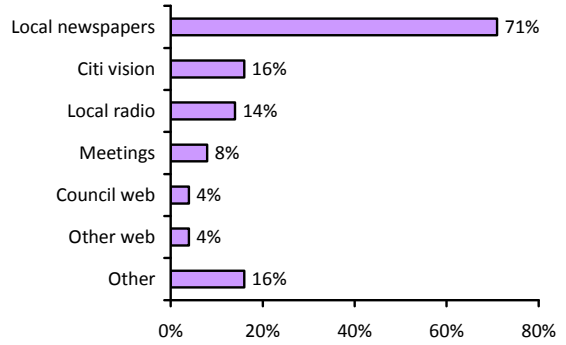
they would look in their local newspaper. Other sources of information were Citi Vision magazine (16%), local radio (14%)

and 8% said their local residents' meetings.

**Anything else you would like to see on offer?**



**Where would you look to find information on Coventry's parks?**



# Godiva Festival Attendance

## Attendance

Overall, 67% of the survey sample had attended at least one Godiva Festival in the past. This proportion rose to 87% in the original survey as this was more skewed towards attendees.

The telephone survey meanwhile, which used a random survey sample, showed that 55% of Coventry residents had been to at least one festival before. Extrapolating the telephone survey

figure to the general population, this roughly equates to over 165,000 Coventry residents who have been to at least one Godiva Festival.

## Attendance against age and postcode

Godiva Festival attendance against age showed that attendance was slightly higher in those aged under 25 years. Attendance was fairly consistent across those aged between 25 and 64 years. Those aged over 65 were seen to have

the lowest attendance, with only 43% of respondents.

Attendance against postcode showed that across all Coventry postcodes more than half of respondents from each area had attended at least one Godiva

Festival. Due to the telephone survey covering only Coventry postcodes and the qualitative survey being skewed towards users, respondents from outside Coventry were highly likely to be attendees.

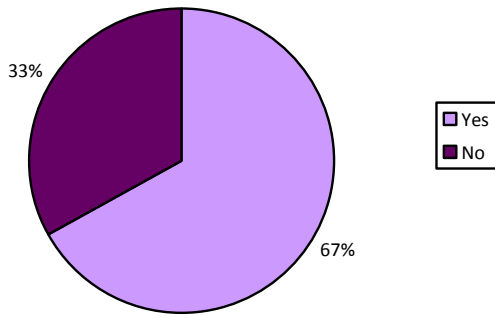
## Attendance by year

Attendance at the Godiva Festival by years showed that attendance levels have grown consistently since 1998, rising from 23% in 1998 to 54% attendance in 2007.

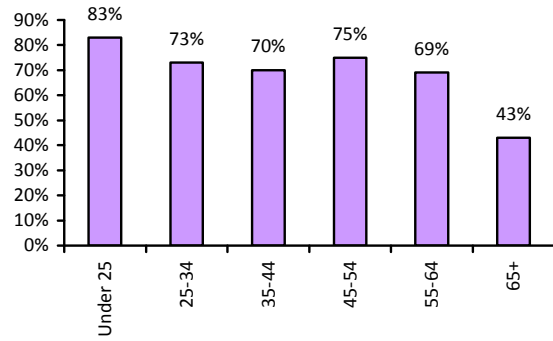
Of those who have never attended a Godiva Festival (33%), 57% said this way because it did not appeal to them. Other reasons for non-attendance were that they had not

got around to it (19%), they had other commitments (14%) and they did not know about it (11%).

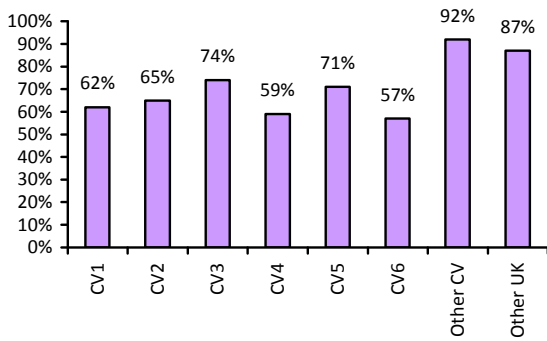
**Have you ever attended the Godiva Festival?**



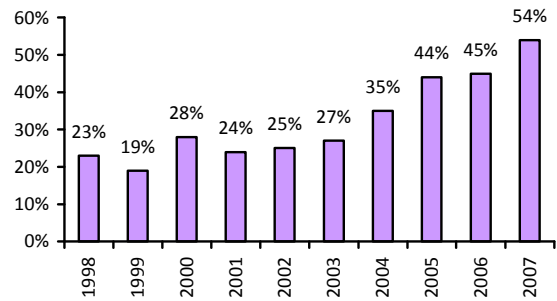
**Attendance against age**



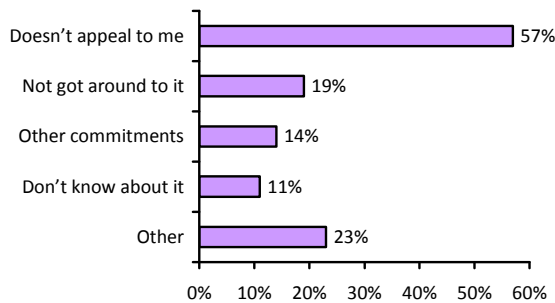
**Attendance against postcode**



**If yes, which year(s) did you attend?**



**If you have never attended please say why?**



## Best Godiva Festival

### Best year

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When asked which year respondents thought was the best, over a third (36%) said that the 2007 Godiva Festival was, in their view the most successful. More in-depth analysis from the qualitative questionnaire supported this, showing that the two headline acts from that year, The Enemy and The Human League, were respondents' favourite moments in the 10 year Godiva history.

14% of respondents thought that the 2006 festival was their favourite, closely followed by 12% who thought that the 2005 festival was the best. Festivals prior to 2005 were less likely to be respondents' most favoured, although 5% thought that the 2004 and 2000 festivals were the best. 21% of respondents stated that they could not decide which year's festival was the best.

Analysis of most favoured year against age showed that the majority of respondents under the age of 35 years said that the 2007 and 2006 festivals were their favourite. Respondents aged over 35 years were more likely to prefer a festival before 2005 or be unsure which was their favourite year.

### Reasons for best year

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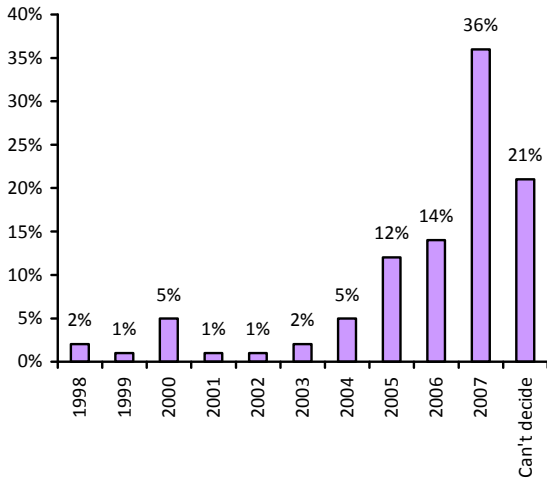
Analysis of the reason why respondents preferred a specific year showed that generally respondents who preferred the 2007 festival did so due to the quality of line up. In comparison, respondents who said that the

2006 festival was their favourite, thought this because of the variety of activities, quality of line up and general atmosphere.

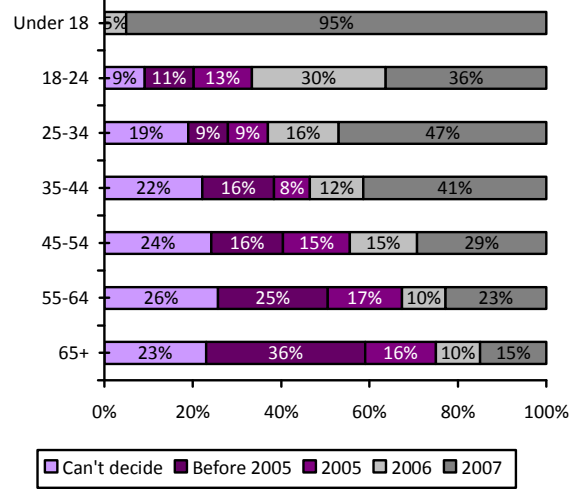
Those respondents who thought that the 2005 festival or one prior

to this was, in their view, the best, said that this was more due to the good atmosphere and family friendly nature of the festival.

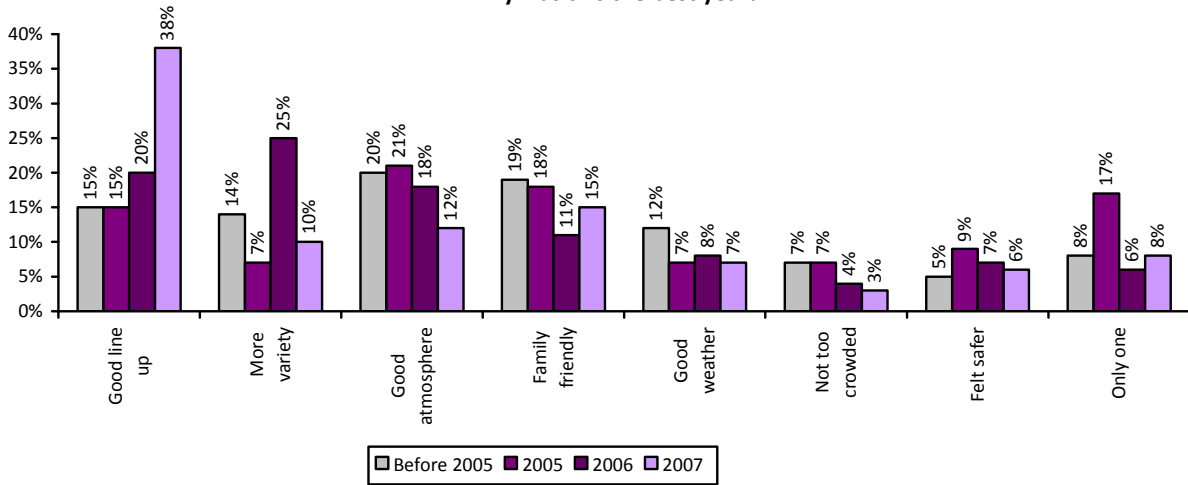
**Which year do you think was the best?**



**Which year do you think was the best?**



**Why was this the best year?**



## Views on the Festival

### Importance of factors

Respondents were asked how important certain factors are in producing a successful festival. The level of safety at the event and the fact the event is free were seen as the most important factors in making a successful event.

The quality of live music at the event, the fact that the festival remains at the Memorial Park, the food, drink and facilities within the event, along with the family entertainment at the festival were also very important aspects in

producing a successful Godiva Festival.

The carnival procession and the shopping village, although seen as important factors, were given less importance than other areas of the festival.

### Importance issues

As described above, the most important issue in producing a successful event was personal safety at the event. This area of importance, cross analysed against age, showed that this was an important issue across all ages. This suggests that safety is an

actual matter of concern for all age groups and not just a negative perception generated by an individual age group.

The live music at the event was also seen as a very important factor. Looking at this against age

shows that across all ages live music is important for producing a successful event, although this is slightly more important to those under the age of 35 years.

### Impression

Overall levels of satisfaction were extremely high, with 47% of respondents rating the event as excellent, followed by 42% who rated it as good.

Only 10% of respondents thought the event was average and 1% who thought it was either poor or

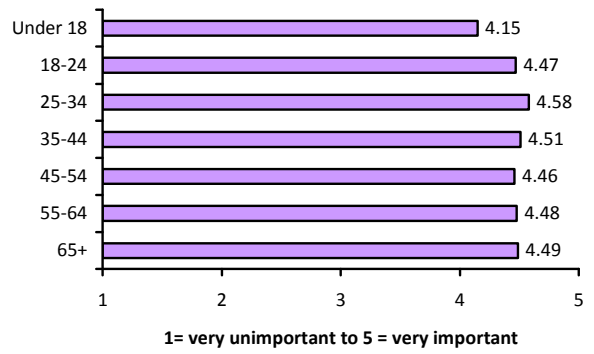
very poor. It is interesting to note that, of those who rated the event as poor or very poor, most had either attended the event on a number of occasions (begging the question why they had attended again if it was so poor) or were those who had not attended for a number of years.

Overall impressions of the event against age showed that all ages appreciated the event, giving it an average rating above 4 (good), although younger ages were more likely to rate the event slightly higher.

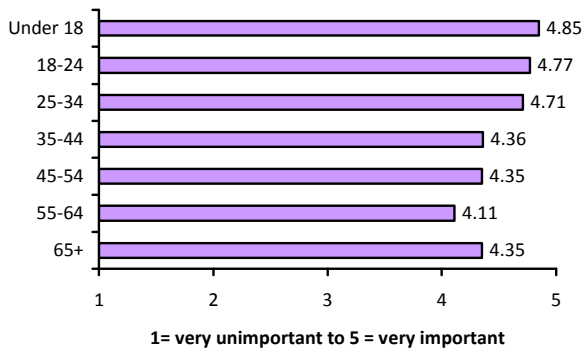
**Areas of importance**



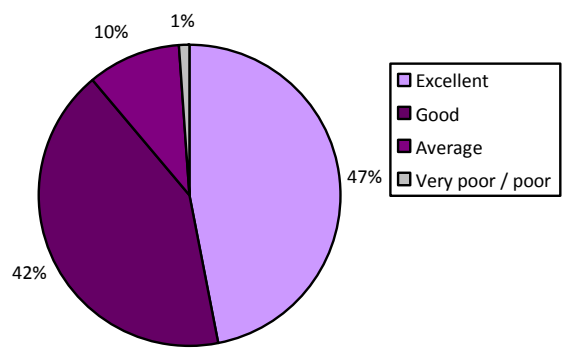
**Importance of safety against age**



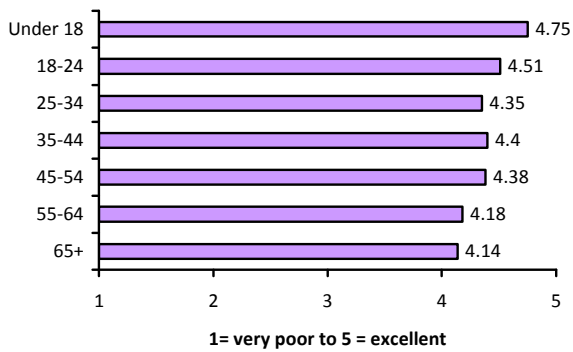
**Importance of live music against age**



**Overall impression**



**Overall impression against age**



# Impact of the Festival

## Impact

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Respondents were asked what they believed the Godiva Festival brought to the city and people of Coventry. The overwhelming belief was that the main thing that the Godiva Festival brought was community pride to the city, with just under half of all respondents

stating this (48%). This was followed by 32% who thought that the festival was an attraction, which also helped create tourism and increase the profile of the city.

Other factors which the festival brought to the city, were that it

was a chance to celebrate the city (20%), it was a fun weekend (19%), it brought music and culture to the city (19%), it was a chance for the family to spend the weekend together (16%) and it was a free event (14%).

## Improvements

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In response to safety being the most important factor in producing a successful Godiva Festival, when asked how the festival could be improved, the two most popular areas were improving the safety / increasing policing and controlling alcohol

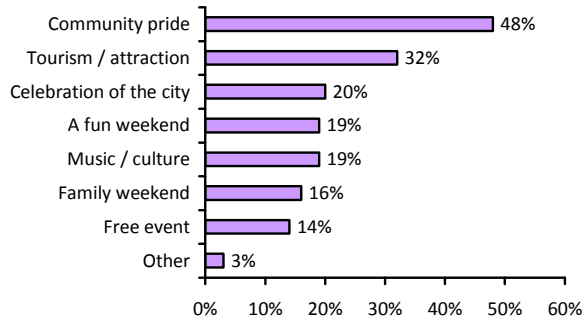
within the festival, both with 21% of respondents.

Other areas in which respondents believed the festival could be improved were by making the event more family friendly (14%), increasing and making the music offer better (13%), offering more

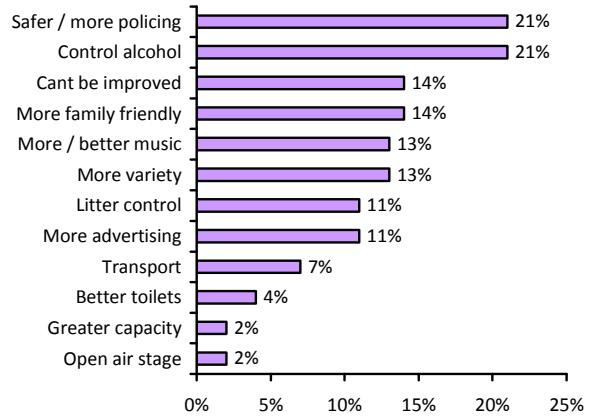
variety at the festival (13%), controlling litter better (11%) and advertising the event more (11%).

There were also 14% of respondents who thought that the event could not be improved.

**What does the Godiva festival bring to the city of Coventry?**



**How can it be improved?**



## Demographics

### Gender and age

Just under two thirds of respondents were female (61%).

Age breakdown of respondents showed that the survey

interviewed a range of ages. There was a slight under-sample from those aged under 25 years, although this was still seen as a sufficient sample, representing

11% of the survey, a total response of 88 interviews.

### Postcode

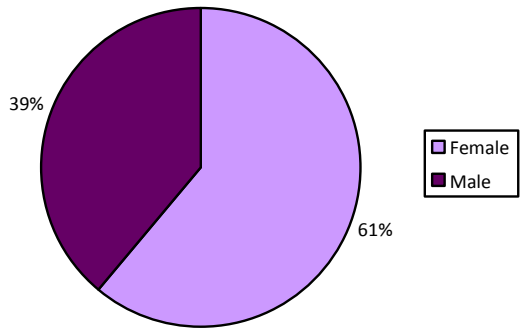
Due to the way the research was conducted, the original qualitative survey gathered a random sample from those individuals who were either on the Godiva mailing list, had read the Feel Alive magazine or had seen the questionnaire in another press release. On the

other hand the more robust telephone survey gathered a targeted survey sample from across all six Coventry postcodes.

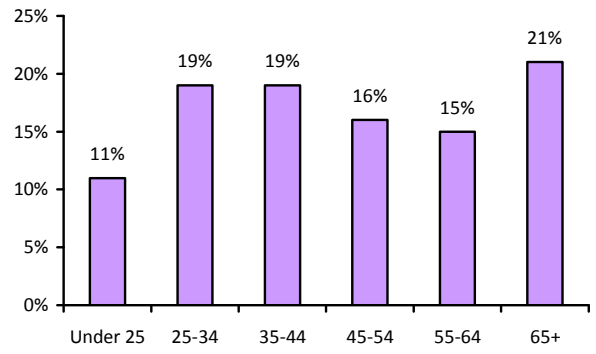
As a result the research gathered sufficient samples from all areas of Coventry. CV2, CV3, CV5 and CV6

areas provided slightly higher samples due to the qualitative survey. A small proportion of respondents from outside Coventry was also gathered via the qualitative part of the research.

**Gender**



**Age**



**Postcode**

