

# Nottingham Goose Fair



Event Evaluation 2023

NOTTINGHAM  
EVENTS



Nottingham  
City Council

# Background

Goose Fair took place at the Forest Recreation Ground from Friday 29 September to Sunday 8 October 2023. Since 2022, the event has been held over ten days.

It's one of the largest travelling funfairs in Europe and has been staged annually in Nottingham since at least 1284.

Based on the Royal Charter this was the 729th fair, or 727th if taking into account the cancelled fairs in 2020 and 2021 due to the pandemic.



# Key outputs



**512,000**  
estimated visitors



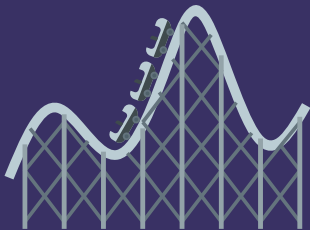
**1M+**  
digital marketing  
reach



**13**  
exhibitions (e.g. ghost  
trains, fun houses)



**98**  
games and attractions



**66**  
adult rides



**138**  
stalls and vendors



**89**  
juvenile rides



**1,127**  
money-off ride  
vouchers downloaded

# Attendance trends

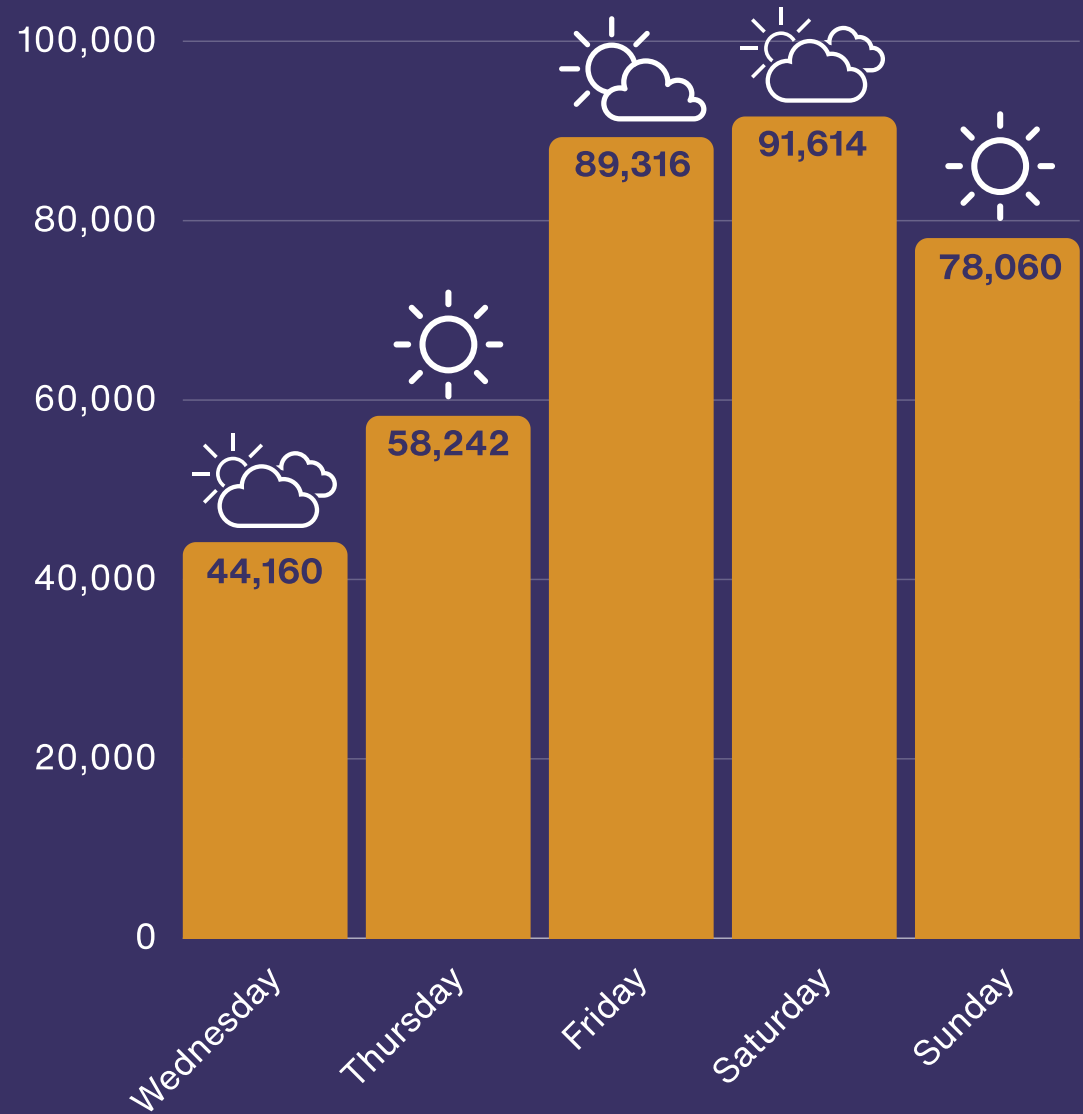


# Gate count - 2018 (5 days)

**361,392**

overall assumed total

	5 minute totals	Estimated total (based on 5 minute counts)
Wednesday 3 October	7,360	44,160
Thursday 4 October	9,707	58,242
Friday 5 October	14,886	89,316
Saturday 6 October	15,269	91,614
Sunday 7 October	13,010	78,060
<b>Total</b>	<b>60,232</b>	<b>361,392</b>



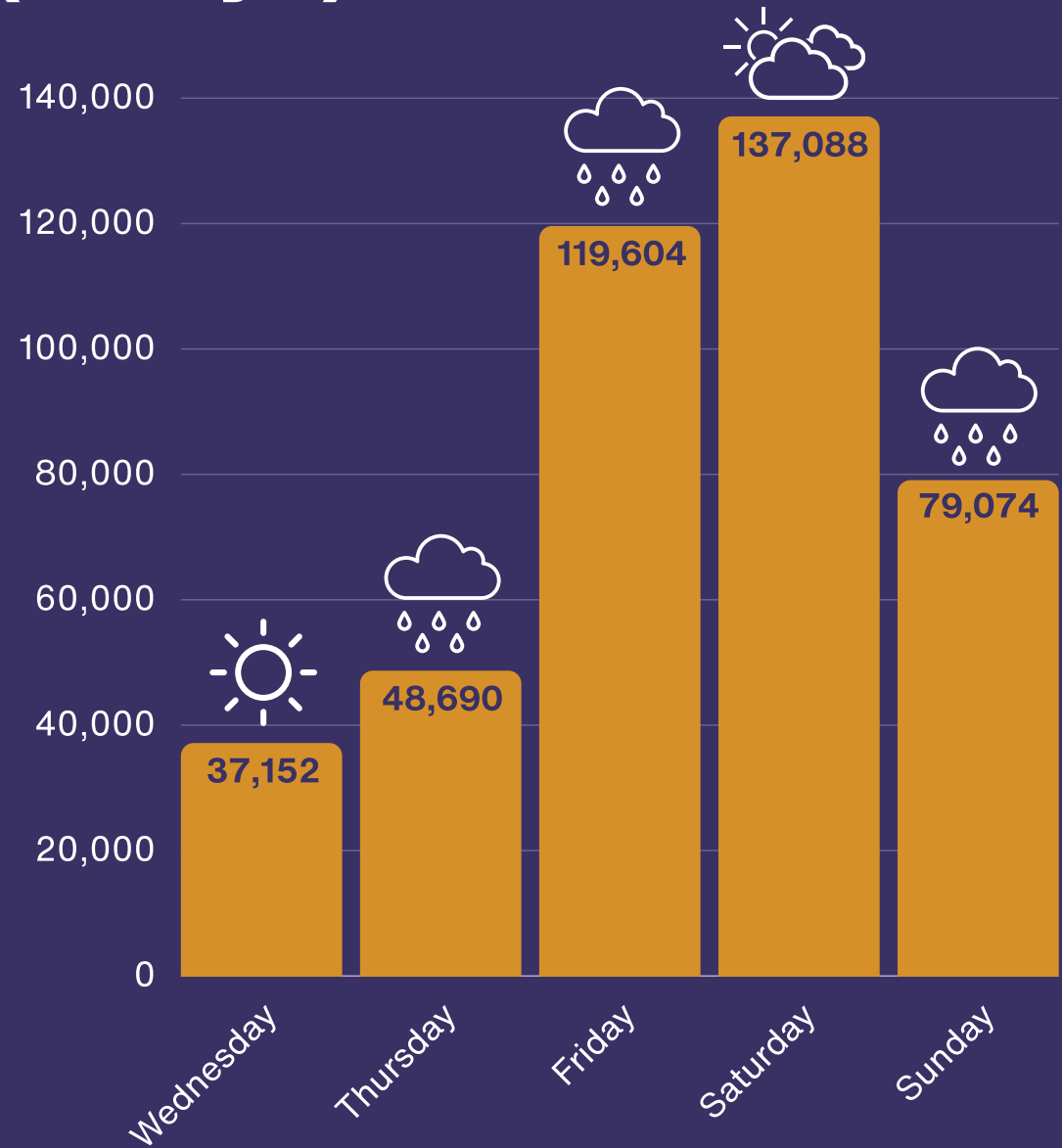
# Gate count - 2019 (5 days)

**421,608**

overall assumed total

**+16.7% from 2018**

	5 minute totals	Estimated total (based on 5 minute counts)
Wednesday 2 October	6,192	37,152
Thursday 3 October	8,115	48,690
Friday 4 October	19,934	119,604
Saturday 5 October	22,848	137,088
Sunday 6 October	13,179	79,074
<b>Total</b>	<b>70,268</b>	<b>421,608</b>



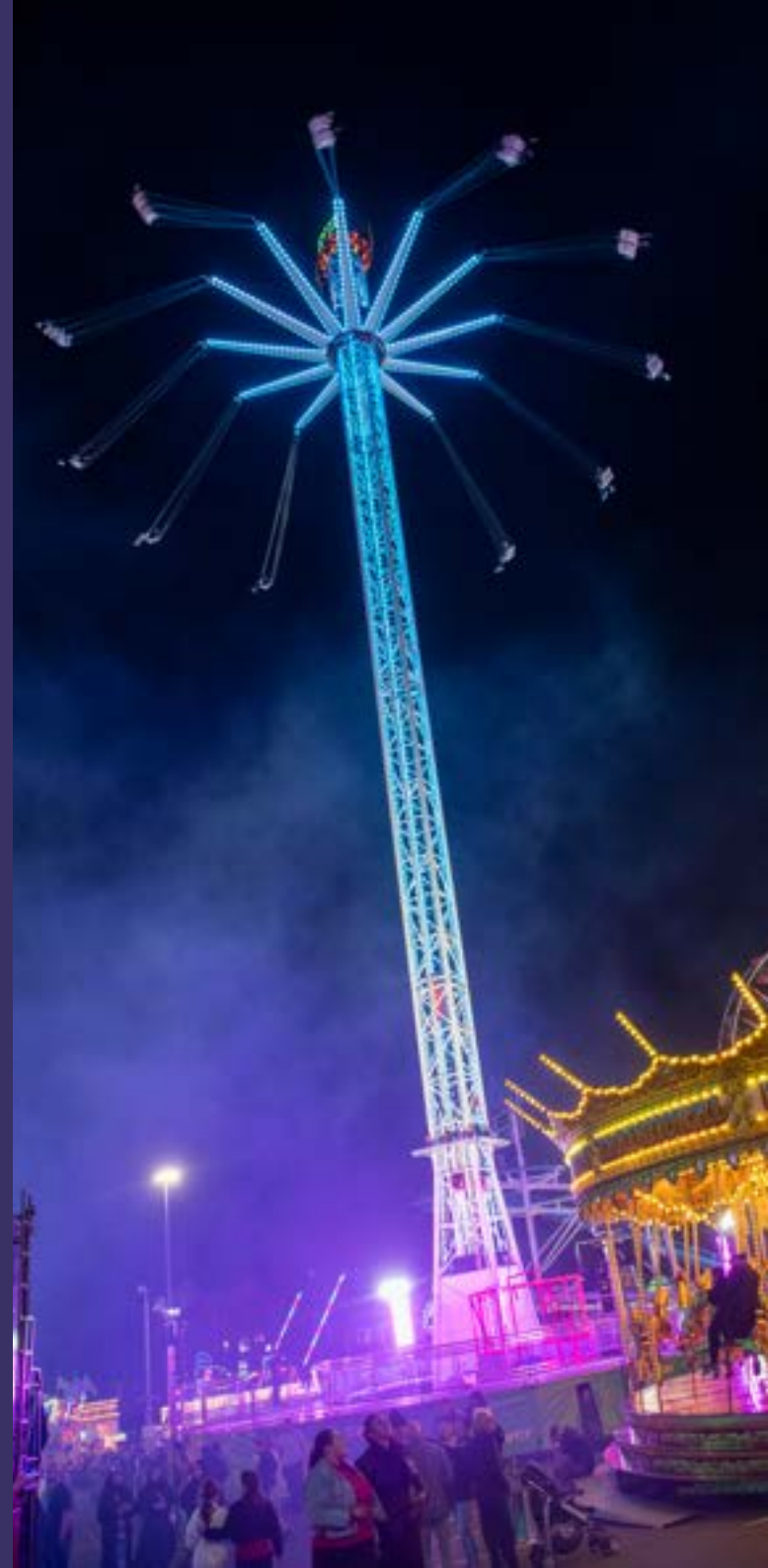
# Gate count - 2022 (10 days)

**550,380**

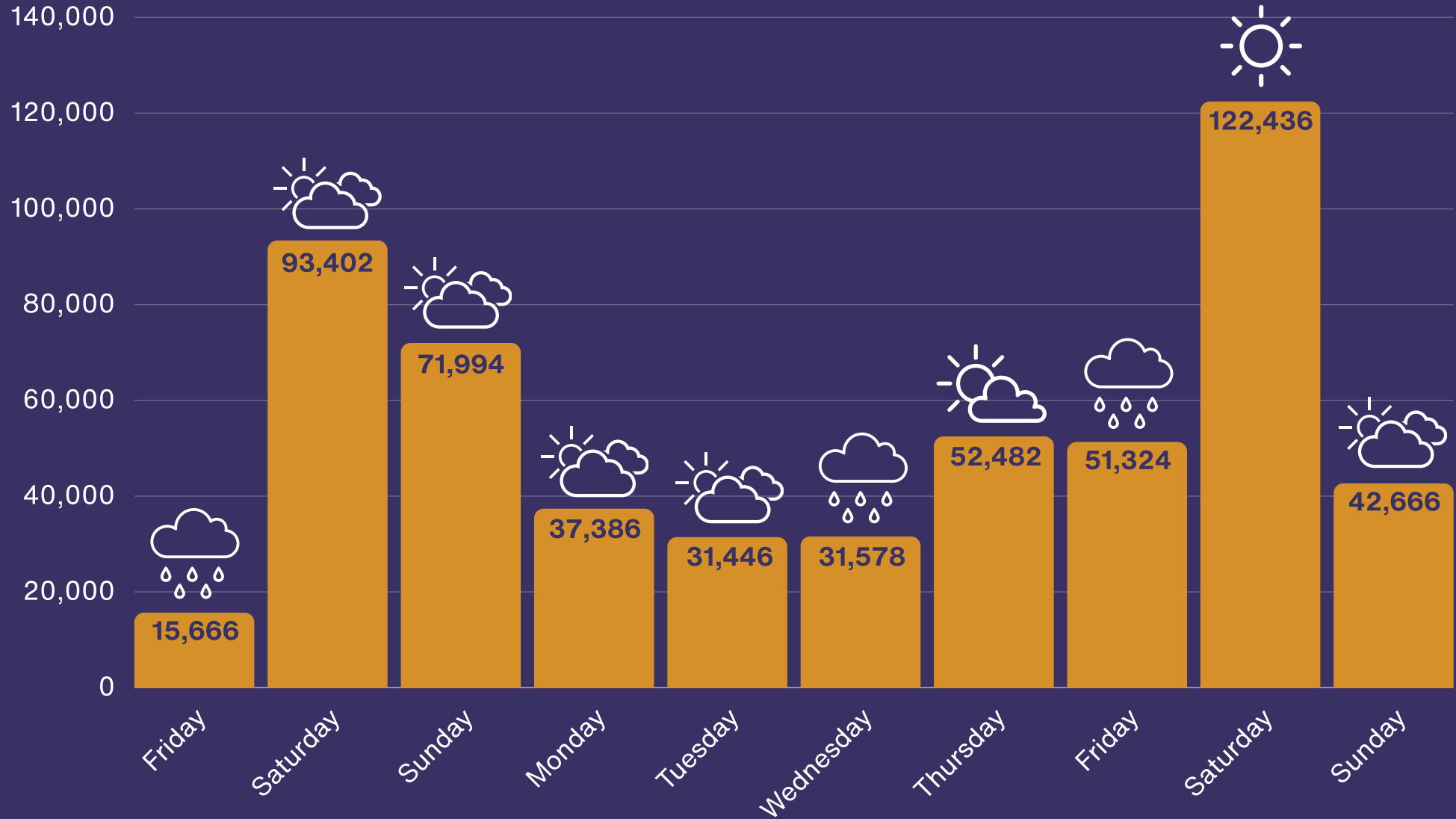
overall assumed total

**+30.5% from 2019**

	5 minute totals	Estimated total (based on 5 minute counts)
Friday 30 September	2,611	15,666
Saturday 1 October	15,567	93,402
Sunday 2 October	12,193	71,994
Monday 3 October	6,935	37,386
Tuesday 4 October	5,241	31,446
Wednesday 5 October	5,263	31,578
Thursday 6 October	8,747	52,482
Friday 7 October	8,554	51,324
Saturday 8 October	20,406	122,436
Sunday 9 October	6,282	42,666
<b>Total</b>	<b>91,799</b>	<b>550,380</b>



# Gate count - 2022 (10 days)





# Gate count - 2023 (10 days)

**512,676**

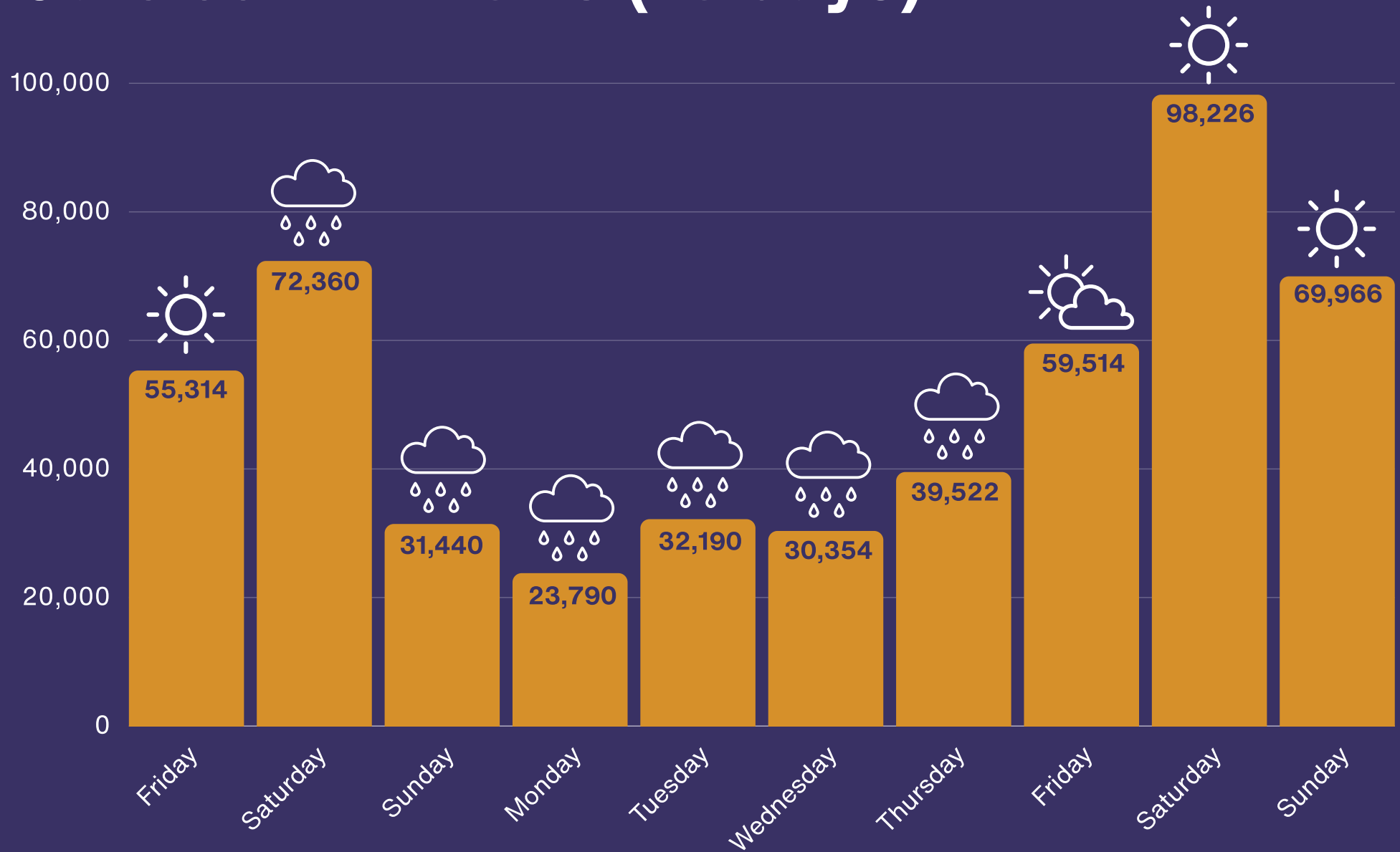
overall assumed total

**-6.9% from 2022**  
due to six days of  
wet weather

	5 minute totals	Estimated total (based on 5 minute counts)
Friday 29 September	9,219	55,314
Saturday 30 September	12,060	72,360
Sunday 1 October	5,240	31,440
Monday 2 October	3,638	23,790
Tuesday 3 October	5,365	32,190
Wednesday 4 October	5,059	30,354
Thursday 5 October	6,587	39,522
Friday 6 October	9,919	59,514
Saturday 7 October	16,371	98,226
Sunday 8 October	10,119	69,966
<b>Total</b>	<b>83,577</b>	<b>512,676</b>



# Gate count - 2023 (10 days)



# Digital marketing

## What's On Nottingham & My Nottingham



**Impressions:** 289,019  
**Reach:** 281,210  
**Engagement:** 14,648

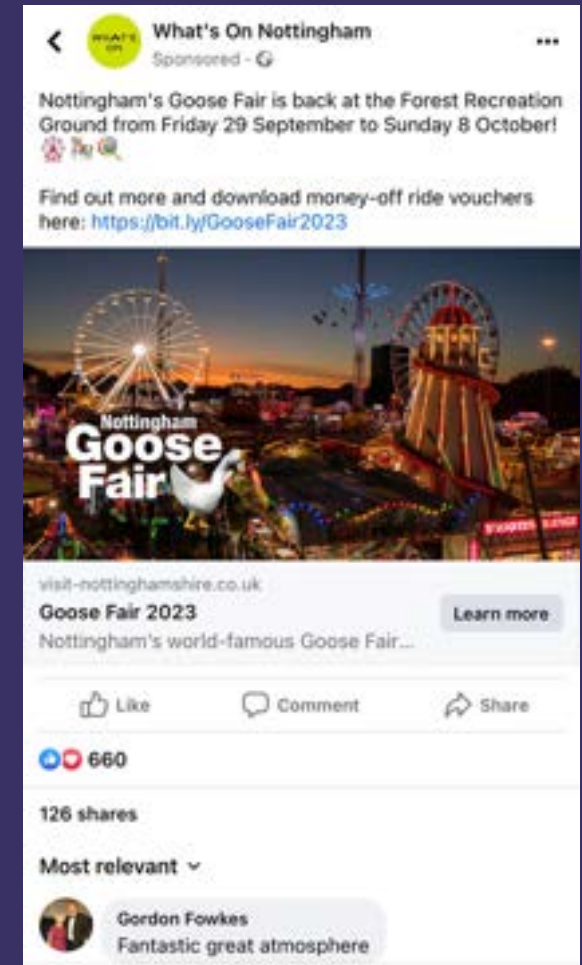
**Paid ad:** £1200  
**Reach:** 231,619  
**Engagement:** 10,722



**Impressions:** 115,274  
**Reach:** 147,453  
**Engagement:** 6,093



**Impressions:** 85,379  
**Engagement:** 1,667



**What's On Nottingham website event page views**

**Total:** 97,412

**Most views on Friday 29 September:** 9,049

# E-newsletters

Goose Fair was featured in five What's On Weekly emails:

- **53,418** subscribers
- **155,145** total opens
- Open rate **39%**
- **3,975** total link clicks

It was also included in four bulletins sent to My Nottingham Latest News subscribers:

- **44,714** subscribers
- **109,098** total opens
- Open rate **39%**
- **1,096** total link clicks



In addition, Goose Fair featured on the universal footer for all Council emails sent out from 15 September until the end of the event. In total, 6,141 link clicks were generated during this time.

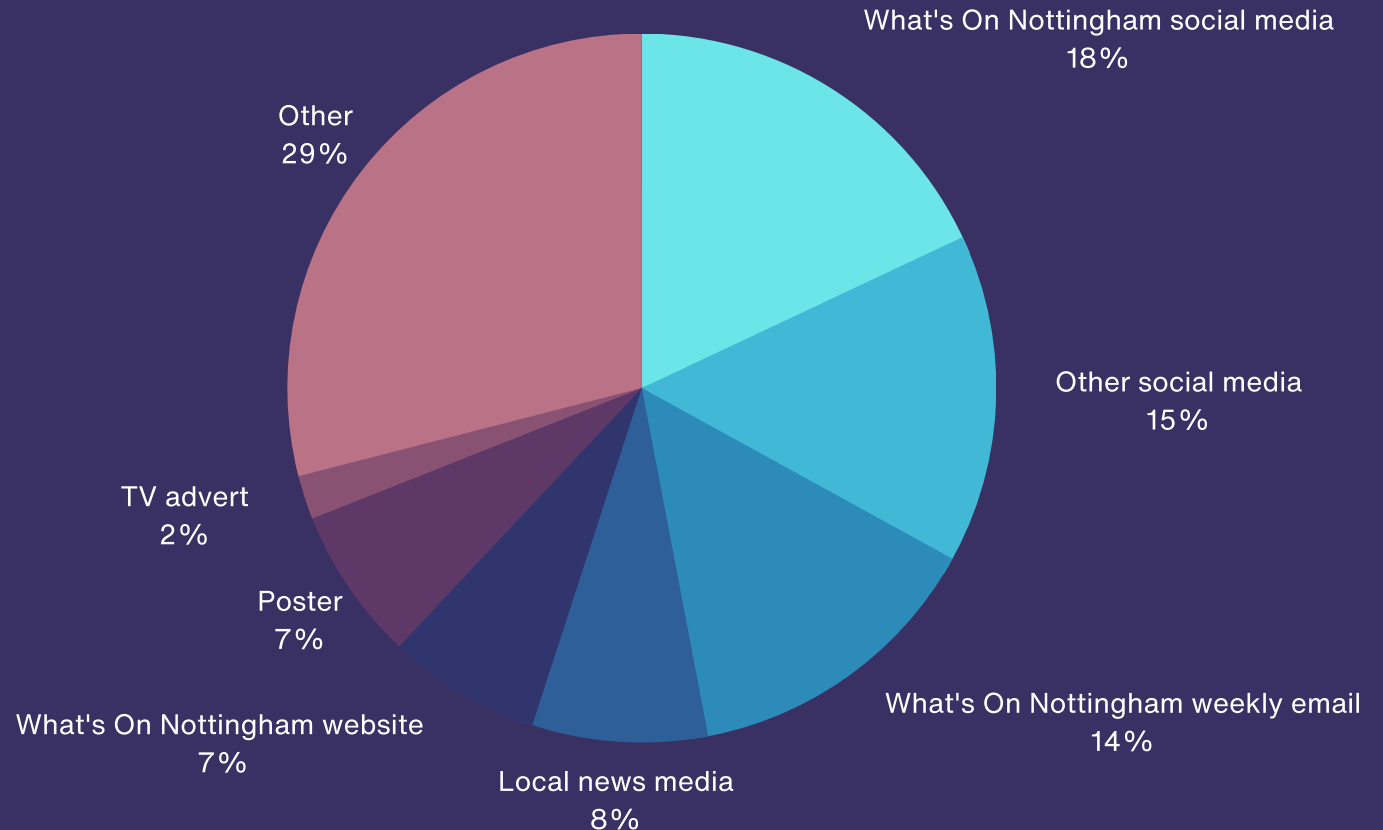
# Visitor survey

This year, for the first time, a visitor survey was issued to get views and opinions on the event. **652** people responded to the survey.

## How did you find out about this year's Goose Fair?

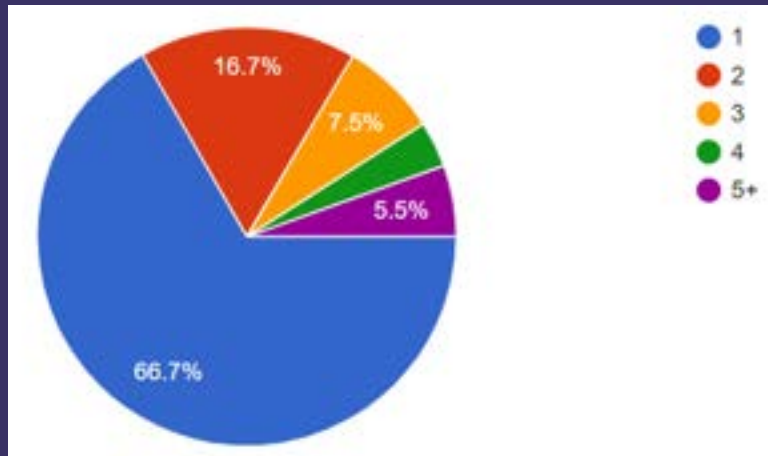
'Other' responses included word of mouth, annual event, driving/walking past, local resident, Google, letter from Events team and tram notice.

39% stated What's On Nottingham channels (email, social media and website)

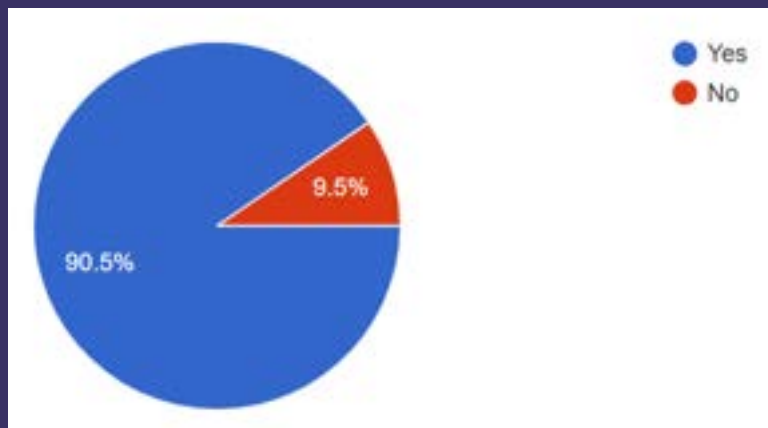


# Visitor survey

How many times did you visit Goose Fair?



Have you visited a previous Goose Fair?

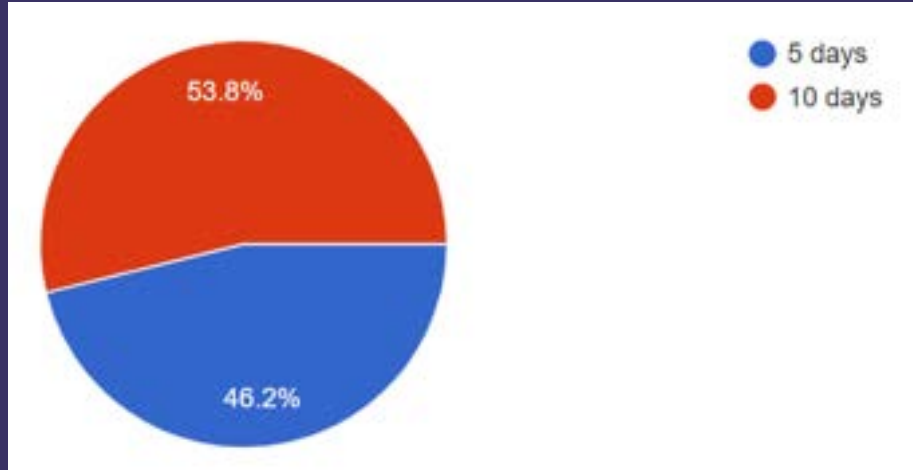


How much did the weather affect your decision to visit Goose Fair?



# Visitor survey

In future, do you think that the fair should be 5 or 10 days in duration?



## Comments:

*“More days makes it less crowded”*

*“A longer run is better as the weather is really unpredictable at this time of year”*

*“The disruption to residents is too great over 10 days”*

*“A short duration is exciting and a treat”*

*“10 days is great because it gives more opportunities to visit”*

*“5 days is bearable but 10 is too long”*

*“10 days allows families more time to attend and plan”*

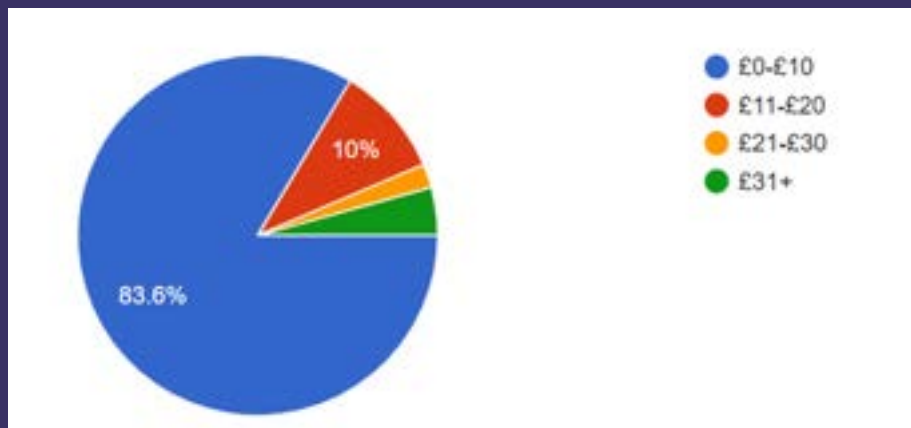
*“Some people I know went every day, even just to walk around”*

# Visitor survey

How did you travel to Goose Fair?



How much did you spend on transport?



## Economic Impact

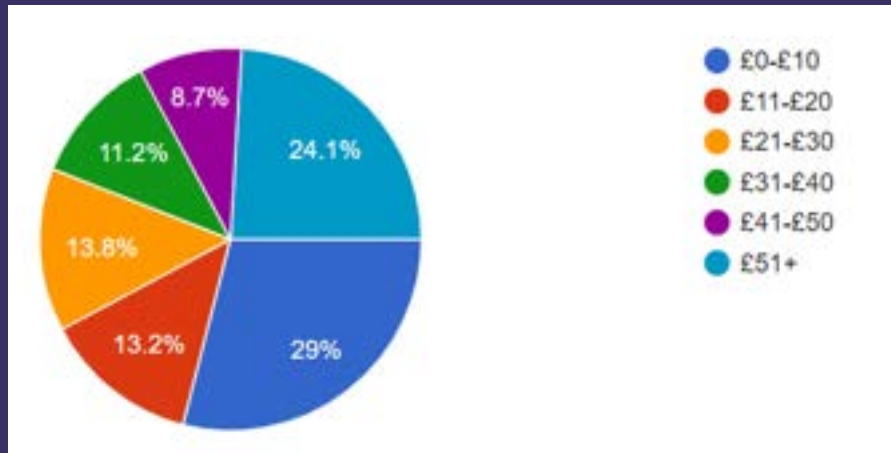
The average visiting party size was 3.6, so we assume this spend is 'per party'.

Based on the median spend and the percentage of total visitors, it's estimated that **£1.1million** was spent on transport to the fair.

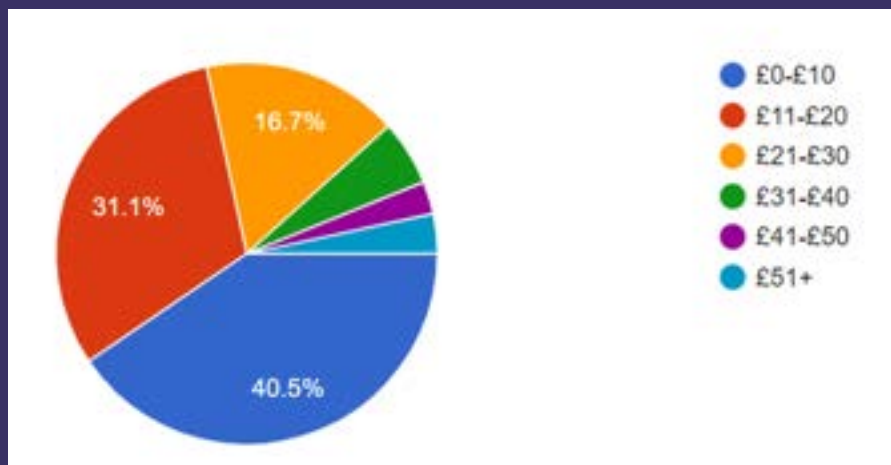


# Visitor survey

How much did you spend on rides and attractions?



How much did you spend on food and drink?



Economic Impact

The average visiting party size was 3.6, so we assume this spend is 'per party'.

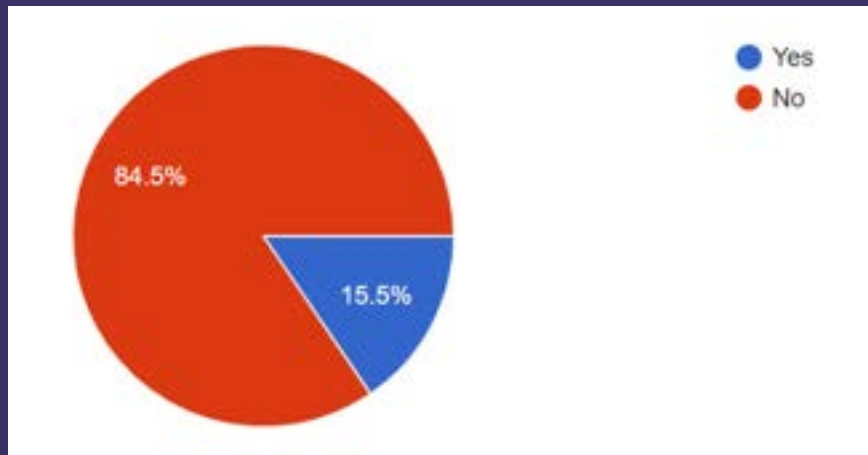
Based on the median spend and the percentage of total visitors, it's estimated that **£3.8million** was spent on rides and attractions and **£2.2million** was spent on food and drink.

**£7.1million**

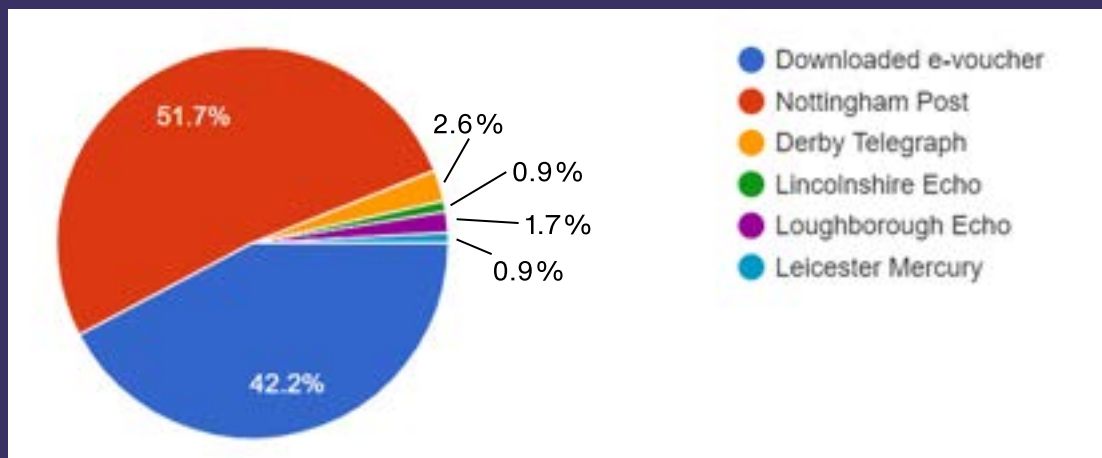
total estimated  
consumer spend

# Visitor survey

Did you make use of money-off ride vouchers this year?



If yes, where did you get your vouchers from?



# Visitor survey

**What would you like to see improved in the future?**

*“More toilets”*

*“Cheaper prices for rides and food”*

*“More vegetarian and vegan options”*

*“My daughter is 10 and she was either too young or too old for a lot of rides”*

*“Old fashioned side shows and traditional rides”*

*“Wider walkways between rides and attractions”*

*“Rollercoasters or other bigger rides”*

*“Recyclable food containers”*

*“Parking permits for local residents”*

*“Restriction on noise later in the evening”*

*“Open earlier in the week”*

*“Eco-friendly stalls and prizes - a lot of nylon and plastic at the moment”*

*“Halal food options”*

*“The opportunity to use money-off ride vouchers all the time”*

*“Improved baby changing facilities”*

*“More areas to sit down to eat”*

*“A map of the event showing the layout of rides and facilities”*

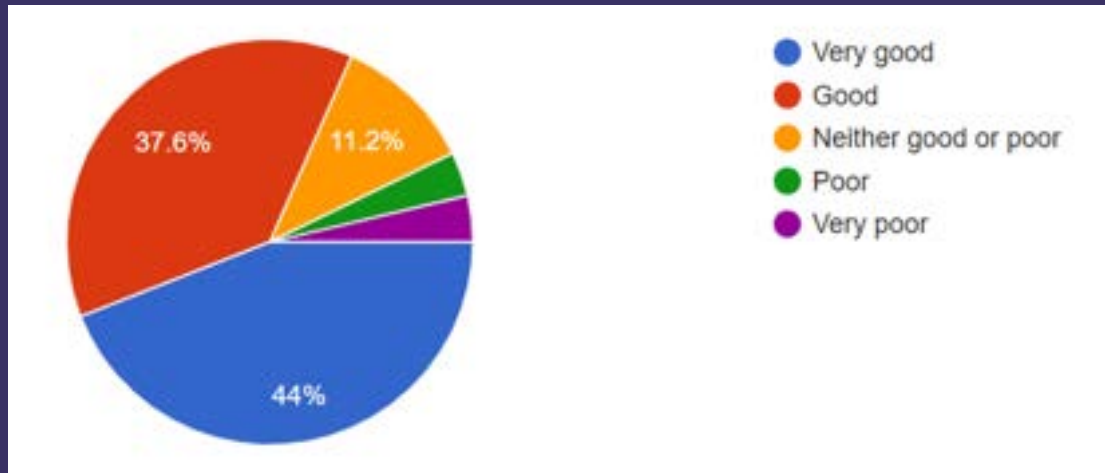
*“Healthier food options”*

*“More independent traders”*



# Visitor survey

How would you rate Goose Fair overall?



**82%**  
of visitors rated the fair as Very Good or Good

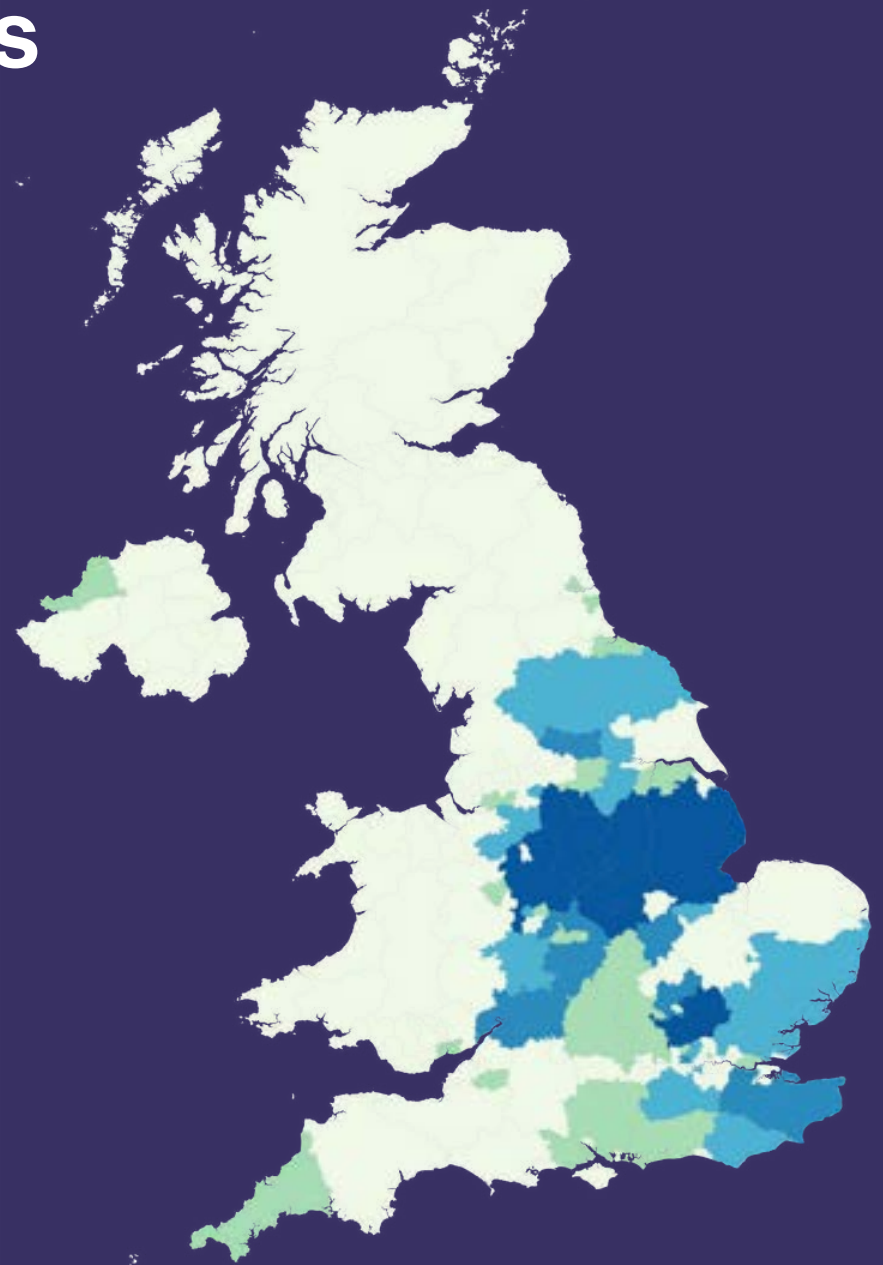


# Money-off ride vouchers

Money-off ride vouchers were once again offered with **1,127** digital downloads (55 less than last year). The top 10 geographic locations were:

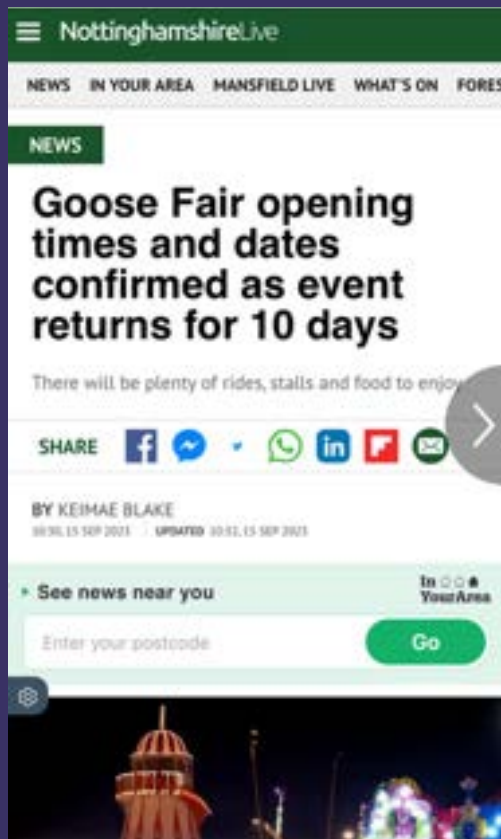
Nottingham	635 (57%)
Nottinghamshire	281 (25%)
Derbyshire	43 (4%)
Leicestershire	23 (2%)
Derby	11 (1%)
Lincolnshire	8 (1%)
Staffordshire	7 (1%)
Leicester	7 (1%)
Hertfordshire	6 (1%)
Sheffield	6 (1%)

There were a further 53 locations with <1% NB postcode data registers to the card's billing address



# Media coverage

Two press releases were issued pre-event to local and national media outlets. Coverage was featured by BBC, Nottingham Post, West Bridgford Wire, My Nottingham News, Mansfield Chad, Newark Advertiser, Notts TV and The Business Desk.



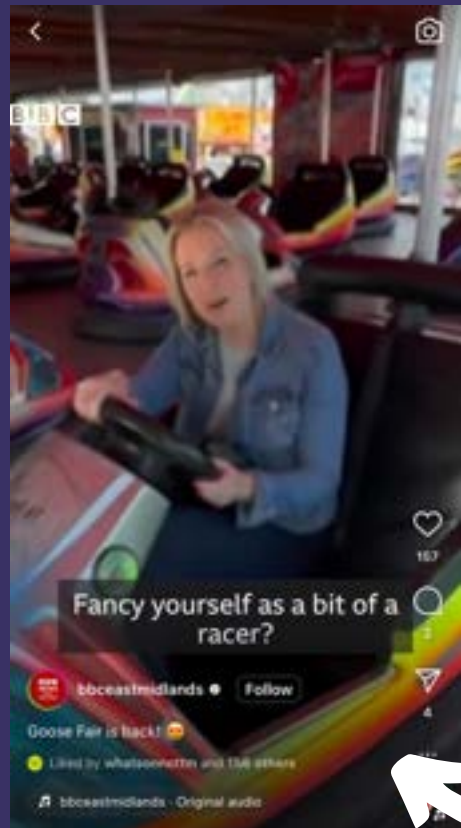
# Media coverage

On Friday 29 September, BBC East Midlands Today and ITV Central were on site to create content, get interviews and do live broadcasts. On Tuesday 3 October the ITV National Weather was also broadcast live from the fair.

## BBC East Midlands Today



## ITV National Weather



# Advertising and signage

6 sheet posters were installed on City Information Panels and bus shelters around the city for 4 weeks.

The event was also advertised in Left Lion magazine and on screens at Loxley House and the Tourism Information Centre.

Totems were installed around the site including wayfinding and information signage.





# Visitor feedback

**Elie Remon**  
I'm off there today with my boyfriend and his parents can't wait  
5 w Like Reply

**Ross Garratt**  
The best fair in the uk 🇬🇧  
5 w Like Reply

**Maria Rodrigues-taylor**  
Had a lovely time today for my little ones B-day.  
5 w Like Reply

**Geraldine Curtis** @GeraldineCurtis · Oct 9  
All the Fun Of The Fair #GooseFair #Nottingham First time visit, amazing fun! @CanonKandice @MyNottingham @ThePreston @RappCoffin @www #weekend #Charmondays2023 #TupinMonday #WeekMondays



1 2 10 702

**lucainnotts**  
Nottingham, United Kingdom Following ...



Liked by visitnotts, uniofnottingham and 638 others  
lucainnotts Throwback to last week 🍷🍷🍷 Goosefair always makes my heart full ❤️ (and my bank account empty!)

**sh515**  
Nottingham Goose Fair Follow ...



23 likes  
sh515 Had a super time at Goose Fair last night with @hayelzz2910 and Daimon 🥳🥳 #goosefair #nottingham #fairground #fun #friends #besties #laugh #goodtimes #rides #lights #music #loveit

8 October

**Thorneywood Mount Rehabilitation Unit** @mount\_unit · Oct 2  
The walking group chose to visit Goose Fair today. We enjoyed the waltzers and plenty of food while we walked around the historic fair 🍷🍷🍷🍷  
#goosefair #walkandtalk



3 9 302

**Laura Forest** @LAU7FOREST · Sep 30  
Love Goose Fair weekend - just for all the mushy pea related content on socials. Anyone not from Nottingham must get so confused about what we're on about 🍷🍷🍷🍷 #goosefair #nottingham

8 2 39 4.5K

**Catherine Hancock** @CathHan91 · Oct 4  
It feels a little too warm for it to be #GooseFair in #Nottingham but that doesn't stop us enjoying the funfair and ferris wheels ❤️



1 100



WIN  
ME  
OR  
BUY  
ME

MTD