

# Carlisle City of Lights: Visitor Survey & Event Evaluation

February 2020

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*"So exciting seeing the Cathedral being loved by many people who may not have visited otherwise. Lights are stunning. Very proud of the city."*

*"Very good for city and the local people - is futuristic"*

*"Blown away by the light show"*

*"Great event. Can't wait for next year."*

*"Utterly beautiful. Will definitely be attending more events ."*

**Feedback from Audience Survey**



DISCOVER  
CARLISLE



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helentate@redresearch.co.uk  
www.redresearch.co.uk  
07940 290682

**RED RESEARCH**

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## Executive Summary

The inaugural City of Lights event in Carlisle in February 2020 provided a significant draw and motivation for people to visit the city. The event was instrumental in bringing people into the city, both locals and visitors from further afield.

The event had a widespread appeal – across all age groups, and party types (couples, families, friends) as well as attracting people from outside of the city (27%). The event was extremely well received, with high satisfaction rates across all aspects, and very high percentages of people who would return to another, similar event, and recommend the event to others.

Economic impact of the event is estimated at just over £166,000, with a good return on investment of over £6 generated for the local economy for every pound spent on the event. In addition to the economic benefits, the event also played a part in changing perceptions of the city – people described it as 'modern' and 'exciting', saying it gave them a sense of pride in the city, and changed the way they viewed the cathedral.

Improved marketing, publicity and promotion would be recommended to help improve awareness of, and participation in, any future events.

### Visitor Numbers

- Estimates of visitor numbers were 6,800 in total across the event.

### Audience Survey

- 306 face-to-face interviews were completed with event audiences.
- 91% of those interviewed had made their trip to Carlisle specifically for the City of Lights.
- There was a good spread of age groups. Almost half of the respondents fell into the 40-59 year old age bracket (45%), with 34% aged between 20 and 39 years old. 20% were over 60.
- The event appealed to a wide range of markets, including couples, extended family groups, and groups of friends. 61% of people at the event were with their other halves, and 35% with other family members. 21% were with friends.
- Three quarters (76%) of groups were adults only, and a quarter (24%) included children (under the age of 16). Average party size was 2.9 people.
- 73% of the people at the event were local to Carlisle. 22% were from elsewhere in Cumbria, and 5% from outside of the county.
- Over half of visitors (54%) had heard about the event through word of mouth, and 41% had seen details on Facebook. 11% had seen an event leaflet and 10% had seen editorial in newspapers or magazines.
- People spent on average 1 hour and 23 minutes in Carlisle.
- Satisfaction with the event was very high. 67% rated it as 'very good' and 29% rated it as 'good'. When asked to rate individual aspects of the event, ratings were also very positive. However, 13% of people thought that publicity and promotion was just 'ok', and 4% gave a negative rating for this.

- People were asked if there was anything that could have improved the event. People wanted more time to enjoy the SPACE exhibition, and also more information to explain what was going on. There were lots of comments about a lack of publicity and promotion. People expected more from the lights – some were comparing them to lights at other, well established events such as Lancaster and Durham. There was also some comparison with SPACE which was extremely well received, and then a perception that the lights around the city were poor in comparison. Some people suggested connecting the lights better, others suggested seating, and for the queuing area to be covered or to have something going on there while people waited to get in. Some people had trouble getting tickets online.
- These comments were obviously intended as constructive criticism, as 97% of people interviewed said they would like to come to another, similar event in future, and 97% would also recommend the event to others.
- The event had also changed some people's perception of the city. People said that it was great to see an event like this, that it made the city seem modern and exciting, gave a sense of pride, and provided a reason to come into the centre. Others said it had made them view the cathedral in a different light.
- Spend at the event averaged at £33.33 per group and £11.63 per person.
- People were asked if they would be doing anything else apart from visiting the City of Lights event. 97% said they would be going for a meal or a drink, and 7% would go shopping.
- On average, the tourists from outside of Cumbria were staying for 2.7 nights, and spent on average £119.65 per person during their trip to Cumbria. These tourists generated additional spend in the area.

### Economic Impact Assessment

- The economic impact assessment takes into account spend on-site at the event, and also off-site as part of a wider trip, as well as the implications of deadweight, leakage, displacement and multiplier effects.
- The total economic impact of the 2020 Carlisle City of Lights event is estimated at £166,034.
- Event expenditure by the City Council was £26,500. Return on investment (ROI) is calculated at £6.26, so for each pound invested in the event, over £6 was put generated for the local economy.



## 1. Introduction

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In February 2020, a stunning sound and light installation at Carlisle's 900 year old Cathedral was the centrepiece for a spectacular new 'City of Lights' event in England's Great Border City, Carlisle.

Carlisle was the first location in Northern England (after Lichfield Cathedral and St Albans Cathedral) to host 'The Great Exhibition – SPACE: God, the Universe and Everything', inspired by the 1969 Moon landings. Created by the award-winning Luxmuralis artistic collaboration, it took people on a walking journey through the Cathedral, revealing the universe, galaxies, space, creation, and light through a variety of sound and light installations that transformed the internal space of the Cathedral.

Carlisle's wider four-day 'City of Lights' event (Wednesday 12<sup>th</sup> to Saturday 15<sup>th</sup> February) also included a series of eye-catching light displays and projections throughout the historic city centre, including at The Citadel – Carlisle's most iconic set of buildings, originally built on the orders of Henry VIII in 1542.

The event was supported by Carlisle City Council and Cumbria County Council, alongside a range of partners including Story Contracting and the Railway Heritage Trust.

While much of the show was free, SPACE at Carlisle Cathedral was ticketed, priced at £5 for adults and £4 for children under 16.

### 1.1 Objectives

The event organisers commissioned independent research to evaluate the event. The research and event evaluation objectives were:

- to provide insight into the audiences attending the event: the types of people, where they come from, who they have come with, how much they have spent, how they found out about the event, their ratings of it, and their propensity to attend future such events;
- to identify areas of success, and room for improvement to build on and improve future events
- to assess the economic contribution of the event to the local economy and calculate return on investment (ROI); including an assessment of direct and additional levels of expenditure

### 1.2 Methodology

An audience survey was carried out over three days, between Wednesday 12<sup>th</sup> and Friday 14<sup>th</sup> February. Face to face interviews were carried out by trained interviewers during the event to collect information fresh from the audiences involved (via tablets for immediate upload and analysis).

The audience survey included:

- audience profile (age, party composition, origin, visitor type)
- motivations for visit
- marketing effectiveness
- satisfaction rates both overall and with individual elements of the event
- propensity to recommend and re-visit
- dwell times
- expenditure at event
- extra activities (and spend) undertaken during visit outside of the event

A target of 300 completed surveys was set, to ensure the provision of robust information on which to base future decisions. 306 surveys were completed.

SPACE was a sell out during the three nights it was on, with 2,000 visitors each night. In addition, based on feedback from local bars and restaurants, and observations by the team on the ground, there were an estimated 200 people each night as a wider audience. Resulting estimates of visitor numbers were 2,200 on Wednesday night, 2,200 on Thursday night, 2,200 on Friday night, and 200 on Saturday night – 6,800 in total.

All surveys are subject to some degree of statistical error. The size of this error varies with the sample size, population size and strength of response. The table below shows a range of sample sizes, and the margins within which you can be 95% certain that the figures will be true if the sample is a random one. For example, if you have a sample size of 500, and 80% of them answered 'yes' to a particular question, you could be confident that any repeat of the survey would generate between 76.5%-83.5% 'yes' answers.

<b>Statistical Reliability</b>					
<b>Sample size</b>	<b>10% or 90%</b>	<b>20% or 80%</b>	<b>30% or 70%</b>	<b>40% or 60%</b>	<b>50%</b>
<b>500</b>	±2.6	±3.5	±4.0	±4.2	±4.4
<b>400</b>	±2.9	±3.9	±4.5	±4.8	±4.9
<b>250</b>	±3.7	±5.0	±5.7	±6.1	±6.2
<b>100</b>	±5.9	±7.8	±9.0	±9.6	±9.8
<b>50</b>	±8.3	±11.1	±12.7	±13.6	±13.9

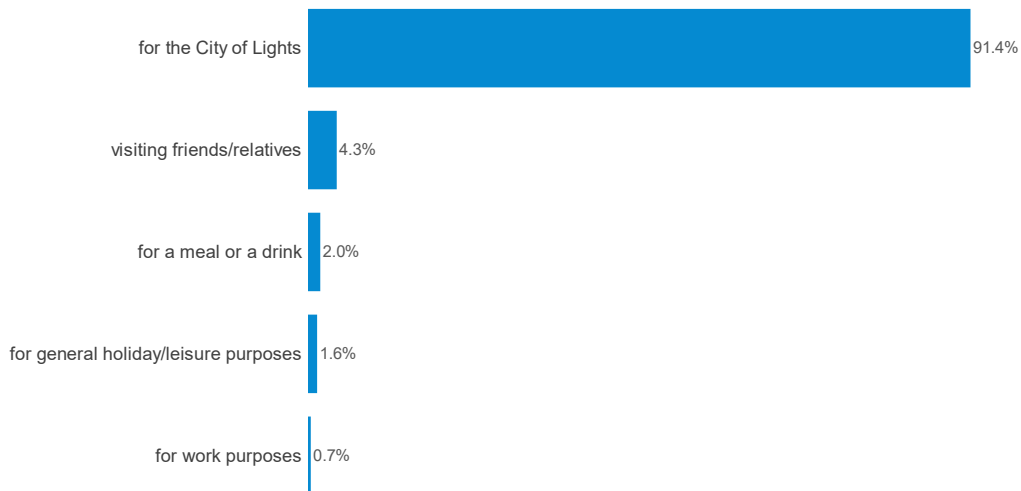
A sample of 306 from an overall population of 6,800 statistically produces answers at a 95% confidence level that will be accurate to +/-5.48% or better. It is generally accepted that an error level of around +/-5% is satisfactory for reliable and robust results, within accepted market research industry standards, and this sample falls nicely within that range.

## 2. Audience Research

### 2.1 Audience Profile

#### Trip Motivation

The event provided a significant draw to visit the city centre – 91% of those interviewed had made their trip to Carlisle centre specifically for the City of Lights. 4% were visiting friends and relatives, and 2% out for a meal or a drink.

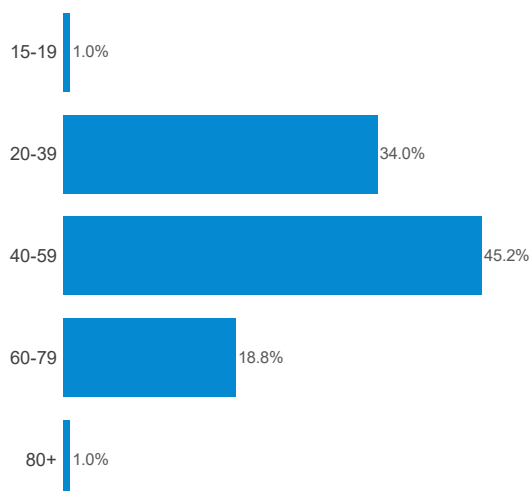


#### Gender

38% of those interviewed were male and 62% female. Many people interviewed were with partners, friends, or other family members, and their opinions were reflective of the group as a whole.

#### Age Group

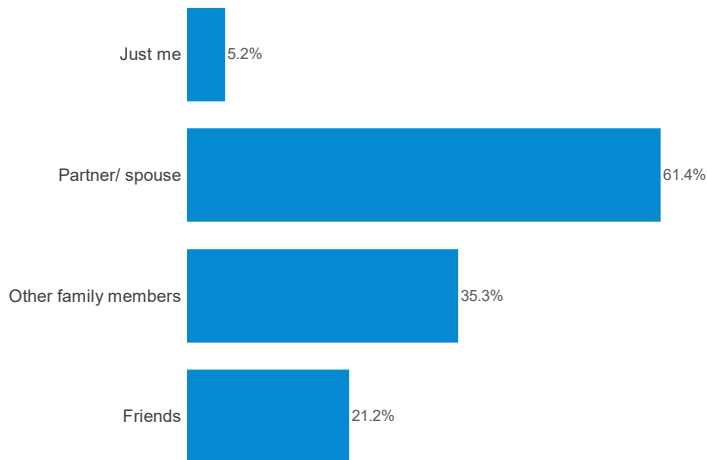
There was a good spread of age groups. Almost half of the respondents fell into the 40-59 year old age bracket (45%), with 34% aged between 20 and 39 years old. 20% were aged over 60 years old.



### Party Profile

The event appealed to a wide range of markets, including couples, extended family groups, and groups of friends.

61% of people at the event were with their other halves, and 35% with other family members. 21% were with friends.



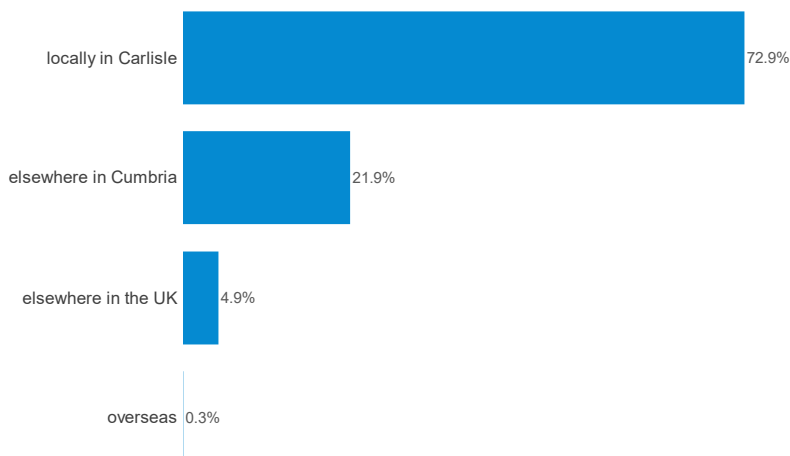
(NB This was a multiple choice question and so responses will add up to more than 100%).

### Party Size

Three quarters (76%) of groups were adults only, and a quarter (24%) included children (under the age of 16).

Average party size was 2.9 people.

### Origin



73% of the people at the event were local to Carlisle, and 22% were from elsewhere in Cumbria. 5% were from outside of the county.

Visitors from outside of Cumbria came primarily from the North West, North East, and Yorkshire and Humber. One party were from overseas.



People from Carlisle or elsewhere in Cumbria were asked for their area/village/town. Many were central. Others were from:

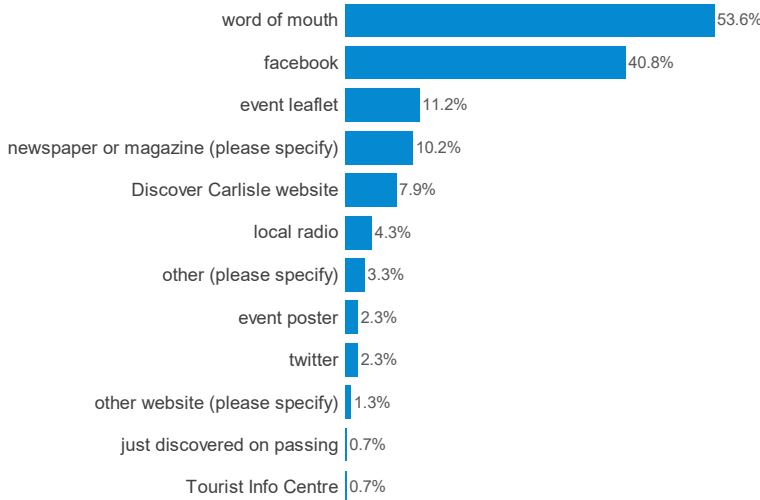
Appleby	Cockermouth (3)	Linstock	Silloth (4)
Aspatria	Dalston (7)	Little Orton	Stainton
Barrow in Furness	Denton Holme (2)	Maryport (5)	Stanwix (12)
Beaumont	Egremont	Morton (2)	Thursby
Blackwell (2)	Great Orton (2)	Orton	Torpenhow
Brampton (13)	Grinsdale	Penrith (18)	Ulverston (3)
Bromfield	Harraby	Prudhoe	Upperby (8)
Burgh by Sands (3)	Houghton (2)	Rickerby	Wetheral
Caldewgate	Kendal (5)	Rockcliffe	Whitehaven (2)
Calthwaite (2)	Keswick (3)	Scotby (2)	Wigton (9)
Carleton	Kirkbampton (2)	Seascale	Workington (3)

## 2.2 Audience Evaluation and Expenditure

### Awareness of the Event

People were asked how they had heard about the event. Over half (54%) heard through word of mouth, from family, friends, or colleagues. 41% had seen information via Facebook.

11% had seen an event leaflet, and 10% had seen editorial in newspapers or magazines. 8% had visited the Discover Carlisle website. Some people mentioned the Carlisle What's On Guide, the Cumberland News, and the News and Star.

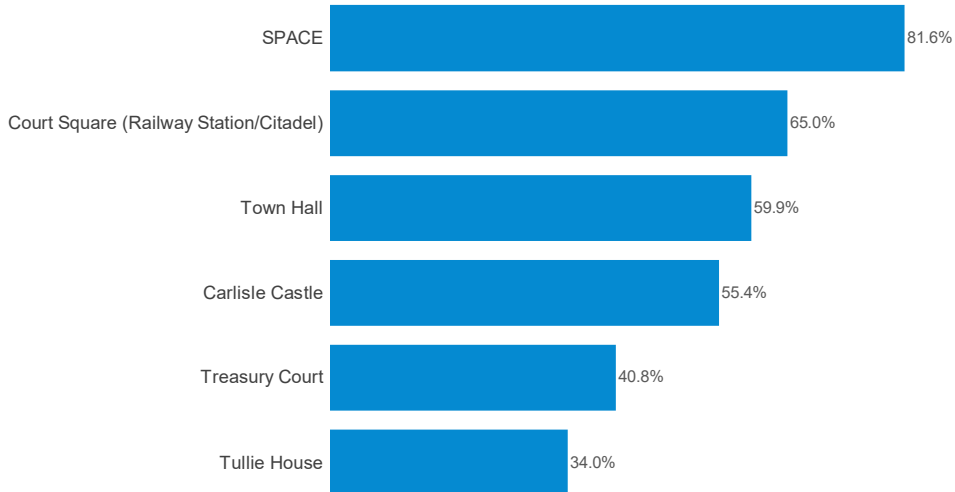


A lack of promotion and publicity was one of the most frequent criticisms by those interviewed. Many residents were not aware of the event through official channels, and this also extended to some local businesses.

**Event Engagement**

82% of those interviewed had been to the SPACE event in the cathedral. 65% had visited Court Square, and 60% had seen the Town Hall. Over half (55%) had seen the castle.

41% had seen displays at Treasury Court, and 34% had been to Tullie House.

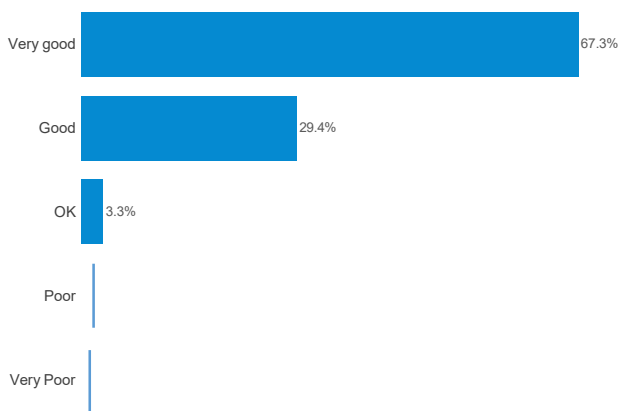


**Dwell Times**

People spent between half an hour and 8 hours in Carlisle city centre during their visit. On average, dwell times were around an hour and a half (1 hour and 23 minutes).

**Overall Satisfaction**

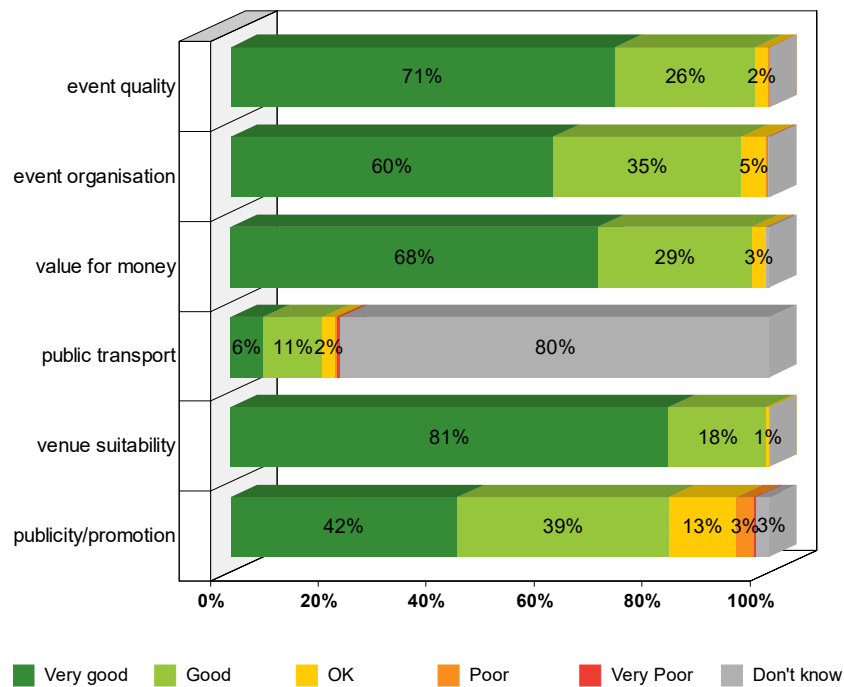
Satisfaction with the event was very high. Two thirds (67%) rated it as 'very good' and 29% rated it as 'good'. 3% of people described it as 'ok' and nobody gave a negative rating.



**Satisfaction Breakdown**

When asked to rate individual aspects of the event, ratings were also very positive.

- 99% of people said that the venue suitability was either 'very good' or 'good'.
- 97% of people said that event quality, and value for money was either 'very good' or 'good'.
- 95% of people said that event organisation was either 'very good' or 'good'.
- 81% of people said that publicity and promotion was either 'very good' or 'good', but 13% said it was just 'ok', and 4% gave a negative rating.



Not everybody had used the public transport and so were not able to rate it (80%).

## Improvements

People were asked if there was anything that could have improved the event. Responses are shown below as a word cloud. Word clouds are used as a visual representation of literal comments. The most frequently mentioned words are shown in the largest size. This word cloud shows the top 25 words.



All responses are shown verbatim in appendix one. People suggested that there should have been more time to enjoy the SPACE exhibition, and also more information to explain what was going on, as some people found it confusing. There were lots of comments about a lack of publicity and promotion. People expected more from the lights – some were comparing them to lights at other, well established events such as Lancaster and Durham. There was also some comparison with SPACE which was extremely well received, and then a perception that the lights around the city were poor in comparison. Some people suggested connecting the lights better, others suggested seating, and for the queuing area to be covered or to have something going on there while people waited to get in. Some people had trouble getting tickets online.

*"Longer in the SPACE light show needed. Cathedral beautiful but other lights are basic"*

*"Didn't really understand the light show. Needed more explanation."*

*"Longer to explore lights at SPACE because they're beautiful. Really enjoyed myself."*

*"lots of my students couldn't get tickets online and missed out, don't think marketing reached younger people"*

*"Maybe more information on SPACE light show. Didn't know what we were doing on the way in"*

*"more information about lights and reasons, and more promotion and signposts"*

*"not just lights, more projections on buildings needed - enjoyed cathedral but not the walk around"*

*"very busy, could do with more shows and more times across the weekend, haven't heard much about the event on local radio"*

## Future Plans and Recommendations

These comments were obviously intended as constructive criticism, as 97% of people interviewed said they would like to come to another, similar event in future, and 97% would also recommend the event to others.

## Perception Change

People were asked if the event had changed their perception of the area. Some said no, they love the city anyway. Others said that it was great to see an event like this, that it made the city seem modern and exciting, gave a sense of pride, and provided a reason to come into the centre. Others said it had made them view the cathedral in a different light.

A selection of quotes:

*"Brings the city to life at night"*

*"Carlisle can put on good quality events"*

*"Council willing to put effort in for a good event"*

*"Definitely made me look at the cathedral differently."*

*"Enhanced the area"*

*"Gives us a sense of pride about the city"*

*"Glad Carlisle has this to offer"*

*"Glad something unique in Carlisle. Time of year is good"*

*"Glad to see something new"*

*"Good event for whole family and is something to do with kids on valentine's day"*

*"Good for the city, brings people out"*

*"good that Carlisle can do something like this"*

*"Good to put something like this on. Definitely want more events"*

*"Great modern idea. Also, a great way to show off the Cathedral."*

*"Great that we can have quality events here too"*

*"Great to see something so different in the city"*

*"Happy to see Carlisle's beauty spots enhanced and shown off"*

*"Has added something special to a Friday in Carlisle"*

*"Love seeing something new and different in my hometown"*

*"Modern and exciting. Nice to see something different"*

*"Nice to have more like this, has been a dip"*

*"Nice to see Carlisle hosting this sort of event"*

*"Nice to see spaces in the city used like this, plus good reason to come to cathedral"*

*"Nice to see the cathedral shown off"*

*"Nice to see the cathedral used in a different way."*

*"It's just nice to see professional events here again"*

*"Pride in the city and cathedral"*

*"Reminded me how nice the city is at nighttime"*

*"Seems like we are catching up with other cities"*

*"So happy to be spending time in the cathedral. Appreciate it a lot more than before I visited today"*

*"Updated the city"*

*"It's modernised Carlisle cathedral but in really ethereal and mystical way"*

## Expenditure

Everybody interviewed provided information on what they and their party had/would spend at the event – with 306 groups representing 877 people in total. Unlike many other events, where merchandise or retail are a large part of the offer, there were limited opportunities to spend during City of Lights.

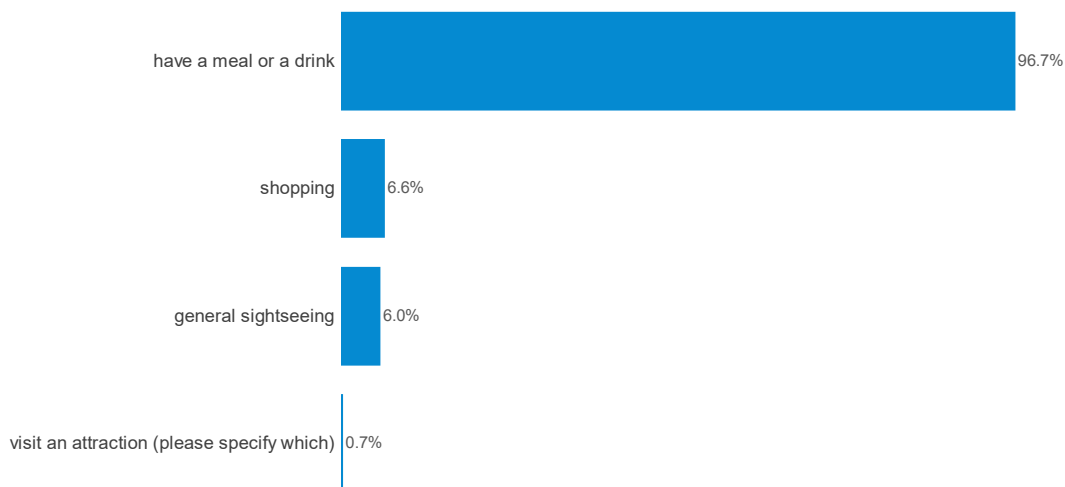
In total this group spent £10,199 at the event – averaging at £33.33 per group and £11.63 per person.

Category of Spend	Total	Average Per Group	Average Per Person
Food and drink	£5,695	£18.61	£6.49
Retail	£332	£1.08	£0.38
Tickets	£3,930	£12.84	£4.48
Travel	£169	£0.55	£0.19
Leisure/attractions	£12	£0.04	£0.01
Other	£61	£0.21	£0.08
<b>Total</b>	<b>£10,199</b>	<b>£33.33</b>	<b>£11.63</b>

If this group is representative of the 24,810 festival attendees, total spend at the event is estimated to be £79,084.

## Additionality

People were asked if they would be doing anything else apart from visiting the City of Lights. Almost all (97%) said they would be going for a meal or a drink. 7% would go shopping and 6% said they would do some general sightseeing.

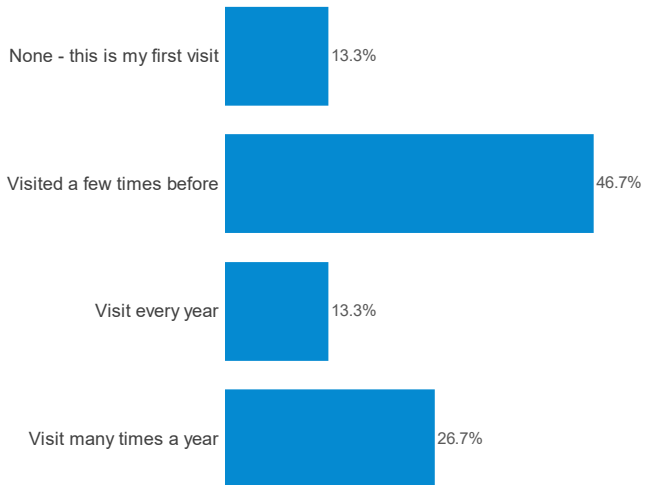


## 2.3 Tourists

### Tourist Type

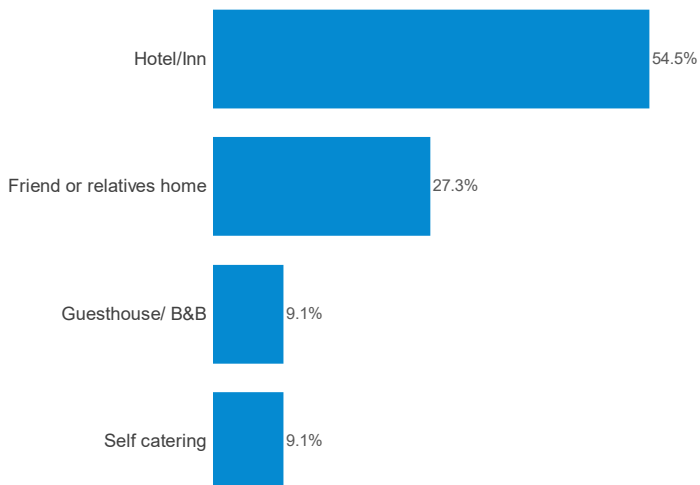
16 groups were from outside of Cumbria. 5 of these were on a day trip from home, and 11 groups were from outside of Cumbria and staying overnight within the county.

13% of the tourist groups were new visitors to Carlisle.



### Staying Visitors

On average, the tourists from outside of Cumbria were staying for 2.7 nights, with hotels the most common accommodation choice.



### Trip Expenditure

In total these tourist groups spent on average £119.65 per person during their trip to Cumbria.

Staying visitor groups were 3.6% of the sample. If this sample is representative, then an estimated 245 of the 6,800 attendees were tourists from outside of Cumbria, staying overnight.

Total additional trip spend generated in the area by tourists is therefore estimated to be £29,314.

### 3. Economic Impact Assessment

#### 3.1 Methodology

This evaluation follows guidelines as set out in the Department for Business, Innovation and Skills (BIS) RDA Evaluation: Practical Guidance on Implementing the Impact Evaluation Framework.

This takes into account not just simple spend levels, but a wider economic impact, including spend on-site at the event, and also off-site as part of a wider trip, but also factors including:

- deadweight (that is the level to which expenditure would have happened anyway)
- leakage (the extent to which expenditure may have benefitted areas outside of Cumbria)
- displacement (if the project reduced existing activity from within the target group or area)
- multiplier effects (the additional economic activity generated through purchases along the supply chain, employee spending rounds and longer term effects)

Category of Spend	Total
Event spend	£79,084
Tourism spend	£29,314
<b>Total</b>	<b>£108,398</b>

To make an assessment of deadweight (that is the level to which expenditure would have happened anyway), figures are used from the survey to indicate the extent to which people would have already been spending in the area. 91.4% of people stated that the main motivation for their visit on the day was as a result of the draw of the City of Lights event.

To make an assessment of leakage (the extent to which expenditure may have benefitted areas outside of the locality) a judgement must be made as to the extent of any spend occurring outside of the county. This would only apply to tourism spend, as all other spend categories were known to be within Carlisle or nearby areas. There were no staying visitor groups staying overnight outside of Cumbria, and so leakage does not apply here.

To calculate displacement (if the project reduced existing activity from within the target group or area) the question has been asked in previous event surveys, what else respondents would have been doing had they not been visiting the event. Very small proportions (1.3%) said they would have visited somewhere outside of the county. This figure has been used for subsequent event evaluations.



Direct expenditure can have 'knock on' effects on the local economy. Known as multiplier effects (the additional economic activity generated through purchases along the supply chain, employee spending rounds and longer term effects), these also need to be assessed. HM Treasury suggest a figure of between 1.5 and 1.7. As the cultural and visitor economy is known to have significant indirect impacts, the figure of 1.7 has been used here.

Category of Spend	Amount	Result
Gross visitor expenditure on site (event spend)	£79,084	
Gross visitor expenditure off-site (tourism spend)	£29,314	
<b>Direct expenditure</b>	<b>£108,398</b>	
Deadweight (91.4% of total direct expenditure included, 8.6% excluded)	-£9,322	£99,076
Displacement (-1.3% of total direct expenditure)	-£1,409	£97,667
Multiplier effects (x1.7)		£166,034
<b>Total economic impact</b>		<b>£166,034</b>

The total economic impact of the 2020 Carlisle City of Lights event is estimated at £166,034.

### 3.2 Return on Investment

Event expenditure was £26,500. With economic impact estimated at £166,034, return on investment (ROI) is calculated at £6.26, so for each pound invested in the City of Light event, over £6 was generated for the local economy.



Appendix One: "Would anything have improved the event today? Is there anything you would change?"

"A better way to connect separate sights. Maybe timetables or signs"

"A bit less rushed"

"A bit more promotion in the city centre"

"A little better promoted around the city"

"A little bit confusing for the kids"

"A little bit long queuing in the cold"

"A little longer show"

"A little more information would have been nice"

"A little more promotion in the city centre, as had to check online."

"A little more time to take photos"

"Advertising better"

"Alcohol"

"Awesome. Great organisation. Confusing instructions at times. But really amazing. Amazing ambience. Stunning"

"Being told what the plan is"

"Better advertising and more lights better connected"

"better lights around city"

"better lights like Lancaster"

"better lights on the citadel"

"better lights on the train station, more connection between places, and more signage"

"Better lit up outside on pathways"

"Better promoted in the local area"

"better publicity, bit brighter?"

"Bit fast. Not enough time to have a good look."

"Bit longer to look around"

"bit more time in cathedral"

"Cathedral excellent - could've been longer. City lights not great"

"cathedral website wouldn't work"

"City lights are boring and barely there"

"City lights could be more exciting. More time to explore SPACE"

"Confusing times for lights switch on. Should be before SPACE"

"could be seen as confusing, needs more information about what is happening beforehand"

"could do with rain cover outside if raining, or umbrellas"

"Could have been extended for people coming in"

"Could have been more publicity/advertising"

"Could have done with a bit more of a narrative"

"Could have used some narration or direction"

"couldn't get tickets online so had to come into town"

"Could've been done better elsewhere"

"Court was a bit of a damp squib"

"Covered area for queuing"

"Covered area for queuing."

"Covered area outside for those queuing"

"didn't hear about it until this week"

"didn't realise it was an event but the city looks good lit up"

"Didn't really understand SPACE light show"

"Didn't really understand the light show. Needed more explanation."

"didn't see any promotion"

"didn't see much about it, heard about it from friends"

"Didn't see much advertising for the event."

"different projections outside - it was a bit boring"

"do more cool things in Carlisle"

"Drinks stalls on route would be nice"

"Enjoyed SPACE but city lights very disappointing."

"Events like this more often"

"Expected more from the lights at citadel, castle etc"

"Extra day for tickets"

"First video ran early"

"food - more to see and do"

"friends bought tickets, has been a really nice surprise"

"Good atmosphere"

"good event for kids but a bit dark"

"Had to sit down, too close to the altar so had to crane neck and struggled to see. Smaller groups."

"Have visited Durham and Lancaster - this is not quite as good, but it is the first year and will improve"

"having longer to take the lights in"

"In the cathedral would have liked to hear the organ and choir as well"

"in the square could have more - we go to Durham"

"Information on what's on inside, itinerary"

"is good for a first year but could do with more lights and shows"

"it is great, exactly what the city needs"

"It would be nice to hang around a little longer"

"just the weather"

"Less rush"

"Lights aren't as exciting in the city. Expected more"

"Lights in city disappointing but cathedral great"

"Little longer"

"Little more description during. Need to know what we are doing"

"Local businesses could take part with food and drink stalls?"

"Local promotion"

"Long wait queuing, could have been a little more to the event."

"Longer in the SPACE exhibition"

"Longer in the SPACE light show needed. Cathedral beautiful but other lights are basic"

"longer time in the cathedral, and seating"

"Longer times"

"Longer to explore"

"Longer to explore and enjoy SPACE lights"

"Longer to explore lights at SPACE because they're beautiful. Really enjoyed myself"

"Longer to look around"

"lots of my students couldn't get tickets online and missed out, don't think marketing reached younger people"

"Loved it! Perfect"

"Make it a bit longer"

"Make it longer"

"Maybe more information on SPACE light show. Didn't know what we were doing on the way in"

"More direction and different lights on more buildings"

"More explanation of what's going to happen at the light show in Cathedral"

"More explanation on lights"

"more guidance"

"more information about lights and reasons, and more promotion and signposts"

"More info on lights. More time"

"More info when entering the light show. Slightly confusing"

"More information before entering"

"More information on light show. More information on where to go etc"

"More information on lights"

"More information on SPACE light show"

"More information on the different light shows."

"More information on what is on inside"

"More information"

"More information. Don't know where to go."

"More interaction and more lights across city, more time in the cathedral"

"more interpretation and details/information beforehand with ticket"

"more lights around the city"

"more lights in city centre"

"More lights needed in the town. SPACE incredible"

"More lights on the pathway in"

"more lights or music in town"

"more lights, more information on SPACE event"

"More local businesses involved with the event"

"More of a planned route between locations"

"More of it"

"More of the same"

"More of these events"

"more people need to know about it"

"more posters and signage"

"More promotion"

"More promotion, and a little more direction or information to the videos."

"more publicity"

"More publicity, less waiting in the cold"

"More seating at the back in SPACE. No sideways seating"

"more signage and adverts"

"More signage, and maps and information - only found out from colleague that came yesterday"

"more time in cathedral"

"more time in space"

"more time in the cathedral"

"more time less people"

"More time to enjoy the lights, less rush."

"More time to look at lights"

"more time"

"More time"

"more to see and do in city centre"

"need more lights is not as good as Durham or Leeds"

"Needed longer in the space Exhibition"

"Needs more explanation at SPACE"

"No disabled parking so husband missed part of the performance, was told there would be provisions, but were none"

"No flash photography in SPACE. Lights at side a little blinding so interfere with light show (in SPACE)"

"Not a lot of info online. More lights around town definitely needed"

"not as blingy as thought, hard to find way around"

"not just lights, more projections on buildings needed - enjoyed cathedral but not the walk around"

"Not promoted enough."

"Not seen enough maps around"

"Not very well promoted"

"Not very well promoted, didn't know what else was on."

"Nothing at all. Blown away by light show"

"Nothing at all. Great event. Can't wait for next year"

"Nothing except if the lights show could last even longer. Utterly beautiful. Will definitely be attending more events ."

"Nothing! Great time had by all of us"

"Nothing!! We loved it. So glad we came"

"only heard about it this week, then saw events leaflet"

"Plan of lights. Leaflet to explain"

"Positioning of certain lights disrupts eyesight."

"Problem with ticket site. Also website had lack of info"

"Promotion earlier"

"Queuing up somewhere warmer"

"rain cover in queue"

"really interesting event would have like more lights in more places and more time in the cathedral"

"seating to appreciate the surroundings"

"seems to have attracted a lot of older people, young people would enjoy it too"

"should be no flash photography, someone was flashing"

"Smaller area of lights better than larger area. Maybe a little too dark."

"So exciting seeing the Cathedral being loved by many people who may not have visited otherwise. Lights are stunning. Very proud of the city"

"Something interactive for the kids."

"something to do while waiting in queue, maybe another installation"

"sound is a bit noisy what was the theme?"

"sound system a bit boomy - could have done with more time"

"SPACE lights are incredible - wish there was longer to explore."

"Struggled to see part of the main show."

"tell people no flashes in cathedral"

"The beginning a little confusing"

"The station could have been a little more colourful"

"there are lots of people here, but I didn't see any promotion, could do with more time, and seats"

"too loud and boomy"

"too loud"

"town hall is not standing out, tried to take pictures but it's a bit dark"

"very busy, could do with more shows and more times across the weekend, haven't heard much about the event on local radio"

"Very good for city and the local people - is futuristic"

"VIP tickets"

"Was hoping there'd be a little more to it."

"weather"

"Where we sat we were blocked off part of the display"

"Would be great if there were local food and drink stalls"

"Would have been better to project moving pictures on the buildings instead of just lights."

"would've loved it to be a little longer"

"Would've visited more but weather is awful"

