

# Sound and Light Spectacular 2022

## Feedback from Survey

### For information of the CEP Committee

**Note:**

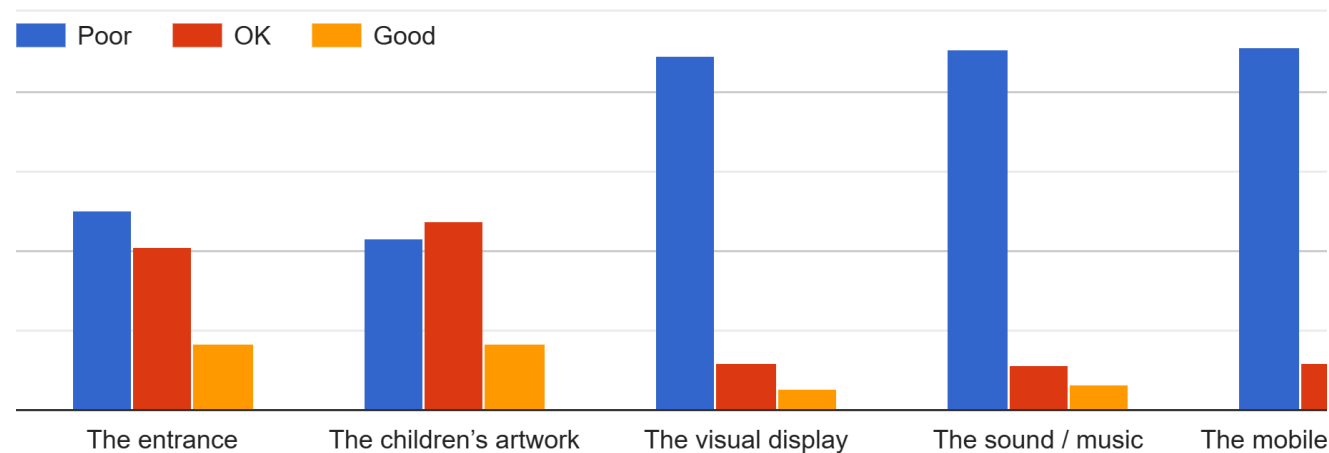
The survey should be read as a guide on what went well and what went wrong. It is too small a response to consider the views expressed as a majority of opinion for all those who attended

# Summary of questions 1 to 11

- 186 responses in total.
- 30 people had already emailed the Council (16.7%)
- 47% heard about the event via social media, 23% from a seeing a poster and 9% from word of mouth.
- 51 of the responses were from people who did NOT attend the event. 48% were from those who attended the early show.
- 74% thought the price was more than expected or expensive.
- 52% bought family tickets; 45% Adult
- Only 8% found the SEE Ticket website difficult, with 73% found it easy or very easy to use.
- 16% found the information sent after purchasing the ticket unhelpful.
- 20% picked up wristband in advance of the day.
- 57% walked to the event; 10% found car parking difficult; 32% easy.
- 63% found the food and drink poor, or very poor, provision.
- 82 responses from IP13, 7 from IP 17, 6 from IP17.

# Question 12: What did you think of the sound and light display (135 responses)

What did you think of the sound and light display?



- 82% found the Sound and Light display poor.
- The entrance and children's artwork was considered ok or good by more than those rating this aspect poor

# Free text responses

## Themes

- Many comments stated that it had the potential to be a good alternative, carbon-neutral fireworks event and commended the brave attempt to host it but:
- Poster and publicity did not meet expectations. Many were expecting a laser show set to music with a fireworks night theme.
- Many viewed it as an art show and nothing to do with bonfire night.
- The light and sound event was not entertaining and uplifting to most of the attendees.
- The event needed to be managed with a compare – many did not know when it had started or finished. It came across as disorganised.
- Some thought using the Castle as a good location, but the provision of food and drink or other events was disappointing. Not sure why only one wall was used; potential not realised.
- Lots of comments about the event being very expensive for what was delivered.
- Display seemed sinister, and nobody knew it.
- All those who mentioned children stated as not a family friendly event, many families stating their children were bored very quickly, and it was scary.
- Inappropriate images; such as images of a woman who was a victim of assault, zombies and Nostradamus, nothing about Guy Fawkes.
- Music was repetitive, not upbeat
- Stewards not briefed and could not help with passing on information.
- No “wow” factor did not build up to a crescendo.
- More food and drink provision would have been welcomed.

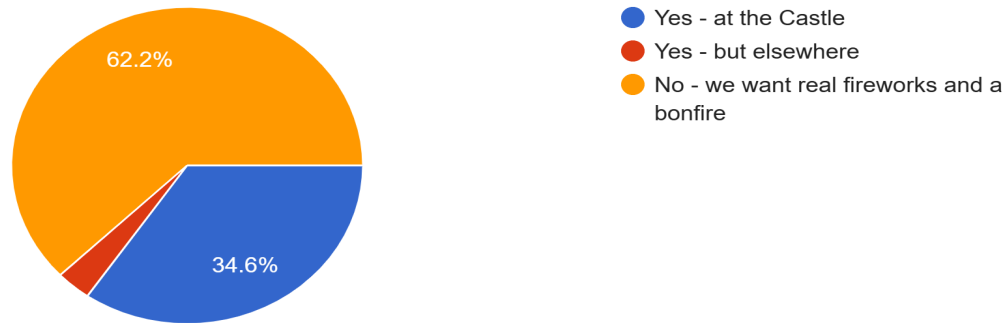
# Quotes

- Everyone expected a proper light show not an art show. There is so much that can be done in this area, yes develop and do again but focus on your key area, family's.
- The marketing/advertising didn't tell us what the show was about. Wording was much too promising, and exaggerated
- No atmosphere but a brave attempt. Could do with compare.
- Should have been great but was very underwhelming. No one likes fireworks so seemed a good alternative.
- We learnt from the Christmas on the Hill event in 2021 that the food/drinks at the castle itself was very poor so we planned ahead and got the children food from the burger van outside The Castle pub. Why there were not numerous food/drink stalls inside the castle grounds I do not know.
- Maybe try and recruit some younger members for the town council committee or set up an events committee with people varying in age.
- The visuals and music were completely inappropriate for small children, myself and my friend had to shield our 7 year olds from the projections at the end - much too scary for children just before bedtime.
- It could have been such a good event, but sadly fell completely flat. Felt very disappointed in Framlingham!
- If this had been billed as an avant guard light show of the children's work with decent music I think it would have worked. I totally respect the TC for trying something new but it wasn't entertaining enough for children or adults.
- We really appreciated the effort to put on an eco friendly fireworks event in the town. And the idea was great to have a light and sound event instead. However we drove an hour (and back again) to attend the event and we were really disappointed with it. I am really sorry to give such negative feedback but it just was really bad.
- There was no interaction with the public so it wasn't clear when/if the event had actually started.
- My family really enjoyed it!
- We were led to believe by the picture on the advertising that it would be firework themed but it wasn't. It didn't maximise the features of the castle either.
- Personally, I really enjoyed it, it was what I expected from the information provided on the flyers and adverts..
- The show itself was interesting and well put together. Another event similar to this would be welcomed but it was not a firework spectacular.

# Next Year's Event

14 Should we run a Sound and Light event again, with improvements and changes based on all the comments?

185 responses



- 62% would like a real fireworks display
- 37.8% would like to see a S&L event.
- 52% would like to see the event environmentally friendly.

# Suggestions for next year (138 responses) – Main Themes/Options

- Traditional event with bonfire and fireworks (37 responses)
- Silent fireworks with or without music (28 responses)
- Proper light (laser) show with drones and recognized music (14 responses)
- Silent fireworks and light show (4 responses)
- Stand alone event of sound and light spectacular not on 5<sup>th</sup> November (1 response)
- More fire juggling, stilt walking, plus glow sticks, sparklers and area for children to play.
- Food & drink: market stalls, hot dogs, hot chocolate, marshmallows, mulled wine, doughnuts, soup, hog roast, burgers, jacket potatoes, roasted chestnuts, community BBQ,
- Do nothing (1 response)
- Mentioned the Pageant Field (8) or at the Castle (7)

# Quotes for next year's events.

- **Stick with a traditional firework display.**
- **The concept of the light and sound show is good but the sound and visuals could be much more entertaining and suitable for all ages.**
- **Live music (perhaps Thomas Mills student orchestra/choir) and use music for the display that may be more appealing across a wider range of generations and either a light display of laser type lights “dancing” to the music, or projections again but to tell more of a story?!**
- **Have toffee apples and sparklers etc to create an atmosphere**
- **Real fireworks but very low noise/ no noise which should be easily accessible. People like the display, very few go for the noise.**
- **An illumination and sound event is a great idea in general - just not this one!**
- **A more traditional event with fireworks but maybe using those with less bangs. Or a properly spectacular light show using drones/ lasers/better projections.**
- **Sound quality needs to be better and music choices more uplifting and exciting. Add in more food and drink choices. Keep the art - but this should be the build up only.**
- **Have activities, stalls, food and drink, marshmallows on sticks, hot chocolate and a bar outside (the Castle).**
- **There needs to be a sense of build up to a grand finale just like with a normal fireworks where the end segment is very clearly the end segment. Think Jean Michel Jarre in the docklands in the 90's etc.**
- **Consult with the residents rather than a few ill informed councillors making decisions.**
- **I loved the idea of this environmentally friendly firework display but it was poorly executed.**



