



# Bonfire and Fireworks Survey 2022

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## Summary Analysis

Lee Harley

Public Health Intelligence



**Walsall Council**



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outcomes and  
customer experience



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and engagement



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# Foreword

The Survey was produced through Walsall Council's implementation of CommonPlace.

## **Total Respondents of 168, split across 3 events:**

- Friday 4<sup>th</sup> November – King George V Playing Fields, Bloxwich (***n = 34***)
- Saturday 5<sup>th</sup> November – Walsall Arboretum (***n = 93***)
- Sunday 6<sup>th</sup> November – Willenhall Memorial Park (***n = 11***)
- Did not attend an event or unspecified (***n = 30***)

Analysis has been performed by the Public Health Intelligence, with analysis prepared in R & Power Bi.



## **Caveats and limitations**

### **Variable Number of Responses:**

Please note that the Fireworks Survey undertook a new form of survey that is being experimented with. Not every question required an answer, therefore each question can have variable numbers of responses i.e. Question A may have 100 responses whereas Question B, just 65.

### **Willenhall feedback:**

Willenhall Memorial Park's event received very little feedback: 11 responses total. Therefore when it is displayed here, those numbers are of limited use: it is purely for interest or for metrics aggregated across all events.

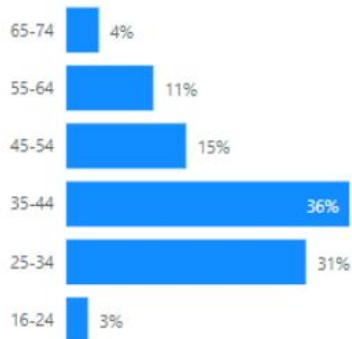
# Demography

Demographic data recorded was limited:

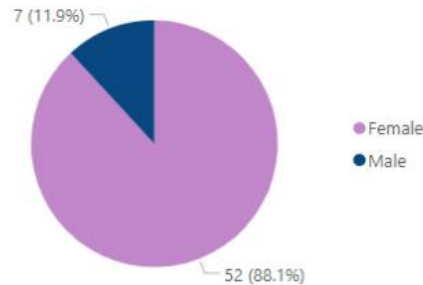
Just 35% of respondents (59 out of 168) filled out demographic data, largely incompletely, despite completing the main survey.

Suggested possible data-entry flow issue, hesitance to sign up for an account or general resistance to recording/anonymity (?)

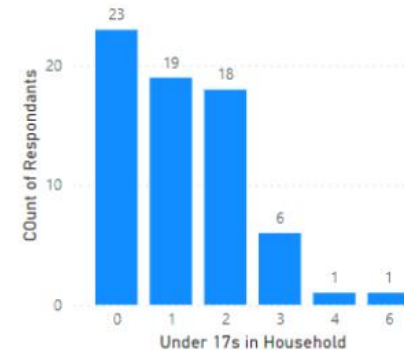
Age of Respondent  
*n* = 72



Sex of Respondent  
*n* = 59



Under 17s in Household?  
*n* = 69

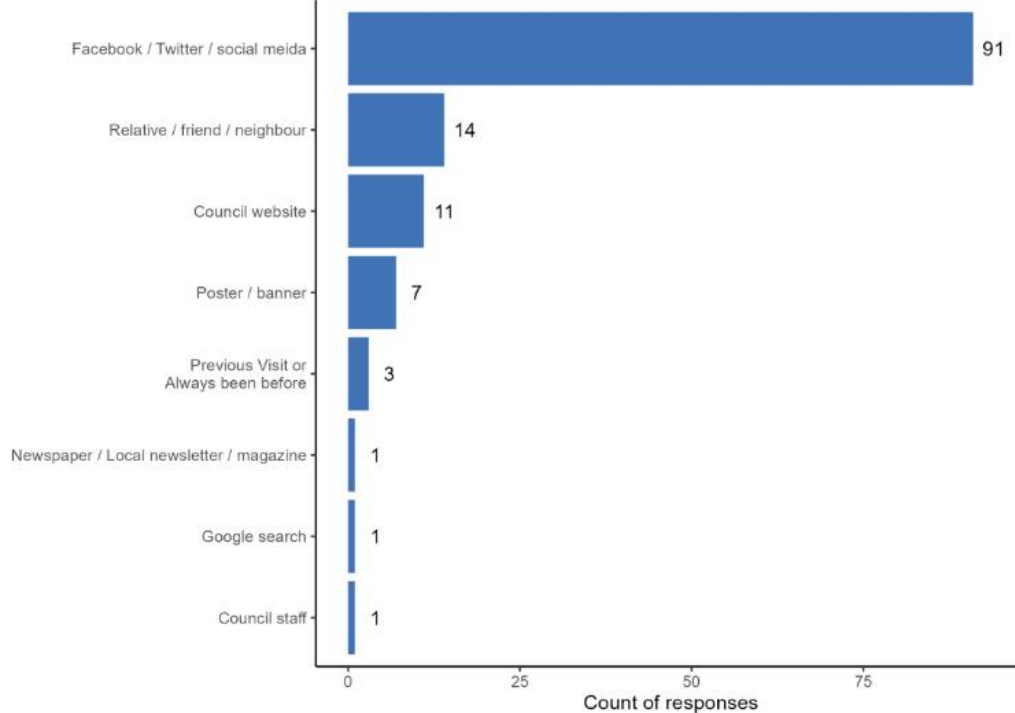


**33%**  
Of demography respondents did not have children at household.

Potential bias here however: possibly more representative of those whom would be more likely to submit online feedback

# Q: Where did you hear about the event?

Q: How did you find out about the event you attended?  
Walsall Fireworks Survey - All Events 4th-6th November 2022



**71%**  $n = 129$

Of respondents learned about events through Social Media.

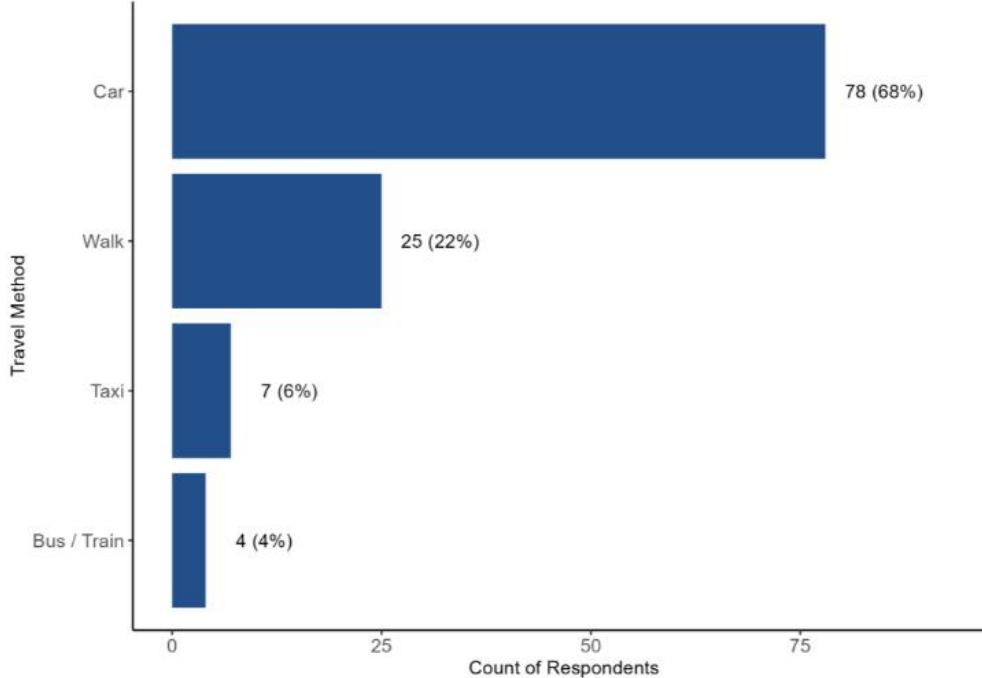
Whilst Arboretum accounted for the bulk of these, Bloxwich and Willenhall also gained most of their attention through social media channels.

Within this survey, Social Media looks to be the most effective means of advertising events. It also potentially influenced other channels:

*i.e. Relative/friend/neighbour, 2<sup>nd</sup> highest, could be partially derivative from the Social Media campaign.*

# Q: How did you travel to the event?

Q: How did you travel to the bonfire and firework display?  
Walsall Fireworks Survey - All Events 4th-6th November

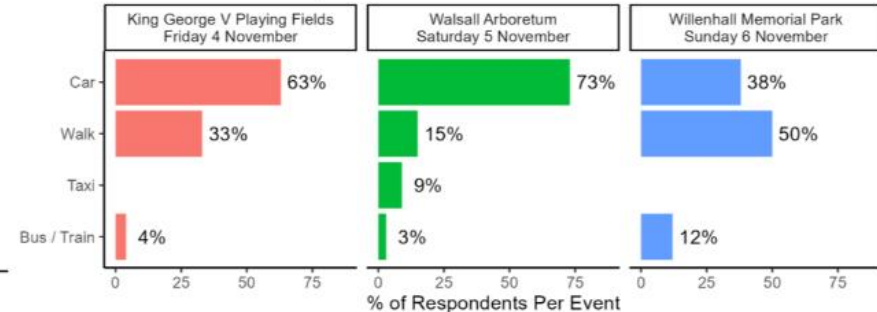


**68%**

Of respondents Travelled by Car, with the highest proportion of those journeys to the Arboretum.

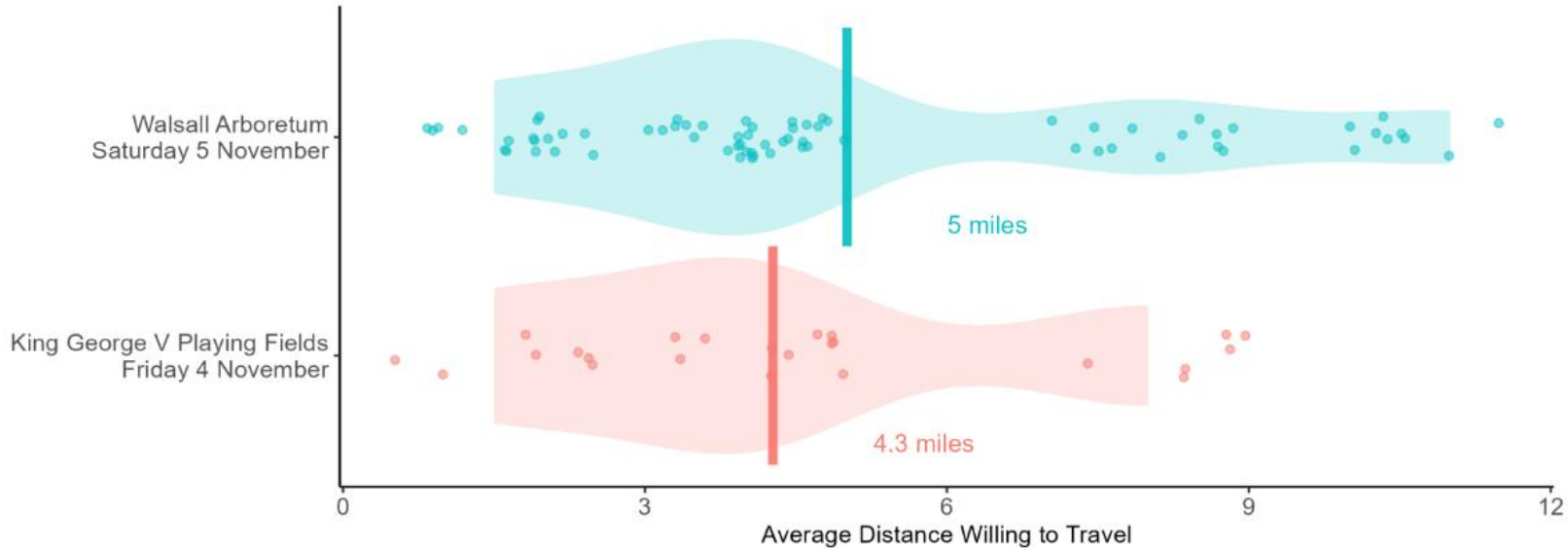
Walking had greater relative popularity at the smaller Parks/events.

Q: How did you travel to the bonfire and firework display?  
Walsall Fireworks Survey - All Events 4th-6th November



# Q: Distance willing to travel to events?

Q: How far would you be willing to travel to attend a large organised fireworks display?  
Walsall Fireworks Survey - Events 4th-6th November

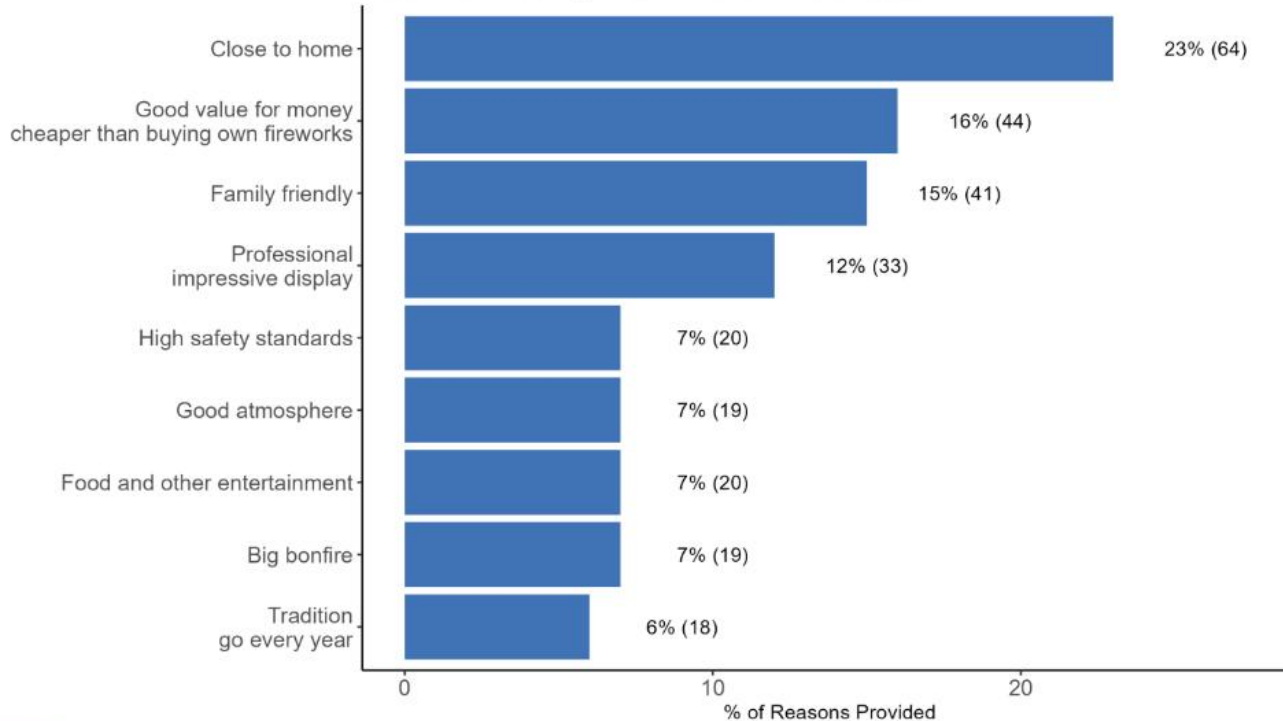


3-5 miles (up to 5 miles) is the mean distance respondents were willing to travel to events, with the arboretum having a wider reach, potentially due to it being the larger, more widely known venue.

# Q: What are the main reasons you attended the council organised bonfire and fireworks display this year?

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Walsall Fireworks Survey - All Events 4th-6th November 2022



Local, family friendly events that are value for money / better than could be achieved at home.

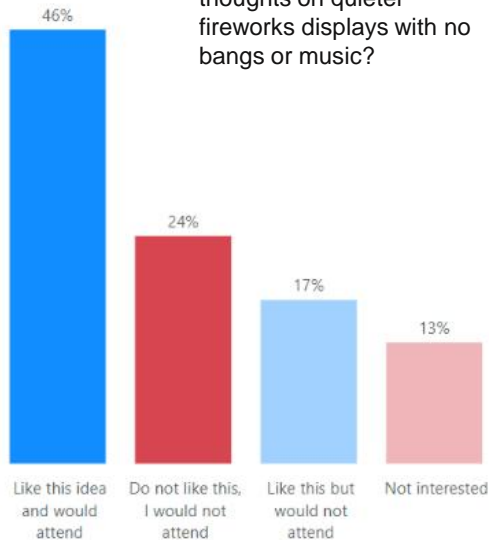
This was the same message across all individual events

# Wider Impact Concerns

## Quieter Displays

n = 139

Q: Considering the negative impact fireworks can have on some people and animals, what are your thoughts on quieter fireworks displays with no bangs or music?

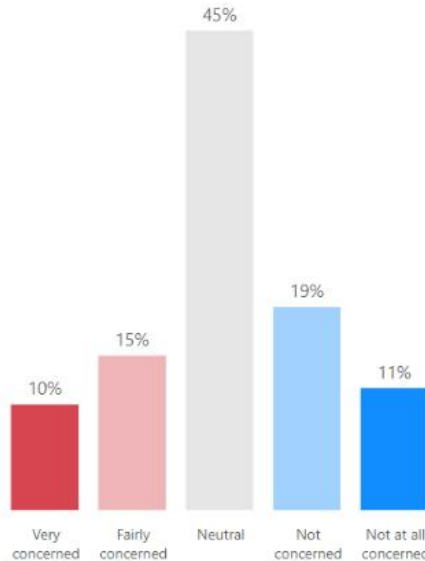


46% would prefer quieter displays, although the majority (54%) do not state enthusiasm to attend such events.

## Environmental Impact

n = 131

Q: How concerned, if at all, are you about the impact bonfires / fireworks have on the environment?

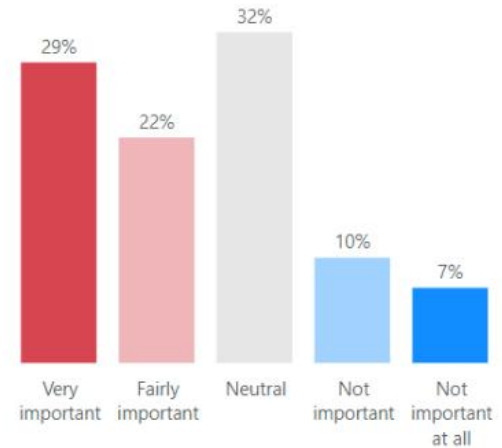


Largely indifferent. Only 1 in 10 hold strong environmental concerns.

## Bonfire Necessary?

n = 138

Q: In terms of your enjoyment, how important or not is it to you that a bonfire is lit at fireworks display?



Half of respondents (51%) would expect a bonfire at an event, with only 17% (1 in 6) feeling that it is not important.



# Feedback and Areas for Improvement



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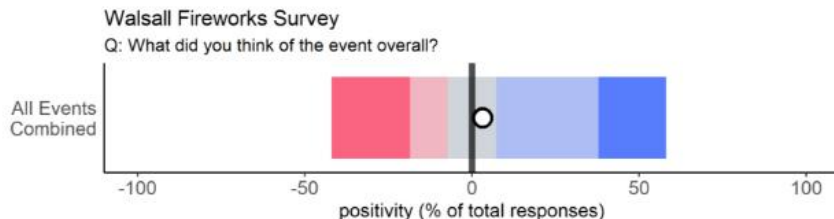
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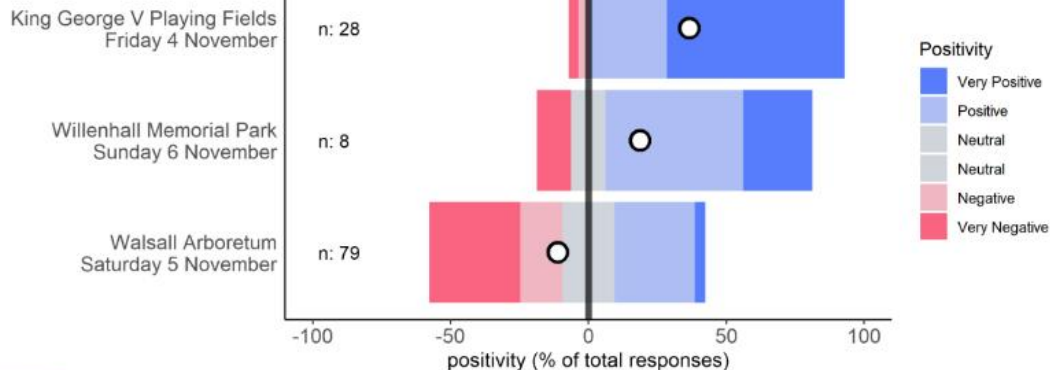
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## Q: What did you think of the event overall?

Positivity was balanced overall, but varied widely by individual event:



Walsall Fireworks Survey  
Q: What did you think of the event overall?



### Arboretum

**33% were Very Negative about the event (1 in 3).**  
**32% were Broadly Positive about the event (1 in 3).**

However the Very Negative responses pulled average reception towards negative overall (-11%).

We can read this as:

*Mixed reception with a segment that strongly disliked it.*

### King George V

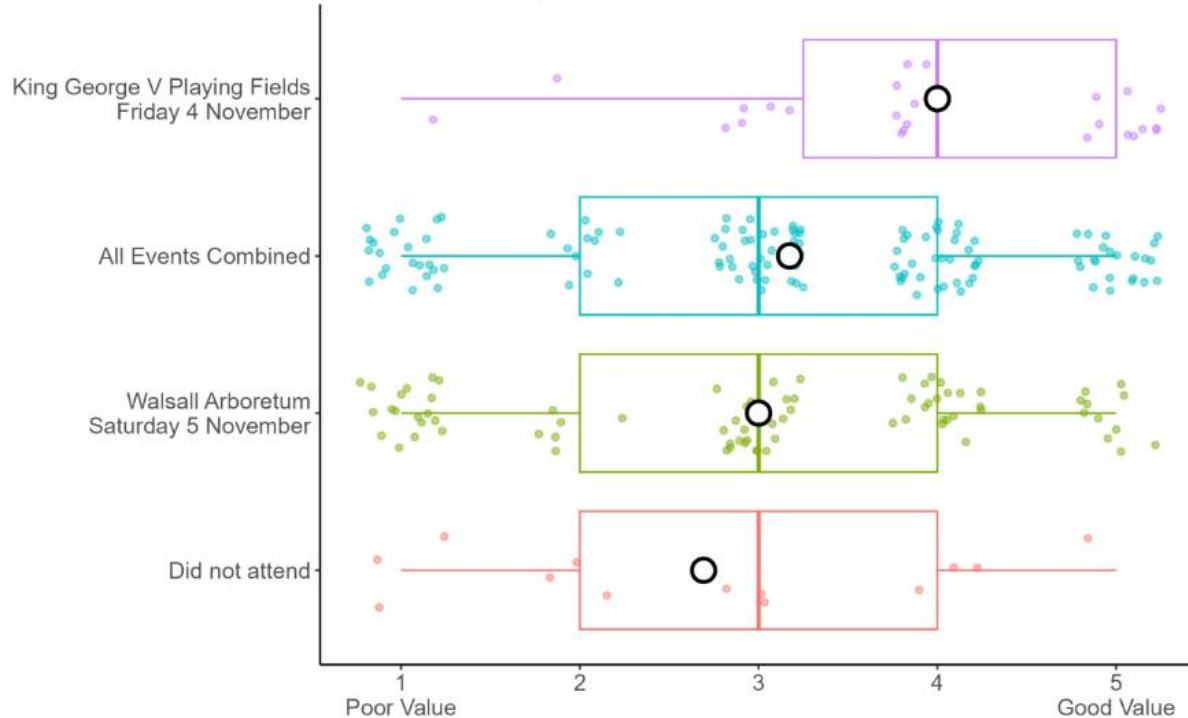
**92.9% felt Positively or greater**  
**64.3% (2 in 3) were Very Positive**

### Willenhall Memorial

**50% had a positive response or greater,**  
although very few responses (8 people)

# Q: To what extent do you think these prices offer value for money?

Q: To what extent do you think these prices offer value for money? (5 = Good)  
Walsall Fireworks Survey - All Events 4th-6th November 2022



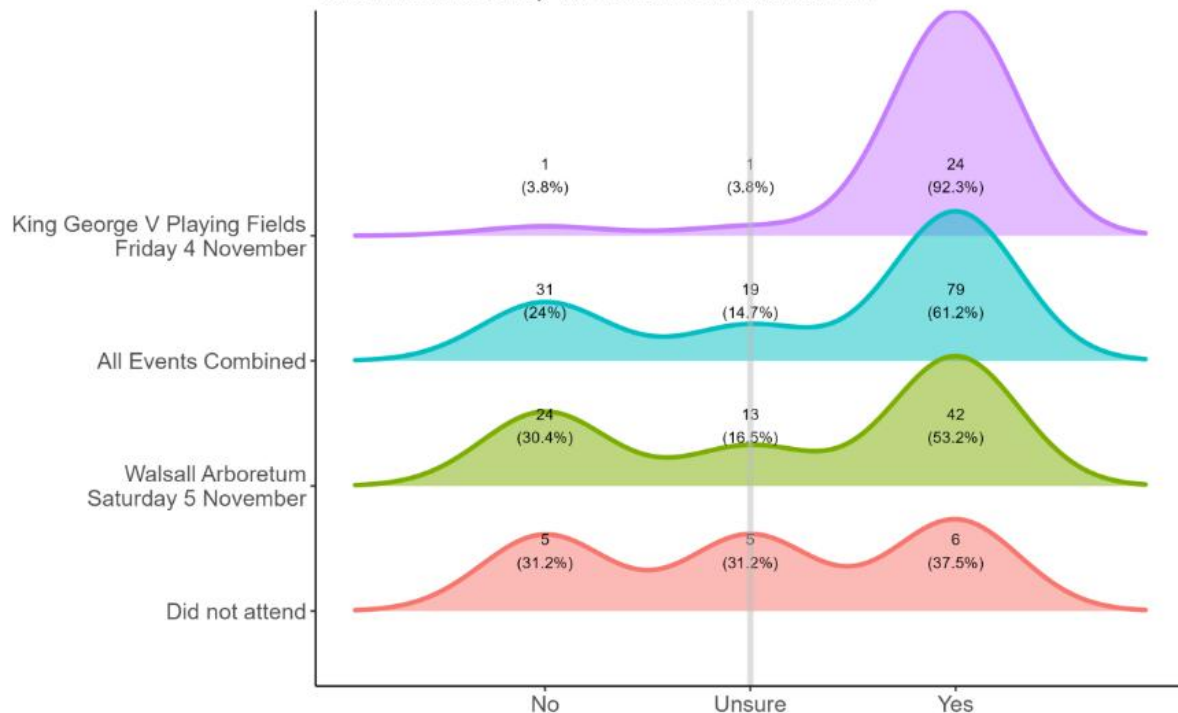
Overall, Walsall events rated as middling in terms of value (3 on a scale of 1 to 5).

Unsurprisingly perhaps, the highest rated event, Bloxwich, ranked the highest value for money

Those who did not attend averaged Value for Money as slightly poor value.

## Q: Do you think Walsall Council should organise bonfire and firework displays in the future?

Q: Do you think Walsall Council should organise firework displays in the future?  
Walsall Fireworks Survey - All Events 4th-6th November 2022



**61%**

Of respondents favoured Walsall hosting displays in future:

**92%**

Of those who went to the Kings Park (Bloxwich) display

**53%**

Of those who went to the Arboretum Display

## Positive Comments Sample

Q: Do you think Walsall Council should organise bonfire and firework displays in the future? - Why do you say this:

*Very good value, a lot cheaper than buying our own fireworks. Really good fireworks and enjoyed the music alongside. Kids enjoyed the fair too.*

*Because they are brilliant*

*A great night out. Thanks for organising. Appreciated by all I am sure.*

*It was well organized and security made me feel safe*

*Family and great community traditional event*

*It was really good, very happy there were so many options this year after missing a display for the last few years*

*I can't think of anything to improve, it was really well organised.*

*Council did a great job keeping everyone entertained and the fire work and music was the highlight. I had a great time so thank you.*

*I'm sad that the Council bonfire and fireworks events don't happen in Brownhills any longer, but Bloxwich wasn't too far to travel. The events are well organised and reasonably priced.*



## Negative Comments Sample

Q: Do you think Walsall Council should organise bonfire and firework displays in the future? - Why do you say this:

*Fireworks were a good display but in all was a let down, far too many people could get food, rides, lights or anything without queuing for at least over half an hour*

*Fireworks were great. However the rest of the event was pretty awful. Too many people with too few facilities.*

*They sold way too many tickets (10 thousand) it was dangerous! Couldnt move! Kids where getting trampled on! Rides where shocking! People arguing fighting to get on the rides*

*At most 6 food stands, 2 ice cream van, about 6 fair ground rides and a hand full of toilets to cater for 11.000.*

*Absolutely packed far to many people. Badly organised. We left and didn't even see the fireworks due to huge anxiety*

*Bonfire night is a great fun night out. But for an event that was sold out 9 toilets for everyone was a disgrace and not enough food stalls/rides. Queues too long.*

*Not enough food stalls or toilets for the amount of people*

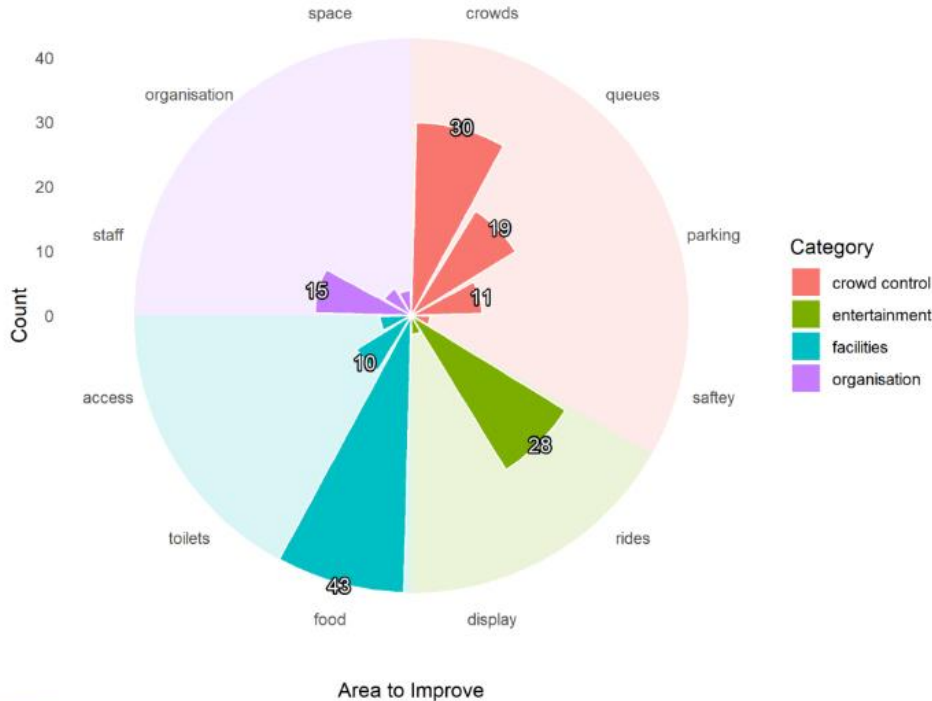
*The amount of people there was very overwhelming, there was not enough food stalls, we had to wait 1 hour plus in a queue, not enough toilets, waited around 25 mins.*

*We did not feel safe - the parking was difficult -the fair and food were no good. I think there should just be one display in the towns main park with better security*



# Arboretum: Areas for Improvement

Q: How might our bonfire and firework displays be improved in the future?  
Walsall Fireworks Survey - Arboretum 5th Nov 2022

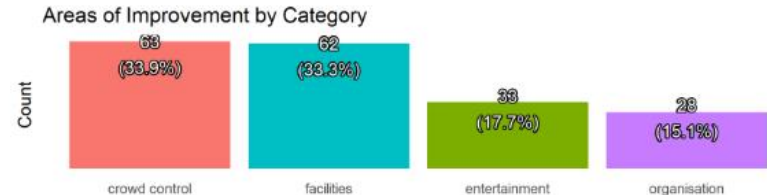


Feedback was very clear (75 respondents, 186 themes):

## Overcrowding, and subsequent scarcity

This manifested in comments revolving

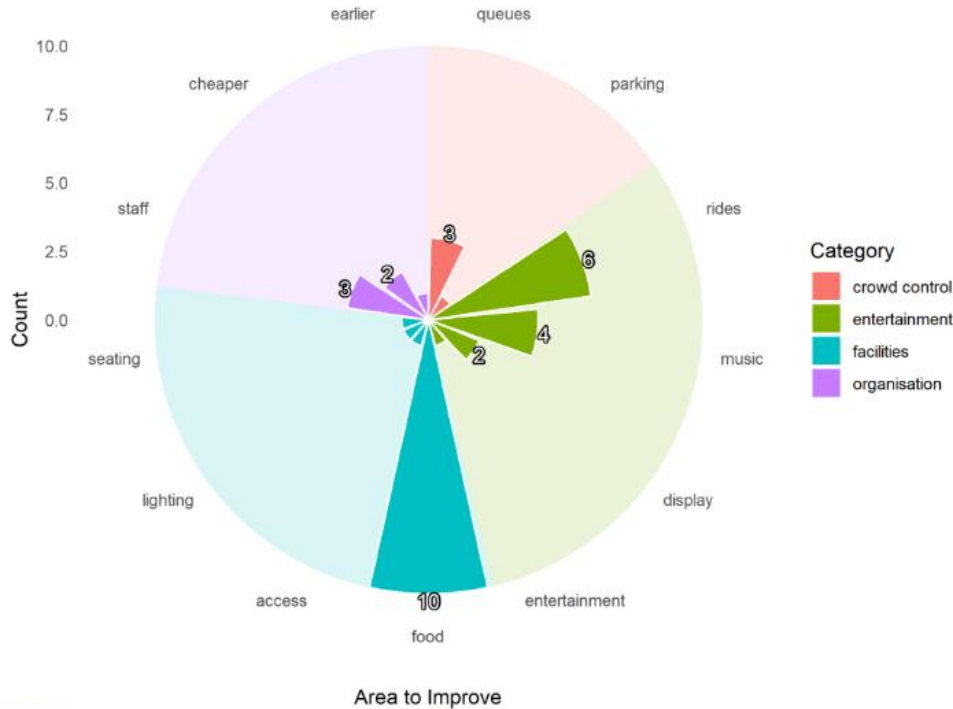
- 1) Overcrowding (n=63, 33%)
  - 1) Too many people / Queues too long
  - 2) Parking availability
  - 3) Safety, specifically young children
- 2) Food variety and scarcity
- 3) Ride variety and scarcity
- 4) Staff to marshal the event
- 5) Toilet availability



# Bloxwich: Areas for Improvement

Q: How might our bonfire and firework displays be improved in the future?

Walsall Fireworks Survey - King George V Park - Bloxwich 4th Nov 2022

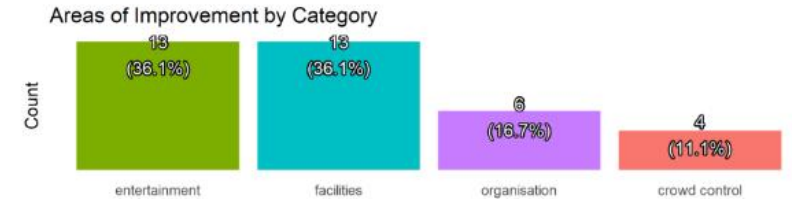


28 respondents, 36 Themes

Very little concern with overcrowding (contrasted to Arboretum)

Primary area for improvement was food: more stalls and cheaper prices

Small numbers interested in improved entertainment (rides, music).

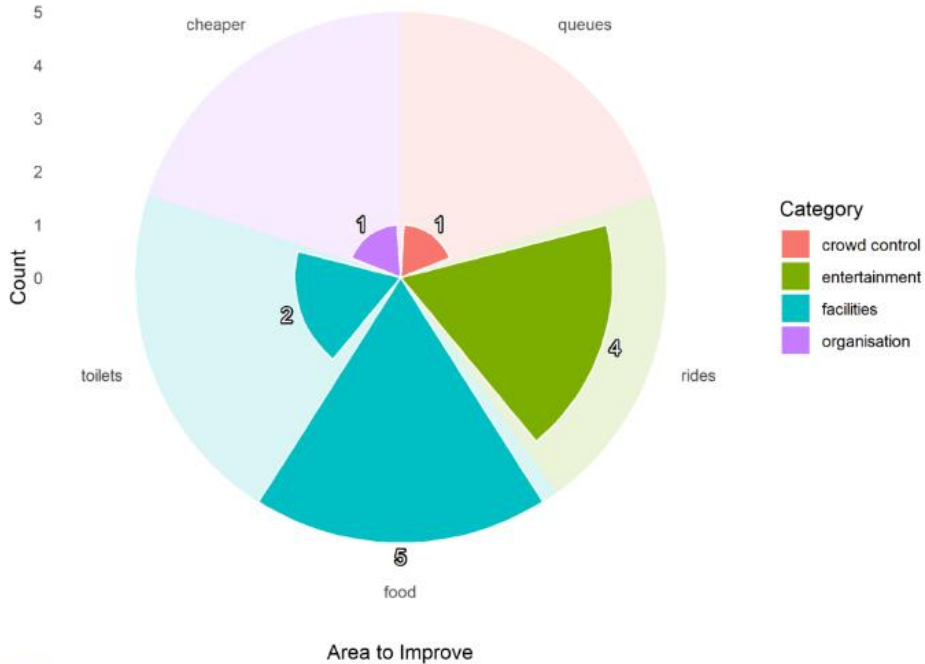




# Willenhall: Areas for Improvement

Q: How might our bonfire and firework displays be improved in the future?

Walsall Fireworks Survey - Willenhall Memorial Park 6th Nov 2022



Very little feedback and limited usability:  
11 responses, few suggestions (13 themes)

Food: Variety, Availability

Rides: More, Better quality

Toilets: Availability

# Social Media Reaction

Analysis courtesy of Walsall's Communication Team

37,200

Impressions  
(Views)

2,200

Engagements  
(Clicks/Shares)

1,960

Clicked Links

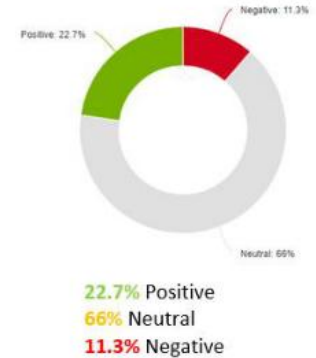
791

Video Views

- Engagements peaked on October 24<sup>th</sup> and November 3<sup>rd</sup>. On both occasions, event promo posts were shared. Engagements were heightened due to conversation in the post's comments around details of the events.
- Engagements and Impressions dropped off after November 10<sup>th</sup>. Since then, conversation around the Bonfire and Fireworks events has stopped.
- Social conversation around the events peaked between the 3<sup>rd</sup> and 6<sup>th</sup> November. Between these days, the 3 events took place, so this trend is to be expected.

## Sentiment

\*Sentiment of social conversations around 'Walsall Bonfire'



## Comments WordCloud:



