

Sidmouth Air Show Residents' Survey Responses

Conducting the Residents' Survey

The survey was conducted online via the Town Council website between 14 June and 29 June 2022. The survey was publicised through the Sidmouth Herald, social media, local radio announcements and posters in the town. To ensure that we are considering the views of Sid Valley residents only, we asked respondents to enter the first part of their home postcode.

The questions were designed to establish first, whether residents felt that the Air Show should continue and second, if so, how it could be improved, and to establish basic attendance patterns to inform a later evaluation to enable us to improve future events.

Responses

Number of responses from EX10 area: 869

Number of responses from other EX post codes: 116

As a working group we agreed to limit the results of the survey to those with an EX10 postcode. However, the results from the other EX post codes appear similar to those for EX10, with a slightly higher percentage in East Devon indicating that they believe the Air Show should continue (95.6%).

Question: Do you feel that Sidmouth Air Show brings an overall positive benefit to the people and community in Sidmouth?

Response	Number of Responses	Percentage of total responses /864 responses to this question
Yes	786	90.97%
No	59	6.83%
Don't Know	19	2.20%
Didn't Answer this Question	5	-

Question: Would you support the Sidmouth Air Show, featuring the Red Arrows, returning to Sidmouth in future years?

Response	Number of Responses	Percentage of total responses /863 responses to this question
Yes	781	90.50%
No	68	7.88%
Don't Know	14	1.62%
Didn't Answer this Question	6	-

Question: How likely are you to attend the Sidmouth Air Show this year?

Response	Number of Responses	Percentage of total responses /867 responses to this question
Very Likely	724	83.51%
Likely	58	6.67%
Unlikely	24	2.77%
Very Unlikely	56	6.46%
Don't Know	5	0.57%
Didn't Answer this Question	2	-

Question: Do your family and friends visit you on the day of Sidmouth Air Show?

Response	Number of Responses	Percentage of total responses /867 responses to this question
Often	514	59.28%
Sometimes	224	25.84%
Rarely	51	5.88%
Never	78	9.00%
Didn't Answer this Question	2	-

Question: If the Air Show continues, what additional events/activities would you like to see running alongside it?

This was a tick box question, so respondents could tick more than one box. The question was posed as above, so failure to tick the box does not mean that the resident was necessarily opposed to the suggested additional activity, rather they were not positively in favour. An open text section was included to allow residents to make their own suggestions.

Suggested Additional Event/Activity	Ticked	Not Ticked
A wide range of food & drink options	677 (78%)	192 (22%)
Family Friendly Music Event	492 (57%)	377 (43%)
Fireworks	447 (51%)	422 (49%)
Craft Stalls	304 (35%)	565 (65%)
Late night shopping	269 (31%)	600 (69%)
Funfair	224 (26%)	645 (74%)
Son-et-lumière	200 (23%)	669 (77%)

Suggested improvements from residents included a bigger Air Show with more aircraft (15 responses); Park and ride (7 responses); better parking (6 responses); additional regatta events (5 responses); improved crowd control (4 responses); sporting events and children's entertainment (both 3 responses).

About 25 residents used the open text section to make comments for and against the air show and these have been included in the document which also lists the comments made on Facebook, so that these residents views can be considered by Council and the Air Show Evaluation Group.

Cllr Hilary Nelson

Sidmouth Air Show Evaluation Group

4/7/22