



Visitor Feedback Report

Bewdley Carnival 2026

Prepared for committee discussion • 29 August 2026 • Chris Edwards

Purpose: summarise what visitors valued, identify recurring concerns and give the committee a practical set of priorities to discuss for the 2027 carnival.



1. Executive summary

The feedback is strongly positive overall. After removing one obvious test submission, the report is based on 26 substantive responses. The strongest scores were for organisation and the overall carnival experience, while food & drink and value for money were the comparatively weaker areas. The parade, atmosphere and fireworks were the most frequently selected highlights.

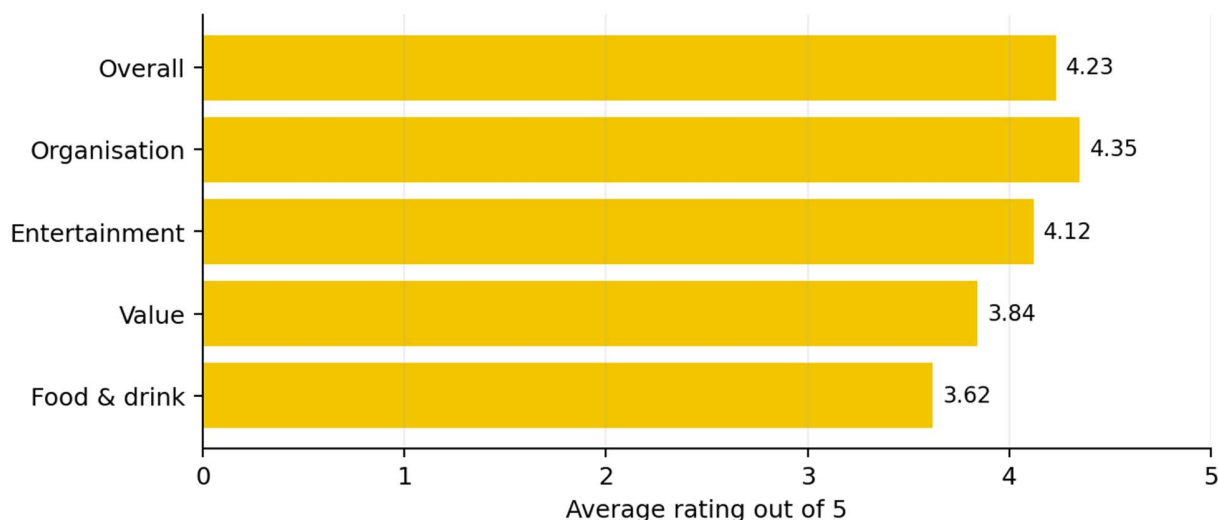
Measure	Result	Positive response
Overall rating	4.23 / 5	77% rated 4 or 5
Organisation	4.35 / 5	85% rated 4 or 5
Entertainment	4.12 / 5	73% rated 4 or 5
Food & drink	3.62 / 5	75% rated 4 or 5*
Value for money	3.84 / 5	64% rated 4 or 5*
Recommend	—	85% definitely/probably
Return next year	—	92% yes/probably

* Food & drink had 24 valid numeric ratings; value for money had 25. "N/A" or blank answers are excluded from those calculations.

Key messages for the committee

- Protect the core strengths: the parade, community atmosphere, fireworks, road management and volunteer organisation are repeatedly praised.
- Refresh the parade: several visitors want more floats, bands and schools/groups involved; a loud speaker van attracted repeated criticism.
- Review food and trader policy: comments ask for more choice and healthier options, but also stronger priority for Bewdley businesses and producers.
- Improve access: parking pressure and the absence/visibility of a shuttle or free bus were recurring concerns, including an accessibility impact.
- Broaden family provision: respondents asked for more activities and rides for older children, alongside free or quieter family activity areas.

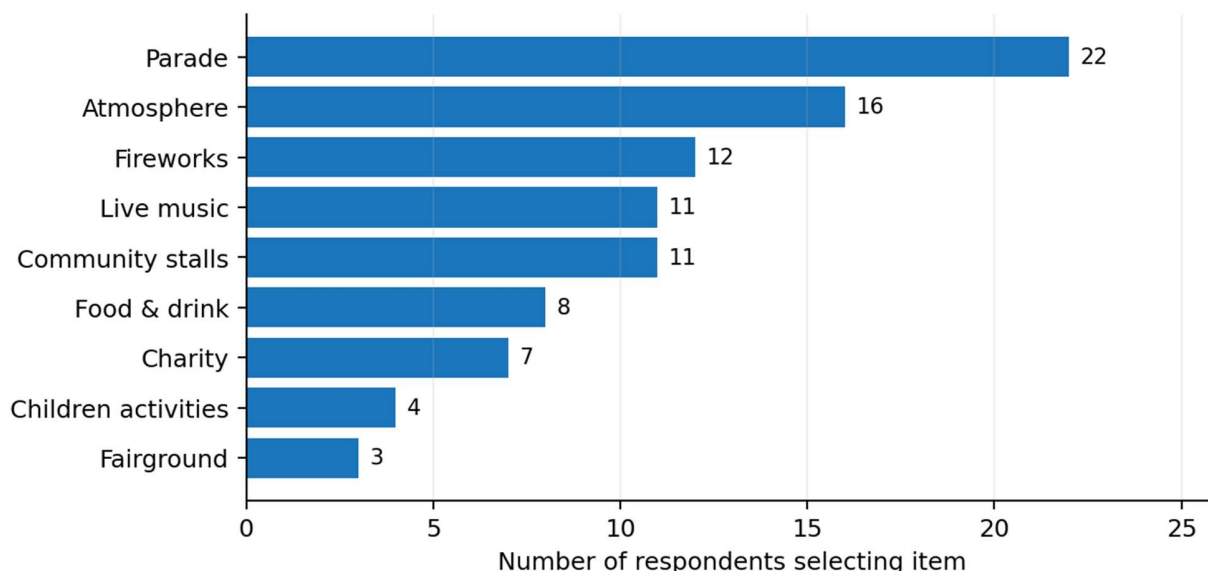
2. What visitors rated most highly





Organisation stands out as the strongest rated operational area. Overall satisfaction is also high: 15 of 26 substantive respondents gave the carnival 5/5, and a further five gave 4/5. Food & drink has the lowest average because a small group gave very low scores, indicating a more polarised experience rather than uniformly poor feedback.

What people enjoyed most



The parade was selected by 22 of 26 respondents (85%), making it the clearest anchor of the event. Atmosphere was second (16), followed by fireworks (12), live music and community stalls (11 each).

3. Audience, communications and loyalty

Finding	What it suggests
21 of 26 were returning visitors	The sample is heavily weighted toward people who already know the carnival.
Facebook was the largest named discovery channel (10)	Facebook remains important, but one comment said key information was seen too late.
11 attended as a couple; 7 with young family	Couples and families with younger children are the largest groups in this small sample.
22 would definitely/probably recommend	Advocacy is strong.
24 say yes/probably to returning	There is a strong base of repeat intent.
6 said “maybe” to volunteering	There is a modest pool worth following up through a general volunteer campaign.

4. Recurring improvement themes

Theme	Evidence in comments	Committee question	Suggested direction
Parade depth & sound	Repeated requests for more floats/bands; several complaints about one very loud speaker vehicle.	What minimum standards should apply to entries, sound levels and presentation?	Recruit earlier; target schools/clubs/bands; introduce parade sound guidance.
Food & local economy	Requests for more/healthier/different food, alongside two detailed concerns that outside traders reduce benefit to local businesses.	How should pitches balance variety, income and benefit to Bewdley traders?	Consider a “Bewdley food & drink” zone and/or local first-refusal policy.



Theme	Evidence in comments	Committee question	Suggested direction
Parking & transport	Parking difficulty, park-and-ride/shuttle requests and concern that a disabled visitor could not attend.	Can access be improved without adding major cost or volunteer burden?	Assess shuttle/park-and-ride options and publish transport information earlier.
Children & families	Requests for older-child rides, games/animals/children's stage and return of a free quieter family area.	Is the offer strong enough for ages roughly 7–12?	Create an age-balanced family zone with free activities and clearer ride mix.
Animal welfare & environment	Two comments objected to a costumed dog in hot weather; another asked for fewer polluting vehicles/plastic.	Do participant rules need strengthening?	Add hot-weather animal welfare rules and review environmental expectations.
Inclusion & representation	One respondent raised lack of cultural diversity in the parade.	How can the carnival invite wider participation while remaining locally rooted?	Proactively invite a broader range of community groups and cultural organisations.

5. Proposed discussion priorities for the meeting

#	Topic	Decision / discussion needed	Priority
1	Parade plan	Agree recruitment targets for floats/bands/schools and sound/entry standards.	High
2	Transport & accessibility	Decide whether to investigate shuttle/park-and-ride and accessible travel arrangements.	High
3	Trader & food policy	Agree principles for local trader priority, pitch mix, healthier choice and cuisines.	High
4	Family offer	Decide whether to reinstate/create a free family activity zone and strengthen older-child provision.	Medium
5	Communications	Set an earlier campaign timetable for Facebook, website, transport, Royal/competition information and calls for entries.	Medium
6	Volunteer recruitment	Create a simple follow-up campaign aimed at "maybe" volunteers and the wider community.	Medium
7	Standards & inclusion	Review animal welfare, environmental expectations and outreach to diverse local groups.	Medium

6. Suggested actions to take forward

- Nominate a lead for parade recruitment and produce an early target list of schools, bands, clubs, charities and community groups.
- Ask for options/costs for a shuttle or park-and-ride arrangement, including accessibility and firework-night demand.
- Draft a trader policy for committee approval that explicitly considers local economic benefit as well as pitch income and visitor choice.
- Map the children's offer by age group and identify gaps, particularly for older primary-age children.
- Publish a 2027 communications calendar with earlier deadlines for parade entries, competitions, transport and volunteer recruitment.
- Add proportionate animal welfare and amplified-sound expectations to participant guidance.



7. Notes on interpretation

- The workbook contained 27 submissions; one was an obvious test entry (“Test” in all three free-text fields) and has been excluded, leaving 26 substantive responses.
- This is a small, self-selecting feedback sample and should be treated as directional rather than representative of all carnival visitors.
- Most respondents were returning visitors, so the results may under-represent first-time visitor views.
- Free-text themes are summarised for committee discussion. Individual comments can contain multiple themes, so theme mentions should not be treated as exclusive categories.
- Names and email addresses collected in the source feedback have deliberately not been reproduced in this committee summary.

Closing view

The feedback supports keeping the carnival’s established core — parade, atmosphere, fireworks and community feel — while making targeted improvements rather than wholesale changes. The clearest opportunities are to strengthen the parade, improve transport/access, refine the trader and food offer, and broaden family provision.

Yours sincerely,

Chris Edwards