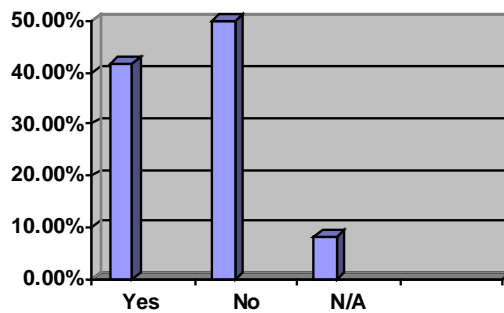


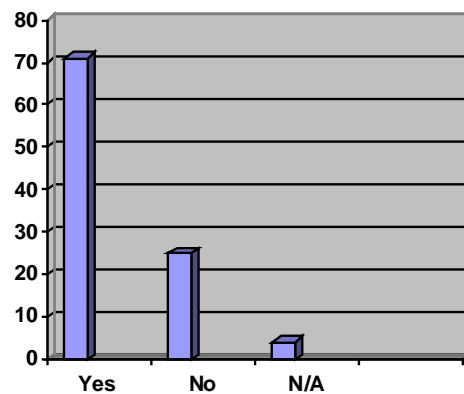
## Caerphilly Flower Festival

### Survey Results

65 businesses were asked to complete a questionnaire about the effect that the Flower Festival had on their business. In total 24 businesses in Caerphilly returned their questionnaires. Businesses were divided with their impression of the number of people that were brought into the town centre.



The majority of businesses (over 70%) felt that the having its own Flower Festival was good for the town.



50% of businesses liked the 1940's theme, but only 33% of businesses felt that the Flower Festival was of benefit to their business.

A random postcode survey was carried out throughout the town centre on Saturday and Sunday. It revealed that visitors came from as far away as the Midlands and SE England.

### **Church Survey**

Seven Churches took part in the Flower Festival and all 7 churches returned a questionnaire about the event.

All churches felt that the event was important to the town of Caerphilly and all liked the 1940's theme.

The churches asked their visitors where they were from and their results re-enforced the postcode survey carried out in the town centre. There were additional overseas visitors recorded from Spain, Germany and Ireland.