

Wowzer Wednesdays Event Report

May 2024

The first Wowzer Wednesday event of 2024 was held in St John's Park on Wednesday 29 May. It was an inflatable extravaganza held in St John's Park, with laser tag, two bouncy castles and an assault course. Places Leisure provided soft play, and Co-Op provided free snacks and drinks for kids. Little Kickers also provided a free football activity. The spend for this event was;

Budget: £1900

Spend: £1829

Income: £113.60 from ice cream sales

Councillors had a stall and members of the public were all asked to visit the stall before accessing the inflatables. They collected data on the ages of children, as well as the number of adults attending, and where people heard about the event. 582 people attended, of which 369 were children. The ages were broken down into:

| | | | | | | | |
|----------------|----|--------------|-----|---------------|----|------------|----|
| Under 3 | 61 | 3 – 7 | 196 | 8 – 11 | 95 | 12+ | 17 |
|----------------|----|--------------|-----|---------------|----|------------|----|

Social media was the most popular avenue for people hearing about the events, with word of mouth second. The list can be seen below;

| | | | | | | | |
|---------------|----|-------------------------|---|--------------|---|------------------|---|
| Social Media | 52 | Website | 6 | Radio | 2 | WhatsApp | 1 |
| Word of Mouth | 27 | Leaflet/flyer | 5 | Help Point | 2 | Google Search | 1 |
| Passing by | 24 | Attended previous event | 5 | Triangle | 1 | Attend SkateFest | 1 |
| Posters | 10 | Email | 3 | Rh uncovered | 1 | | |

Summer 2024

There were then six events in the summer holidays, with events in St John's Park and Church Walk. Previously this had been 5 events, starting on the second Wednesday of the holidays, but this year we launched on the first Wednesday of the holidays, which for some was also the first day of the holidays, with a theatre performance in St John's Park.

This was then followed by circus skills, a magic show, crafts and then Jolf, all on Church Walk. Finishing on the final Wednesday with inflatables in St John's Park. The Co-op were unable to support with fruit for this event, due to a change in process, so we purchased this ourself. The Triangle also ran the soft play area for this date.

Budget: £4200

Spend: £3920.86

Income: £238 from ice cream sales

The summer spend is broken down into:

| | | | |
|---|-------|--|------|
| Children's Theatre -24 th July | £1500 | Mid Downs Radio -28 th August | £100 |
| Inflatables -28 th August | £1438 | Circus Skills -31 st July | £250 |
| Magic Show -7 th August | £200 | Publicity -All dates | £65 |
| Jolf -21 st August | £250 | First aid -28 th August | £100 |
| Crafts -14 th August | £0 | Fruit -28 th August | £18 |

We did not collect attendance details for all the summer sessions, as due to the nature of the events, it would not have been possible to collect the data effectively. We did however collect data for the theatre performance and the finale in St John's Park.

The information on the 24th July for the theatre was collected by the team talking to members of the public after they arrived and had seated themselves. It was not possible to talk to everyone, but we collected a snap shot of data. We predicted there was over 400 people in attendance, and collected data for 127 people. This is broken down to:

| | | | | | |
|-------------------|----|------------------|----|--------|----|
| Under 8 years old | 60 | Over 8 years old | 17 | Adults | 50 |
|-------------------|----|------------------|----|--------|----|

We also asked them where they had heard about the event, and they said:

| | | | | | |
|---------------------|----|--------------------------------------|---|-----------------|---|
| Social Media | 29 | Posters/Noticeboards | 7 | Word of Mouth | 6 |
| Events Mailing List | 3 | Attended previous Town Council event | 3 | About Town | 1 |
| School newsletter | 1 | Activity flyer | 1 | Quantum Theatre | 1 |

For the inflatables event, Councilors had a stall and members of the public were all asked to visit the stall before accessing the inflatables. They collected the age brackets for children and how many adults came along. 734 members of the public attended, which was broken down into:

| | | | | | |
|-------------------|-----|------------------|-----|--------|-----|
| Under 8 years old | 334 | Over 8 years old | 148 | Adults | 252 |
|-------------------|-----|------------------|-----|--------|-----|

There were also asked where they had heard about the event:

| | | | | | |
|--------------|----|---------------|----|----------------|----|
| Social Media | 63 | Word of Mouth | 36 | Passing by | 32 |
| Poster | 24 | Mailing List | 6 | Activity flyer | 6 |
| About Town | 5 | Website | 4 | | |

Although we did not collect data for the sessions on Church Walk, there was good attendance at all of the sessions.

Feedback for May and the Summer

We created a QR code which is available at the events to scan as well as in notice boards afterwards. The code is linked to a Google form which we can keep adding events to without changing the code itself. The form simply asks what event you have attended, 'what went well' and 'it would be even better if...'

We also post a link to the form on our social media after every session.

Here are some of the responses received for this event:

What went well?

- Lots to choose from kids very entertained and had lots of fun learning new tricks.
- We love all the free events, the Wowzer Wednesdays are amazing.
- All the activities I attended were Great and my Grand Children loved them.
- We have done circus, craft, skater session, rock up and ride. We have enjoyed all of them.
- Great snacks and drinks and music and bouncy castles. Thanks so much. And free!!!
- We went for Tomfoolery and we were not disappointed.
- So entertaining and the children loved participating.
- Tom foolery was excellent. Children were delighted.
- The magician show was excellent! Tom Foolery was brilliant.
- We have enjoyed everything I think it's great to have so many free sessions on offer.
- Amazing inflatables extremely well organised.
- Great magic shows and we love the sandpit!
- Super fun.
- Great entertainment.
- It was free.
- Jolf - kids enjoyed it.
- Kids loved it.
- All the events were perfect.
- Everything - sense of community.
- The magician was brilliant.
- Tom foolery is awesome.
- Tomfoolery is great.
- Was good fun, was well organised.
- Events all went well.
- Both kids loved it.

It would be even better if...

- Bit more equipment and refreshments stand as hard to get drinks with little ones playing.
- Bigger area as was a bit swished when busy.
- More chairs for the audience and maybe picnic blankets on the floor for the children.
- Course was a little larger as only took 4/5mins to complete.
- Games for different ages at the same time so people who have more than one kid, can let both kids join.
- Was so good already.
- I think it all went well.
- Nothing I am aware of.
- He came back again next year. (Tomfoolery)
- It was great.
- Nothing, it was amazing!
- More seating provided.
- More seats.
- More chairs.
- Nothing to add. It was amazing.
- More chairs.
- Nothing! We loved it!
- So good.
- There were more activities to do.

Evaluation

The Wowzer Wednesday series is always very popular and seems to be drawing people in year on year. Looking at the feedback, there is very little negativity and actually a lot of what was written in the 'It would be even better if...' box was either 'N/a' or 'Nothing'.

Tomfoolery was as popular as ever and we would look to have him again next year, we had wanted to book him for the Christmas event but he was unfortunately unavailable. We would also be looking to increase the number of inflatables we have in both May and at the end of August, as these are very busy events and the spend per child on the inflatables was under £3 a child, which is really good value for money.

The request for chairs seems to be for the magic show, as this was the only time we supplied chairs. We put 20 out which were intended for the use of adult but many children used them. We may look to increase the number of chairs but also supply signage asking they are reserved for adults only.

Overall, the sessions had good turnouts and were received positively.

Kayleigh Elliott-Davidson

Events, Communication and Administration Officer

Pictures are below of the events.

