

[this is the feedback that was sent to all who attended the session and left contact details]

## **NORTHAMPTON BALLOON FESTIVAL**

### **Local Democracy Week Workshop, Saturday 13 October 2007**

#### **Ideas for Improvement**

Listed below are all the ideas that were put on the flipchart, although I have grouped them into categories. As is to be expected, people had different views so these ideas are not all compatible. Not all will turn out to be practical either, but we will consider them all.

Thomas Hall, Corporate Manager

#### General

- Need to keep changing/renewing
- Longer-term planning
- Be the biggest!
- Showcase local businesses - preference in tendering

#### Theme

- Calling it a "Balloon" Festival makes it vulnerable to weather – but keep balloons as an element
- More events, including Town Centre
- Linked events elsewhere in Town
- historical, different age groups

#### Charge

- £5 would be an acceptable charge
- £4 too much!
- Maintain the admission charge as a principle
- Review the level (increase?)
- Charge from age 18 not 16
- Family ticket
- Family weekend ticket at concessionary rate, available with cut-off date 1 month before event, or gradually increase price as date approaches to encourage more advance bookings.
- Weekend ticket

#### Publicity

- Better, more positive marketing and earlier

#### Site/Facilities

- More entrances - better access (including disabled people) and better signage
- Creche
- Reduce price of drinks - local businesses

#### Content

- Incorporate ideas from Town Show eg. Plants, crafts etc.
- Local element: produce etc.

- Things to do when it's raining – eg plants, dogs
- Look at Timken Show - agricultural
- Retain Fair for children
- Concerts for young people
- Partnership with radio for music festival  
    "Summer Excess"
- Shaped Balloons – at other times of day
- Bigger, better ice rink
- Get Royal and Derngate involved:
  - Stage entertainment
  - Music and Arts service
  - Other arts/music organisations
- College/University involvement -
  - Fashion runway
  - Catering competitions
- Scouts etc
- WIs – teas and cakes
- Parade
- History of Ballooning
- Auction - Companies and well known places to supply goods etc.