

HOME MADE FESTIVAL

As part of the High Street Innovation Fund Project, young people evaluated the HomeMade fest on 9th November 2013. Their overall spend was £34.

2013

14 Our Voice
Crew Members
(2 male, 12 female)
aged 14-17 visited
Homemade



Crew Members
spoke to 9 visitors
aged 10-75 and
reported an overall
spend of £108.

The young
people loved
the cupcake
stalls

The top 5 things young people told us:

1. The Street Entertainment was **FABULOUS!** All of the young people visiting voted Bread and Butter or the Town Crier as their favourite bit. The main reasons being that these people added **ATMOSPHERE, HUMOUR** and **SHOWED AN INTEREST IN THEM** as visitors. The young peoples all felt **MORE MUSIC** was needed.
2. The event is more **APPEALING** to **YOUNGER CHILDREN** and **SENIOR COMMUNITY MEMBERS**. This is because of the products offered and choice free activities. Suggestions to attract teen visitors included more live music, a wider range of stalls and 'older' activities like vintage photo shoots, skilled craft sessions or music lessons, which young people would pay £3-£5 to have a go at.
3. Young people would spend their pennies, if the **PRODUCT MATCHED THEIR NEEDS**. Cosmetics, toiletries, scarfs/ pashmina's, lower priced button badges, jewellery or bespoke t-shirts would secure their purchasing power.
4. The **FREE MAPS** and stall information handed out was chic and easy to understand. Young people liked it!
5. The young people participating said they would all be tempted to **VISIT AGAIN** next year.

