



Evaluation Report
Lyttelton Harbour Festival of Walking
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Executive summary

Purpose. The purpose of this report is to present findings from an evaluation of the November 2010 Lyttelton Harbour Festival of Walking undertaken by Project Lyttelton in partnership with Social Foci (Limited), an independent research company that specialises in evaluation. This report is part of a larger *Project Lyttelton Community Research and Evaluation* project funded by the Lottery Community Sector Research Fund.

Background. The first Lyttelton Harbour Festival of Walking was launched by Project Lyttelton during Easter 2009, and included 39 walks in and around the Lyttelton Harbour Basin. The programme included walks with different themes, such as historic walks, edible walks, a writer's walk, and village walks in Diamond Harbour. Historians and people from Lyttelton or greater Christchurch with specialist interests guided the walks. The walks were graded according to physical fitness levels (i.e. easy to more challenging).

For the 2010 festival, Project Lyttelton reduced the number of walks available to 28, and introduced some self-guided walks. These included self-guided family quiz walks, garden walks at Taunton Gardens, and a gondola ride and walk option. Walks included environmental walks as well as walks with a particular subject focus. For example, historical, food, garden, farm, Port Hills, and township explorer walks. Walks were also graded according to physical fitness. This year a new event organiser developed the programme further by including more natural environment walks focusing on wildlife and flora and fauna. The festival was held between Friday 26 November and Sunday 28 November 2010. Of the 28 walks that people were able to register for, 17 walks took place, with 103 people participating in one or more of the walks.

Evaluation objectives. The evaluation aimed to identify: (1.) aspects of the festival that walkers and guides like the most (2.) areas for improvement (3.) benefits for walkers and guides as a result of their participation in the festival, and (4.) how effective the means for promoting the festival were.

Evaluation methodology. The methodology for the evaluation included: (1.) surveys of walkers and walking guides during the festival with a key focus on the quality of the walks, and areas for improvement; and (2.) a follow-up survey for walkers and guides at around seven-eight months after the festival to assess short to medium term outcomes and benefits resulting from the festival.

Research limitations. The earthquake in Christchurch on 4 September 2010 had a major impact on this event. It meant that Project Lyttelton's promotions of the festival were severely restrained and resources were very tight in general. It is also likely to have resulted in far less participants in the festival than anticipated. Further earthquakes in February and June 2011 have also likely impacted on the number of survey responses received, particularly from local guides. As a result, response rates for the follow-up surveys in particular were low. With such low response rates, it is difficult to draw conclusions from the data. For some individual walks in the festival, there were very low numbers of participants. It is important therefore to treat the data relating to individual walks with some caution.

Key findings - survey for walkers at the event (quality focus). There were 103 registrations for 17 walks that were part of the festival, and surveys asking about walkers experience on the walk were given to walkers following each walk (81 individual surveys were completed). Walkers found out about the festival from a variety of sources, with newspaper marketing being the single most effective source (26%) out of the options provided (newspaper, radio, and internet). The largest category selected was Other (58%), with most people indicating that they had found out about the festival through friends/family. The most popular walks in terms of registration numbers were the Penguin Plus Walk (16 walkers), the Gebbies Pass to Diamond Harbour Walk (14 walkers), and the Bergli B&B Open Day (14 walkers). Two thirds of the 28 walks had three or less walkers participating. Although the reasons for low walker attendance is not clear, key findings suggest that low attendance could be attributable to low promotion and advertising of the festival, and disruptions from the September 2010 earthquake.

The majority of walkers who completed the survey were aged over 55 (54%), females (68%) of whom the majority were aged in the older age categories, with no females in the 16-24 age category. Most walkers came from Christchurch (69%), followed by Lyttelton (14%). Those from Lyttelton had lived there for an average of 10 years.

In terms of the overall quality of the walks, walkers rated registration and transport options as above average. The majority of walkers who completed the survey felt that the fitness grade and length of walks was about right (89 and 90% respectively), that they learnt something new on the walks (95%), and that the guide on their walk contributed to their walking experience (95%). The majority of walkers indicated that they were likely to participate in the next festival of walking (84%), and to tell friends about their experience (95%). This indicates that overall, walkers were satisfied with their experience, and this may contribute to increased participation at the next festival.

Walkers provided a small number of comments on why they had chosen to participate in the festival and the main benefits for them as a result of participating. Learning more about Lyttelton's history and gaining knowledge from the walks, were the most common reasons for participation and benefits reported by walkers.

Walkers also provided a small number of comments about improvements to the overall festival that Project Lyttelton could consider for future festivals, including: (1.) adding a number of different types of walks; (2.) having better road safety; and (3.) increasing advertising about walks. For individual walks, a number of suggestions were also made that individual walking guides can consider for future festivals.

Key findings - online survey for walkers (outcomes focus). There were 103 registrations for 17 walks at the festival, and seven months after the festival, 25 walkers, who had taken part in 13 different walks, completed an online survey. The majority of walkers who completed the survey were aged over 55 (52%), and female (88%). Respondents mostly came from Christchurch (72%), followed by Lyttelton (24%). Those from Lyttelton had lived there for an average of 7.3 years. Most people participated on a walk or walks with a friend or family member, or a husband/wife/partner (76%), while 28% walked alone.

Only three respondents had participated in a previous Lyttelton Festival of Walking. The key reasons for the 25 survey respondents for choosing to participate in the 2011 festival included an interest in learning more about Lyttelton's history, and wanting to go on a new walk. The majority of walkers who responded to the survey indicated that they were likely to participate in the next festival (70%), indicating that overall, walkers were satisfied with their experience at the festival.

The survey responses showed that the majority of walkers either agreed or strongly agreed that the festival had increased their awareness of walking tracks in Lyttelton and Lyttelton Harbour (78%), the health benefits of walking (61%), what fun it is to walk with other people (83%), and Lyttelton's history and heritage (78%). The majority also agreed that the festival had increased their awareness of Lyttelton's tourist attractions (61%). Less agreed that they were more aware of shopping opportunities in Lyttelton (34%) or of Lyttelton's cafes and restaurants (39%). In terms of Project Lyttelton's sustainability projects, most walkers felt that they did not learn anything or gain more knowledge about the Time Bank or the Community Garden (both 65%), the Summer Street Party (69%) the Festival of Lights (73%), or the Lyttelton Farmers Market (52%).

The survey responses also showed that after the festival the majority of walkers talked with friends and/or family members about the festival (83%), and about Lyttelton's attractions, such as shops and Lyttelton's heritage (56%), or returned to Lyttelton for a shopping or dining experience (48%).

The festival contributed to people's positive feelings about Lyttelton and walking. The majority of walkers agreed or strongly agreed that they came away from the festival with a general feeling that Lyttelton is a great place to live (77%), and a desire to make or maintain walking as part of their lifestyle (70%) and/or to learn more about Lyttelton's history and culture (91%). The majority of walkers walk the same as before (65%) (or walk more often (35%)). Most people did not meet someone new at the festival, or socialise with a new acquaintance after the festival, which is consistent with findings that most walkers participated in walks with a friend or family member, or a husband/partner.

Walkers provided a small number of comments about improvements to the overall festival that Project Lyttelton could consider for the future, including: (1.) adding a number of different types of walks; (2.) having increased advertising about walks; and (3.) making the cost more affordable for families.

Key findings – survey for guides (quality focus). For the 2010 festival, there were 11 guides for the 20 guided walks. Seven of these guides responded to the survey immediately following the festival. The aspect of the festival guides enjoyed most was meeting the walkers, hearing their stories, and seeing their responses to the walks. Guides were generally positive about taking part in the festival again, because they enjoyed the experience, had positive feedback from walkers, and saw it as a publicity opportunity for their business, if they had one. Guides felt that the transport to walks, where provided, worked well (although one guide suggested the cost of the Diamond Harbour ferry could be reduced for walkers). The length of walks, fitness grade, and cost of walks were thought to be appropriate. One guide felt the walks and particular focus (e.g. heritage) could have been described in more detail in information about the walks provided to walkers.

The majority of guides felt that the effectiveness of advertising/marketing of the festival was average (38%) or below average (25%). However, guides were very satisfied with the overall communication between guides and festival organisers (88%), health and safety instructions (57%), and festival organisation in general (63%). Awareness by guides about incentives/prizes for walkers for completing a survey about each walk at the end of walks may have been low (50% of guides did not indicate their satisfaction (or not) with information provided). Of those guides who did indicate their satisfaction, the majority were satisfied with information they were provided (75%).

Key benefits for guides in their involvement included: (1.) the satisfaction of doing something helpful/useful; (2.) the publicity they got for their guiding business, if they had one; and (3.) the opportunity to learn more about Lyttelton, and to meet new people. Overall, the key aspects that guides liked most were: (1.) the opportunity for walkers to walk in the area; (2.) that it brought people into Lyttelton and the harbour area; (3.) being able to plan walks; and (4.) working with festival organisers.

Key findings - survey for guides (outcomes focus). Six out of eleven guides completed the follow up survey for guides. Guides provided feedback on 14 of the 20 walks. The guides who responded were all from Lyttelton Harbour. Guides found out about the event through local community groups and people they know. All guides would like to participate in the next festival, and five indicated they would recommend the walks to other guides, indicating that in general their participation had been a positive experience. Personal benefits for guides included being able to plan walks, meet new people, and to promote exercise, and their area of business, if they had one. Perceived economic benefits for guides and Lyttelton included helping local businesses, promoting businesses outside of Lyttelton, and direct ongoing booking opportunities for guides. All guides were disappointed that more people did not participate. Some attributed this to lack of effective advertising, and the September 2010 earthquake.

Recommendations. Based on the evaluation findings, it is recommended that Project Lyttelton undertake the following activities to support the success of future Lyttelton Festivals of Walking.

- Explore/develop a way of promoting the festival to a wider cross section of age groups and genders. An increase in people participating is likely to contribute to economic benefits for local businesses and some guides.
- Increase promotion of the festival, using appropriate mediums, and for a longer period of time, so that more people from different age groups and genders get involved.
- Develop promotional material that focuses on Project Lyttelton's key customer market (e.g. middle aged women).
- Provide more descriptive information in advertising about individual walks (i.e. their focus, such as heritage or environmental and what they include or involve).
- Develop new walks that appeal to walkers from different age groups. Elements of the festival which walkers liked were learning history, having new walking experiences, making ordinary walks more interesting, being guided on the longer more unknown routes, and connecting to the community.

- Build Project Lyttelton's brand recognition by training guides about Project Lyttelton and its sustainable development projects, so they can educate walkers about what it is as an organisation, and what it does, as part of walks.
- Introduce a family ticket for walks that would make walks more affordable for families, and may result in an increase in young people and children's participation in the next festival.
- If the survey that was used during the festival is used in the next festival, ensure that the walking guides are aware of incentives/prizes that should be provided to walkers who complete a survey.
- Review Health and Safety guidelines for each walk following the Canterbury earthquakes.
- Consider running the festival over two weekends.
- If Project Lyttelton decides to focus on school groups, consider a special day for school groups, or a special children only camping activity on Quail Island.
- Explore combining the event with another activity (e.g. with a regatta).
- Explore better utilisation of the Lyttelton Harbour Information Centre for festival registration.
- Consider the impact of earthquakes by asking questions such as, what areas are going to be out of bounds, and what new walks will need to be created so that people are safe?

1 Introduction

The purpose of this report is to present findings from an evaluation of the November 2010 Lyttelton Harbour Festival of Walking undertaken by Project Lyttelton in partnership with Social Foci (Limited), an independent research company that specialises in evaluation. This report is part of a larger *Project Lyttelton Community Research and Evaluation* project funded by the Lottery Community Sector Research Fund.

The Festival of Walking was held between Friday 26 November and Sunday 28 November 2010. There were 28 walks that people were able to register for. Of these, 17 walks took place, with 103 people participating in one or more of the walks. A logic model report showing the activities and expected short and medium term outcomes resulting from the festival is attached as Appendix A.

This report describes the type of evaluation and its intended use, the key evaluation objectives and questions, the evaluation methods used and their limitations, and evaluation findings, followed by a discussion and conclusion section.

2 Evaluation type and use

The 2010 Festival of Walking evaluation included aspects of a process and outcome evaluation. Through the evaluation, Project Lyttelton wanted to identify walkers' and guides' levels of satisfaction with aspects of individual walks and the wider festival, and any areas for improvement. In addition, the evaluation aimed to identify benefits that occurred for walkers and guides (e.g. increased interest in walking, or increased business for guides) as a result of the festival.

Project Lyttelton will use the evaluation findings to inform the way that they resource and facilitate the festival in years to come. In addition, they will use findings from the evaluation to inform wider audiences (e.g. other community groups) about the types of walks (and aspects of those walks) people and guides enjoy the most, the perceived benefits for walkers and guides, and lessons learned about areas for improvement for the festival.

3 What we wanted to find out

This section details the information this evaluation aimed to collect.

3.1 Key evaluation objectives and questions

The key objectives of the evaluation and related evaluation questions are as follows.

- **Objective 1: To identify aspects of the 2010 Festival of Walking that walkers and guides like the most and areas for improvement**
 - What do walkers and guides like most about particular walks?
 - What aspects of particular walks do walkers and guides think could be improved?
 - What aspects of the Festival of Walking do walkers and guides think could be improved in the future?
- **Objective 2: To identify intended (or unintended) outcomes that occurred for walkers and guides**
 - What intended (or unintended) outcomes occurred for walkers and guides as a result of the 2010 Festival of Walking?
- **Objective 3: To identify how effective promotion of the Festival of Walking is**
 - How did walkers and guides find out about the Festival of Walking?
 - What is the best way to promote the Festival of Walking to guides and walkers in the future?

4 Description - Lyttelton Festival of Walking

The first Lyttelton Festival of Walking was launched by Project Lyttelton during Easter 2009, and included 39 walks in and around the Lyttelton Harbour Basin. The programme included walks with different themes, such as historic walks, edible walks, a writer's walk, and village walks in Diamond Harbour. Local historians and other local people with specialist interests guided the walks. The walks were graded according to physical fitness levels (i.e. easy to more challenging).

For the November 2010 festival, Project Lyttelton reduced the number of walks available to 28, and introduced some self-guided walks. These included self-guided family quiz walks, garden walks at Taunton Gardens, and a gondola ride and walk option. There were 28 guided walks, each with a volunteer guide. Walks included environmental and ecological walks as well as walks with a particular subject focus, for example: historical, food, garden, farm, Port Hills and township explorer. Guides were from greater Christchurch and Lyttelton. Walks were also graded according to physical fitness. This year a new event organiser developed the programme further by including more natural environment walks focusing on wildlife and flora and fauna.

See Appendix A for a logic model diagram showing the activities that are part of the festival and the expected outcomes (i.e. benefits for walkers and the local economy as a result of the festival taking place).

4.1 Objectives for the Festival of Walking

The aims of the festival are as follows.

- *Provide an intimate and enjoyable experience of what the Lyttelton Harbour and surrounding areas have to offer through walking.*
- *Raise awareness about the local culture and environment.*
- *Raise awareness of the health benefits and convenience of walking.*
- *Provide a safe and secure means for people to enjoy walking.*
- *Educate people about a range of interest areas while on walks, such as photography, writing and permaculture.*
- *Promote the Lyttelton Harbour and activities that go on in Lyttelton (e.g. sustainable development and other community projects).*
- *Increase business for local businesses that are part of the Festival of Walking.*

4.2 Groups reached by the Festival of Walking

Key groups that the festival is intended to reach are as follows.

- Local people of all ages.
- People visiting from Christchurch or surrounding areas.
- People from outside of Christchurch.
- Local businesses that include walking activities on their premises.

5 What we did - methodology

The evaluation was intended to give two Project Lyttelton team members *hands on* applied learning opportunities with a key objective being to enhance their evaluation capability. As such, they were supported by Social Foci¹ to undertake evaluation design activities, collection of quantitative and qualitative information from fieldwork, analysis of data, and reporting. This section sets out the methodology that was used in undertaking the evaluation of the November 2010 Festival of Walking.

¹ <http://www.socialfoci.co.nz>

5.1 Survey for walkers (During Festival - November 2010) - quality focus

A survey for walkers was developed to identify walker's level of satisfaction with walks and their opinions on where improvements could be made.

- **A survey for walkers was developed.** The survey was developed and pilot tested on a person who planned to attend the festival. Based on their feedback the survey was finalised (see Appendix B).
- **The survey was distributed to walkers.** Near the end of each walk, walking guides distributed the survey to walkers. Walkers were informed by guides about (1) the purpose and use of the survey (2) their informed consent and anonymity as participants², and (3) how the results would be used (i.e. key findings will be reported in this *Festival of Walking Evaluation Report*). Walkers filled out the survey before leaving on the day. Guides collected the surveys after the walk and gave them to a Project Lyttelton team member who stored them in a lockable room at Project Lyttelton's office.
- **Survey data was analysed.** All the completed surveys were counted, and the response rate was calculated by dividing the number of completed surveys by the total number of surveys administered. For each close-ended survey question, survey results were tabled and the percentages of respondents who selected each answer were calculated. For each open-ended survey question, qualitative responses were tabled and a thematic content analysis of results was completed.

5.2 Survey for walkers (July 2011) - outcomes focus

An online survey, using Survey Monkey³, was developed to identify whether walkers' participation in the festival resulted in some short or longer-term outcomes (e.g. walkers report that they were inspired to, or have participated in, more walking or other fitness ventures since the event). The survey also aimed to identify any additional benefits for Lyttelton (e.g. walkers visit Lyttelton more often as a result of the event).

- **A survey was developed** (and an email message, to which the survey was attached) and was pilot tested on a walker who participated in the 2010 festival. The survey was then finalised (see Appendix C).
- **The survey was distributed.** The survey was emailed to walkers⁴ via survey monkey in July 2011. Walkers were given two weeks to return the survey. A reminder email about completing the survey was sent to respondents during this time.
- **Survey data was analysed.** Completed surveys were counted, and the response rate was calculated by dividing the number of completed surveys by the total number of surveys administered. For each close-ended survey question, survey results are tabled and the percentages of respondents who select each answer identified. For each open-ended survey question, qualitative responses were tabled and a thematic content analysis of results was completed.

² If walkers were children (under the age of 16), guides asked that parents or guardians help children to fill a survey in.

³ <https://www.surveymonkey.com>

⁴ Before each walk began, walkers were given the opportunity to be involved in the follow-up survey by providing their email address on a registration sheet at the Lyttelton Information Centre.

5.3 Survey for guides (December 2010) - quality focus

A survey was designed to identify the walking guide's level of satisfaction with the specific walks that they guided and the overall festival, and their opinions on any improvements that could be made.

- **A survey for guides was developed** (and an email message to which the survey was attached)⁵. The survey was then pilot tested on a guide who was part of the Festival of Walking. The survey was then finalised (see Appendix D). The survey was introduced to the guides at a debrief dinner that took place after the festival in November 2010. At the dinner, Project Lyttelton provided guides with information about the evaluation. Guides were given the opportunity to be involved in the survey by providing their email address on a registration sheet.
- **The survey was distributed to guides.** The survey was emailed to guides, who were given one week to fill it in and return the questionnaire via email or post. A reminder email was also sent to guides who did not complete the survey within the week.
- **Survey data was analysed.** The returned questionnaires were counted, and the response rate was calculated by dividing the number of completed surveys by the total number of surveys administered. For each close-ended survey question, survey results were tabled and the percentages of respondents who select each answer were calculated. For each open-ended survey question, qualitative responses were tabled and a thematic content analysis of results was completed.

5.4 Survey for guides (June 2011) - outcomes focus

A survey was designed to identify whether walking guides' participation in the festival resulted in some short, or longer-term outcomes (e.g. guides have been approached to guide more walks, or have strengthened relationships with the Lyttelton community).

- **A survey for guides was developed** (and an email message to which the survey was attached)⁶ was pilot tested on a guide that was part of the festival in November 2010. The survey was then finalised. (See Appendix E)
- **The survey was distributed to guides**⁷. The survey was emailed to guides in June 2011. Guides were given one week to fill in and return the questionnaire via email or post. A reminder email was sent to guides who did not fill in the survey within the week.

⁵ The email message explained details of the research, and how guides could return the survey (e.g. via email or post), and by when.

⁶ The email message explained details of the research, and how guides could return the survey (e.g. via email or post), and by when.

⁷ Those guides that gave consent at the debrief dinner for guides in November 2010 (by providing their email address as consent to be contacted at a later stage as part of the Festival of Walking evaluation) were emailed the survey.

- **Survey data was analysed.** The returned questionnaires were counted, and the response rate was calculated by dividing the number of completed surveys by the total number of surveys administered. For each close-ended survey question, survey results were tabled and the percentage of respondents who selected each answer identified. For each open-ended survey question, qualitative responses were tabled and a thematic content analysis of results was completed.

5.5 Research limitations

The earthquake in Christchurch on 4 September 2010 had a major impact on this event. It meant that Project Lyttelton's promotions were severely restrained and resources were very tight in general. It is also likely to have resulted in far less participants in the 2010 festival than anticipated.

Further earthquakes in February and June 2011 have also likely impacted on the number of survey responses received, particularly for local guides. As a result, response rates for the follow-up surveys in particular were low. With such low response rates, it is difficult to draw conclusions from the data.

For some individual walks in the festival, there were very low numbers of participants. It is important therefore to treat the data relating to individual walks with some caution.

6 What we found - evaluation findings

This section presents findings from research activities that were completed for the evaluation of the 2010 Festival of Walking. These include: (1.) a paper survey for walkers at the festival (26 - 28 November); (2.) an online survey with walkers eight months after the event (July 2011); (3.) an email survey for walking guides directly after the festival (December 2010); and (4.) a follow-up survey for guides seven months after the event (June 2011).

6.1 Survey for walkers (during the 2010 Festival of Walking)

The following section outlines findings from a written survey of walkers, administered directly after each walk.

6.1.1 Numbers of festival participants and survey responses

103 walkers participated in the festival in total. Of these, 81 completed the survey (a 79% response rate). Tables 1 - 3 on the next page present the walks on the different days of the festival, details of those walks, the numbers of walkers who participated in each walk, and the survey response rate for each walk.

Of the overall participants, a number participated in more than one walk. For this reason, findings presented in this report about the overall festival, which combine data across walks, as opposed to findings related to specific walks, should be regarded as 'instances of participation' rather than unique individuals (See section 7.3.6).

Please note that in the reporting of data, non-responses for individual questions have not been included, so totals for each table will be different.

Table 1: Festival of Walking FRIDAY 26 November 2010

Walk	Walk name (and start time of walk)	No. of walkers	No. of surveys filled in	Additional details (in event brochure)			
				Cost	Duration	Grade	Limit for group
#1	Penguins Plus (9:30am)	16	16	\$15 per person	3 - 3.5 hours	Moderate	15
#2	Brenchley Farm Walk (10:00am)	3	3	\$5 per person (Donation to Cholmondeley Home)	2 - 2.5 hours	No grade specified	15
#3	Heritage Walks of Lyttelton (10:30am)	2	2	\$10.00 per person (children free)	1.5 - 2 hours	Easy/ Moderate	15
#4	Discover Lyttelton (11:00am)	2	2	\$5 per adult (children free)	1 -1.5 hours	Moderate	15
#5	Taunton Gardens Governors Bay – return (3:30pm)	2	2	\$15 per person includes transport.	2.5 hours	No grade specified	10

Walk	Walk name (and start time of walk)	No. of walkers	No. of surveys filled in	Additional details (in event brochure)			
				Cost	Duration	Grade	Limit for group
#6	Gaol Explorer (2:00pm)	1	1	\$10	1.5 hours	Moderate	No limit specified
#7	Discover Lyttelton Walk (3:00pm)	1	1	\$5 per adult (children free)	1-1.5 hours	Moderate	15
TOTAL		27	27				

Table 2: Festival of Walking SATURDAY 27 November 2010

Walk	Walk name (and time of walk)	No. of walkers	No. of surveys filled in	Additional details (in event brochure)			
				Cost	Duration	Grade	Limit for group
#8	Gebbies Pass to Diamond Harbour (8:00am)	14	8	\$10 per person, plus Ferry cost.	6 - 7 hours	Moderate plus	12
#9	Crater Rim Explorer	0	0	\$10 per person.	5 hours	Moderate/fit	15
#10	Meurky walk (10:00am)	1	1	\$20 per person, includes gondola ride and transport	No time specified	No grade specified	15
#11	Bergli B&B Open Day, Teddington (3:00pm)	14	9	Gold coin for each child	Up to 45 minutes (options)	No grade specified	No limit specified
#12	Farmers Market walk (11:45am)	2	2	\$5 per adult pp	1 – 5 hours	Moderate	15
#13	Torpedo Boat Museum (12:30pm)	0	0	\$10 per adult, \$5 per child	No time specified	No grade specified	12
#14	Taunton Gardens Governors Bay – return (1:00pm)	2	2	\$15 per person (includes transport)	2.5 hours	No grade specified	10
#15	Heritage Walks of Lyttelton (10:30am)	4	4	\$10 per person (children free).	1.5 – 2 hours	Easy/Moderate	15
#16	Gaol Explorer (2:00pm)	0	0	\$5 per person	1.5 hours	No grade specified	15
#17	Discover Lyttelton Walk (3:00pm)	3	3	\$5 per adult (children free)	1 – 1.5 hours	Moderate	15
TOTAL		40	29				

Table 3: Festival of Walking SUNDAY 28 November 2010

Walk	Walk name (and time of walk)	No. of walkers	No. of surveys filled in	Additional details (in event brochure)			
				Cost	Duration	Grade	Limit for group
#18	Orton Bradley Park walk (10am)	3	0	\$5 per adult, \$1 per child	1.5 hours	No grade specified	No limit specified
#19	Chalmers Track - Brenchley Farm	0	0	\$5 per person (donation to Cholmondeley Home)	2 hours	Fit walkers	15
#20	Bergli B&B Open Day, Teddington (3:00pm)	0	0	Gold coin charge for each child	Up to 45 minutes (options)	No grade specified	No limit specified
#21	Discover Lyttelton Walk (11:00am)	5	5	\$5 per adult (children free).	1 – 1.5 hours	Moderate	15
#22	Torpedo Boat Museum	0	0	\$10 per adult, \$5 per child	No time specified	No grade specified	No limit specified
#23	Taunton Gardens Governors Bay – return (3:30pm)	1	1	\$15 per person, includes transport.	2.5 hours	No grade specified	10
#24	Gaol Explorer (2:00pm)	11	5	\$10.00 per person	No time specified	No grade specified	12
#25	Discover Lyttelton Walk (3:00pm)	5	3	\$5 per adult (children free)	1 – 1.5 hours	Moderate	15
#26	Historic Lyttelton ramble to the Timeball	0	0	Donation to Timeball repairs	1.5 hours	Moderate	25
#27	Who's there? – Cemetery Walk (4:30pm)	11	11	\$10 per person	1.5 hours	Easy/ Moderate	15
#28	Evening Lights walk (8:00pm)	0	0	\$5 per adult	1.5 -2 hours	No grade specified	20
TOTAL		36	25				

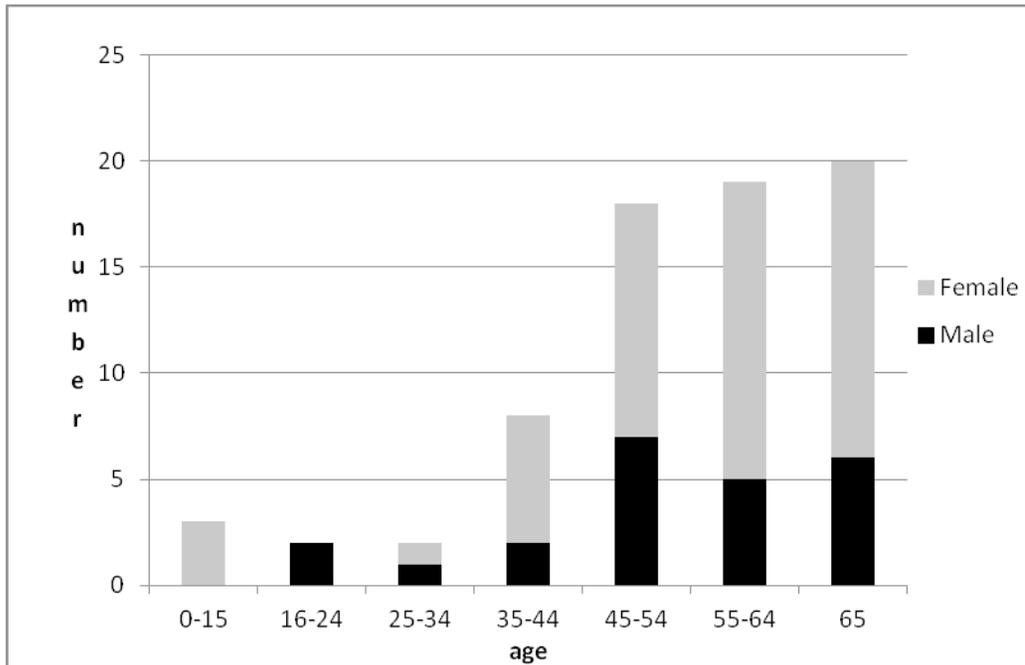
6.1.2 Previous participation in the Festival of Walking

Six (8%) of the respondents had participated in the festival in previous years.

6.1.3 Age and gender of participants

The following graph presents the age and gender of walkers who participated in the 2010 festival.

Figure 1: Age and gender of survey participants (N=73)

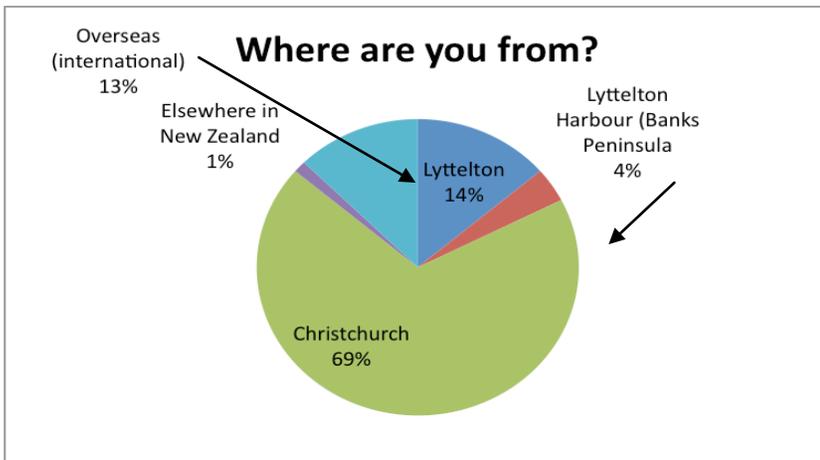


Just over half of the participants were aged over 55 (54%). Females made up 68% of the total participants and were predominantly in the older age brackets. Thirty two of the participants were male, and they were mainly in the 45-64 age bracket. There were no females in the 16-24 age bracket.

6.1.4 Where walkers came from

Figure 2 below shows the geographical locations where festival participants came from.⁸

Figure 2: Where walkers came from (N=73)



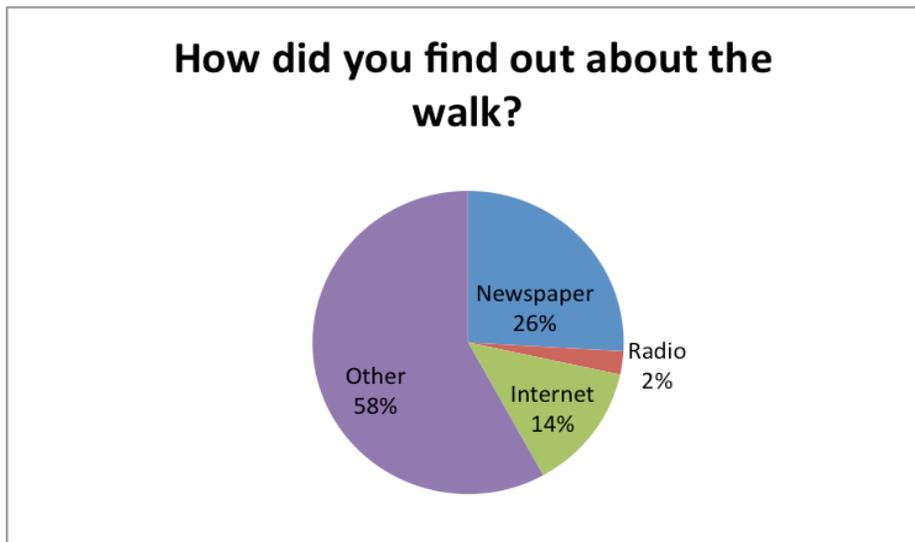
⁸ Note as the question was worded *where do you come from* participants (particularly those from overseas), may have indicated either where they lived, or where they originally come from. For example, participants may have come from Malaysia, but be living in Christchurch as students.

Those from Lyttelton were asked to indicate how long they had lived there and the average length of time was 10 years. Of the people who came from Christchurch, nine came from Cashmere. Quite a few people also came from Ilam, Fendalton and Bishopdale. Respondents who indicated they were from overseas came from Malaysia, Australia and England.

6.1.5 How walkers found out about the 2010 Festival of Walking

The following pie graph shows how people found out about the festival.

Figure 3: How walkers found out about the Festival of Walking (N=81)



When asked how they found out about the 2010 festival, the largest category selected was *Other* (58%), followed by *Newspaper* (26%). The 47 people who responded to the *Other* category, they found out about the festival through:

- Friends/relatives (fourteen people).
- Leaflets (twelve people).
- The Lyttelton Information Centre (ten people).
- The Christchurch City Council *Be There* website (three people).

Of the 21 people who responded to the *Newspaper* category, the majority indicated that they found out about the festival through *The Christchurch Press* (19 people). Three people found out about the festival through the *Bay Harbour News*.

6.1.6 Likelihood of future or increased participation

The majority of respondents (95%) said they would tell their friends about their experience, and 84% said they were likely to participate in the next festival.

6.1.7 Walkers thoughts for future Festivals of Walking

Walkers provided examples of what they would like to see in future Lyttelton Festivals of Walking. Their ideas are as follows.

Ideas for specific walks:

- A walk exploring gun emplacements, such as a Godley Head walk.
- A collection of self guided walks.
- Interaction with farm animals.
- A cemetery walk in the dark.
- A tour of the other cemetery in Lyttelton that was not included in the 2010 festival.
- Garden tours.
- A walk based on the different names of the roads and the history of the people named after them.
- A walk up the Bridle Path and down Stan Helms Track and around the crater rim.

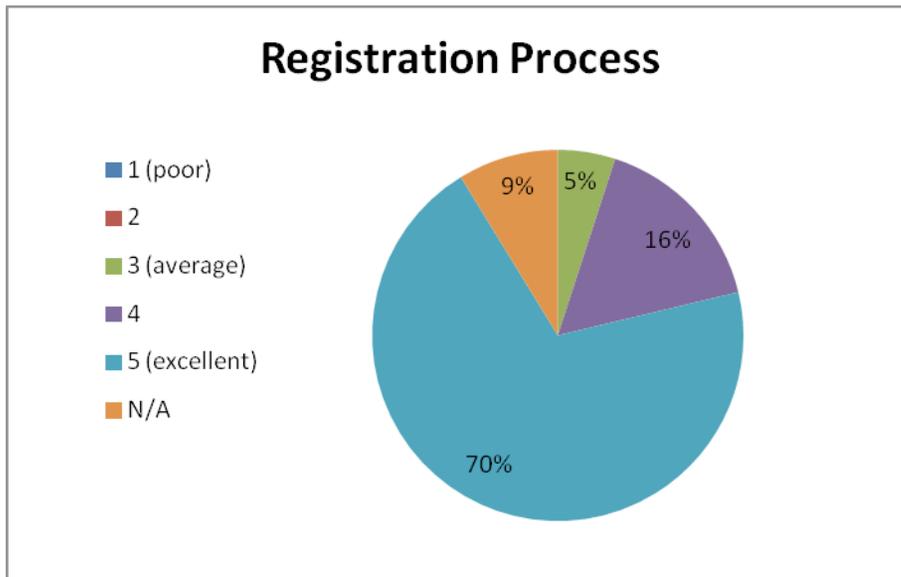
General comments for improvement of the festival:

- Better road safety.
- More day trips and more guided wildlife and habitat walks.
- Increased advertising about the different walks.

6.1.8 Overall quality of walks

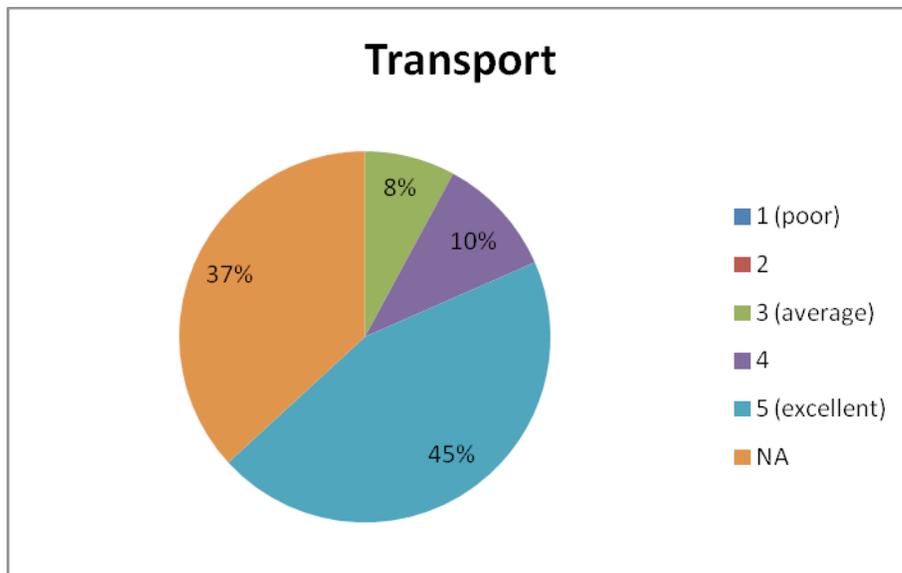
Walkers were asked to rate the registration and transport, and also their impression of the overall quality of the walks. These results are displayed in pie charts below.

Figure 4: Rating of registration process (N=80)



To register for walks in the festival, walkers were encouraged to either ring or email the Lyttelton Information Centre with advance bookings. They could also post in bookings to Project Lyttelton’s mailing address. Most people either rang or emailed, or alternatively, they just turned up on the day. Organisers preferred people to advance book as many of the walks had limited numbers. The vast majority of walkers (70%) felt the registration process was excellent, with no walkers giving the registration process a rating below average.

Figure 5: Rating of transport (N=76)



Walkers were offered mini bus transport to and from walks to places not on public transport routes. This included the Penguin Walk, Taunton Gardens walks, and the Gebbies Pass day walk. Forty five percent of respondents thought the transport offered at the festival was excellent. Thirty seven percent did not access transport offered at the festival. No one scored the transport below average. All walks in Lyttelton were accessible by the public bus.

Figure 6: Rating of length of walk (N=80)



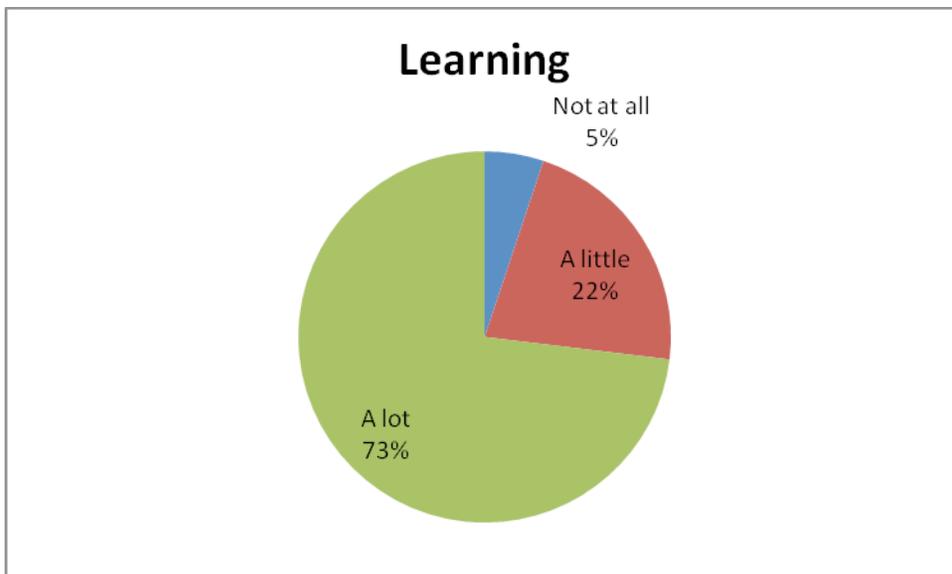
Ninety percent of the participants thought the walk length was about right. This is interesting given the length of the different walks offered varied, and may indicate that festival promotion was successful in accurately describing the walk lengths.

Figure 7: Rating of fitness grade (N= 76)



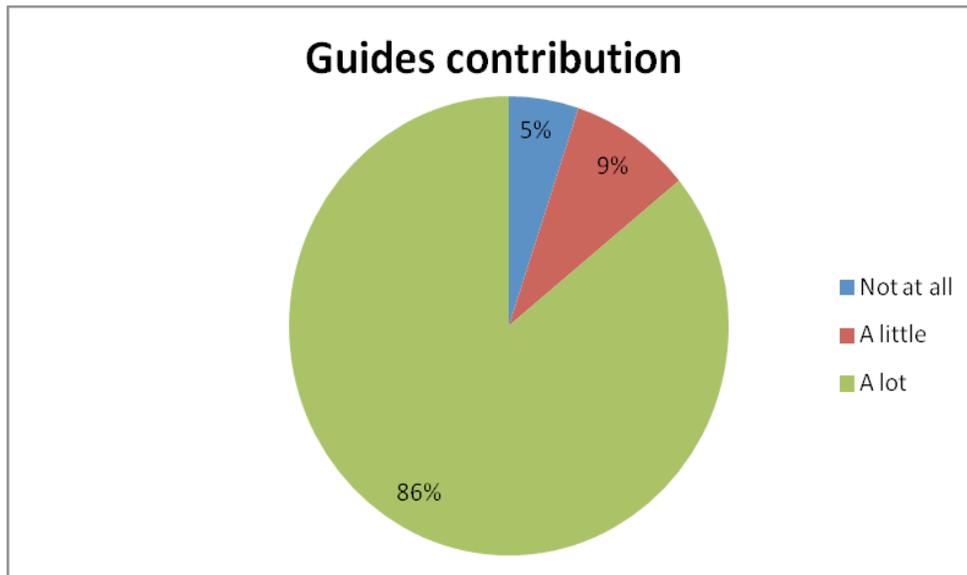
Festival organisers appear to have described the fitness grades of walks in the correct way, with 89% of participants saying the fitness grade was about right. Walks that were highlighted as being too hard were the Bergli Farm and Meurky walks. Walks that were mentioned as being too easy were the Brenchly Farm, Discover Lyttelton, and the Gaol Explorer walks.

Figure 8: Rating of learning (N=78)



Respondents were asked whether they learned anything new on the walk. Ninety five percent of respondents felt that they had learned something new on the walk that they took part in.

Figure 9: Rating of guides' contribution (N=78)



Eighty six percent of participants felt the guide really contributed to their experience. Only four people felt the guide had no impact. For those that ticked *not at all*, two were on the Bergli walk, and this was mostly self-guided, and the other two were on the Taunton Gardens walk, where the guide did not show up.

6.1.9 Quality of each walk

This section describes what survey respondents thought about the quality of the individual walks which were held as part of the festival (i.e. the length of the walk, and fitness grade), and what walkers liked about specific walks. Due to the low number of participants across the walks, no comparison will be made regarding the quality of one walk against another. Several walks were repeated across the three days of the festival so data has been combined for these walks in the tables below.

6.1.9.1 Walk 1 - Penguin Plus Walk

The Penguin Plus walk was led by a local penguin researcher. The group traveled to Harris Bay to explore their local habitat. This walk was the most popular walk in the festival, with 16 participants, all of who completed the survey. The majority of the participants were women, and the main age group was 65+.

Quality of the walk

In terms of the quality of the walk, all respondents said the length and the fitness grade of the walk was *just right*. In addition, all respondents felt they learned something on the walk and that the guide contributed to the quality of their experience.

What walkers liked most about the walk

Survey respondents were asked to provide comments on what they liked most about the Penguin Plus walk. Fifteen people responded to this question, and provided the following feedback on what they liked most:

- Seeing the penguins (eight people).
- Holding the penguins (one person).
- The knowledge and experience of the guide (seven people).
- The accessibility with transport (one person).
- How well organised the trip was (two people).
- The scenery and information (two people).
- The day and the company (two people).
- That the experience was something really new (one person).

Suggested improvements

Survey respondents were asked to comment on improvements to the walk. Two people commented that a 15 minute lunch break could be scheduled at Harris Bay.

6.1.9.2 Walk 2 - Brenchley Farm Walk

Led by a local person, this walk explored historic culverts, gun emplacements and old house sites in the surrounds of her farm. Only three people went on this walk and it was one of the few walks, which a child attended. Two males and one female participated.

Quality of the walk

One respondent thought the walk was too short, and one thought it was just right. All the walkers thought the fitness level was just right and that they learned something. In addition, all the walkers felt the guide contributed to the experience.

What walkers liked most about the walk

Survey respondents were asked to provide comments on what they liked most about the Brenchley Farm Walk. Responses were the guide, and *the wild nature*.

Suggested improvements

There were no suggestions for improvements for this walk.

6.1.9.3 Walks 3 and 15 - Heritage Walks of Lyttelton

The Heritage walks of Lyttelton explored the heritage sites of Lyttelton. A total of six people experienced the walks and they were couples.

Quality of the walk

Walkers gave top ratings for all aspects of the quality of the walk. All six walkers felt that the length of the walk and the fitness level were just right. They all also responded that they learned a lot and that the guide contributed a lot.

What walkers liked most about the walk

Survey respondents were asked to provide comments on what they liked most about the Heritage Walk. The walkers liked the local history and buildings, the *personal service* from the guide, and experiencing life in Lyttelton. For example:

There is life outside Christchurch. The interesting tin and brick buildings brought Lyttelton to life.

Suggested improvements

Suggestions for improvement were as follows:

- *Possible access to buildings (when earthquake not an issue).*
- *You could walk just over the bridge to see the steamer and cruise ship.*
- *Run a steam train in costume.*

6.1.9.4 Walks 4,7,17,21, 25 - Discover Lyttelton Walks

Led by a local guide, these walks were general walks around the township with snippets of history, general knowledge about Lyttelton including steps and lesser known pathways. Sixteen people went on these walks, and thirteen completed a survey. The size of the walking group ranged from one to five across the five walks.

Quality of the walk

Apart from one person, everyone thought the length of the walk was about right. Similarly with fitness, all but one thought it was about right. Everyone thought the guide contributed a lot and that they had learned something.

What walkers liked most about the walk

Survey respondents were asked to provide comments on what they liked most about the Discover Lyttelton Walks. The aspects of the walks that respondents liked most were:

- The chance to learn more about Lyttelton, past and present (three people).

- The historic buildings and homes (the chance to get a real insight on this was valued) (three people).
- The guide, in particular her personal touch (three people).

For example:

- *To see the sense of community in Lyttelton.*
- *The old cottages so well preserved.*
- *Looking at houses instead of driving past!*

Suggested improvements

The only suggestions for improvement were to hold the walk more often, and to cover a greater area on the walk.

6.1.9.5 Walks 6 and 24 - Gaol Explorer Walks

The Gaol Explorer walks focused on the gaol and its grim stories. The guide did the walk in character as *Eliza*, who was the Gaoler's wife. Twelve people went on these walks (one on the first and eleven on the second). Walkers came from a broad cross-section of age groups. Six people completed a survey.

Quality of the walk

Three of the respondents thought the walk was too short, and the remainder were happy with the walk length. All respondents indicated that the fitness grade was about right and that they learned a lot.

What walkers liked most about the walk

Survey respondents were asked to provide comments on what they liked most about the Gaol Explorer Walk. Respondents commented on the guide, in particular her performance and her storytelling (three people), and on how much they had learnt (three people). For example:

Learning so many things about Lyttelton. A captivating storyteller, so knowledgeable and pleasant, the anecdotes about famous people

Suggested improvements

Three respondents commented that they would have liked more walking *and less sitting* on the walk, and two suggested using a microphone to help with acoustics.

6.1.9.6 Walk 8 - Gebbies Pass to Diamond Harbour

This was a very popular walk. Leaving from Gebbies Pass the walk was led by an experienced tour guide all the way to the Diamond Harbour Ferry. A total of 14 people participated in the walk, and eight people filled in the survey. Walkers were all over 45, and the majority were women.

Quality of the walk

All survey respondents were satisfied with the length and fitness level of the walk. The majority (five people) felt they only learned *a little* on the walk, with one respondent commenting they learned *nothing at all*. Nearly everyone (seven) thought the guide contributed a lot to the walk.

What walkers liked most about the walk

Survey respondents were asked to provide comments on what they liked most about the walk. Respondents commented that:

- They enjoyed the company and meeting new people on the walk (five people).
- The views on the walk (two people).
- The transport provided (two people).
- The challenge of the walk (two people).
- The chance to try a new walk (one person).

For example:

- *A day hiking with a group. I haven't tramped in a while so it was good to go with a group.*
- *Views, company, exercise.*

Suggested improvements

There were no suggestions for improvements for this walk.

6.1.9.7 Walk 10 - Meurky Walk

Led by a local ecologist, this walk began with a gondola ride to the top of Mt Cavendish and then proceeded to Lyttelton township looking at flora and fauna species on the downwards journey. Only one person went on this walk. The participant felt the fitness level was right, the guide was great, and that they learnt a lot. She was particularly grateful for the individual attention from the guide. The one criticism was that while the walk was scheduled to be three hours, it stretched to five.

6.1.9.8 Walk 11 - Bergli Open Day

A private property at Teddington opened for the weekend. The owners created two self guided trails for visitors, a steep 45 minute walk to the top of the hill and the other a trail challenge for families. Fourteen people participated in a walk and nine completed the survey. Age ranges and gender were mixed. As this walk was targeted at children, presumably those who did not complete the survey were young children.

Quality of the walk

Overall, most people thought the walk was the right length. Of the nine responses, three thought the walk was too easy, four thought it was about right, and two thought it was too hard, this response probably reflects the broad range of ages which took part in the walk. Just two respondents thought they learnt a lot, five a little, and two not at all. This walk was not guided.

What walkers liked most about the Bergli Walk

Five respondents commented that what they enjoyed most was the beautiful views. Other aspects of the walk that they enjoyed included the open air, the birds and animals, the flowers, and the chance to see something new - *Being in the open, love the bush, animals and birds.*

Suggested improvements

Four people made suggestions for improvements. Three commented that the trail could be made clearer and easier to follow, and one suggested having a guide.

6.1.9.9 Walk 12 - Lyttelton Farmers Market Walk

Quality of the walk

This walk began with a chat about the history and ethos of the market and then proceeded as a tour of a market chatting to vendors and learning about their products. Only two people went on this walk and both completed the survey. Both walkers thought the length of the walk and the fitness level was about right, they both learnt a lot, and that the guide contributed a lot to the experience.

What walkers liked most about the walk

Respondents enjoyed the guide, and meeting the market stall holders. For example:

- *[The guide's] background talk and her enthusiasm. She introduced us easily to stall owners.*
- *Meeting the stallholders was great and tasting samples. [The guide] was great.*

Suggested improvements

One person said the group size should be four to six people, and suggested people bring a bag and lots of small change for buying and carrying produce available at the Farmers Market.

6.1.9.10 Walk 5, 14 & 23 - Taunton Gardens Walk

The Taunton Gardens walk was held three times. Five people participated in total, and they all completed the surveys. This was mostly a self guided tour around this private garden.

Quality of the walk

All responded that the length of the walk and the fitness level was about right. The guide was not present for the first walk so respondents indicated that they only learned a little. However, for the remaining two walks, walkers learned a lot and felt the guide contributed well.

What walkers liked most about the walk

Respondents enjoyed getting access to the beautiful garden, the views and the chance to learn something about the area - *Learnt a lot about the area; particularly flora and the views were stunning.*

Suggested improvements

There were no suggestions for improvements for this walk.

6.1.10 Walk 14 - Orton Bradley Park

Three people went on this walk and no survey forms were returned. Walkers were shown around the historic site and learned about the history of the park.

6.1.11 Walk 27- Who's There Cemetery walk

Eleven people attended this walk and learnt about some of the people buried in the local cemetery. Of these nine were female, and the majority of participants were aged over 45.

Quality of the walk

All respondents thought the length of the walk was just right, most thought the fitness grade was about right (one thought it was too easy). In terms of how much was learnt and guide's contribution, two indicated *a little* and seven *a lot*, showing an overall positive response.

What walkers liked most about the walk

Walkers most enjoyed learning about the history of Lyttelton, particularly through the interesting stories (6 comments). They also commented on the lovely weather (3 comments), and the local knowledge of the guide (2 comments). For example:

- *The weather, interesting history.*
- *Hearing about the people and their stories.*

Suggested improvements

One respondent asked for *less information about the symbolism on the headstones and more about the people themselves.*

6.2 Follow up online survey with walkers (July 2011)

An online survey was developed to identify whether walkers participation in the 2010 Festival of Walking resulted in some short or longer-term outcomes for them (e.g. walkers report that they were inspired to, or have participated in, more walking or other fitness ventures since the event), or other outcomes relating to benefits for Lyttelton (e.g. walkers visit Lyttelton more often as a result of the event). The survey was administered in July 2011.

6.2.1 Response rate

56 people were emailed the survey. Of these eight emails *bounced* (incorrect email addresses). Of the 48 people who received the survey 25 people responded (a 45% response rate). Non responses to individual questions are not included in the reporting.

6.2.2 Which walks participants took part in

The 25 respondents took part in 36 walks, which suggests that a number of participants took part in different walks, with the Penguin Plus walk being the most popular walk based on registration numbers. The table below details the different walks respondents to the online survey took part in.

Table 4: Walks which online survey respondents took part in (N=25)

Category	Number of responses	Percent of respondents (N=25)
Family Quiz Walk	1	4%
Taunton Garden	2	8%
Penguin Plus	4	16%
Heritage Walks Of Lyttelton	7	28%
Discover Lyttelton	4	16%
Gaol Explorer	4	16%
Gebbies Pass To Diamond Harbour	5	20%
Meurky Walk	1	4%
Bergli Open Day	1	4%
Lyttelton Farmers Market Walk	2	8%
Orton Bradley Park	1	4%
Historic Lyttelton Ramble To The Timeball	-	-
Who's There (Cemetery Walk)	4	16%
Total	36*	

**Some respondents chose more than one option*

6.2.3 Demographics of walkers

Table 5 and 6 below show the age group of respondents and the geographical areas that they came from.

Table 5 outlines age group of participants by number and percentage, the table shows that the age groups who responded to the online survey are similar to those that were surveyed immediately post event, with the majority being aged over 55. Twenty-two of the respondents were females (88%), up from 68% of participants in the original survey (provided to walkers at the 2010 Festival of Walking).

Table 5: Age of online survey respondents (N=25)

Age category	Number of responses	Percent
0-15	-	-
16-24	-	-
25-34	2	8%
35-44	4	16%
45-54	6	24%
55-64	7	28%
65+	6	24%
Total	25	100%

Table 6 outlines where the respondents came from. As with the original survey (provided to walkers at the 2010 Festival of Walking), most respondents came from Christchurch. Of those that lived in Lyttelton, the average time they had lived there was 7.3 years. Of those that lived outside of Lyttelton, respondents tended to come from Christchurch suburbs. The suburb listings were quite diverse, such as: Clifton, Somerfield, Cashmere, Hoon Hay, Shirley, Burwood, Christchurch Business District (CBD), St Martins, and Linwood.

Table 6: Where respondents lived (N=25)

Location category	Number of responses	Percent
Lyttelton	6	24%
Lyttelton Harbour/Banks Peninsula	1	4%
Christchurch	18	72%
Total	25	100%

6.2.4 Prior and future participation and reasons for participation

Of the 25 respondents, three had taken part in the April 2009 Lyttelton Festival of Walking. When asked whether they would participate in next year's festival, 70% said they would and the remainder were undecided. When asked *why* they had taken part in the 2010 festival, there were a variety of responses as follows.

- An interest in learning more about Lyttelton's history (seven people).
- Wanting to go on a new walk (four people).
- An interest in the penguin colony (three people).
- Wanted a guide for a Port Hills Walk (three people).
- Wanting to see the gaol and to know more about the cemetery (one person).
- Wanting to make a walk, which they do most days, more interesting (one person).
- Wanting to get to know their area (one person).
- Wanting community involvement (one person).

6.2.5 Whether walkers participated alone or in a group

The following table outlines whether participants took part in the festival alone or in a group.

Table 7: How did you participate? (N=25)

How did you participate?	Number of Responses	Percent of respondents (N=25)
Alone	7	28%
With my husband/wife/partner	9	36%
With a friend or family member	10	40%
As part of an organised walking group	4	16%
Other (please specify):	1	4%
Total	31*	

**Some participants chose more than one option.*

Almost a third of respondents went on walks alone, with slightly higher proportions going on walks with a spouse, friend or family member. When asked whether respondents met someone new at the festival, only two people met someone new at the festival, and one had gone on to socialise with a new acquaintance after the festival.

6.2.6 Benefits of participation

Respondents were asked to rate the extent to which they agreed with whether their awareness had been raised about certain aspects of the festival. Results are presented in tables below.

Table 8: Extent to which awareness was raised (N=23)

I came away from the 2010 Festival of Walking with an increased awareness of....					
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
....the health benefits of regular walking	35%	26%	22%	9%	9%
....what fun it is to walk with other people	26%	57%	17%	-	-
....the walking tracks in Lyttelton and Lyttelton Harbour	35%	43%	22%	-	-
....Lyttelton's history and heritage	48%	30%	22%	-	-
....Lyttelton's tourist attractions	17%	61%	22%	-	-
....Lyttelton's cafes and restaurants	13%	39%	30%	13%	4%
....the shopping opportunities in Lyttelton	4%	30%	39%	22%	4%
....the Lyttelton Time Bank	4%	30%	35%	17%	13%
....the Lyttelton Community Gardens	13%	22%	43%	17%	4%
....the Lyttelton Summer Street Festival	4%	26%	39%	26%	4%
....the Lyttelton Farmers Market	17%	30%	35%	17%	-
....the Lyttelton Festival of Lights	9%	17%	43%	26%	4%

Table 8 shows that the festival was successful in highlighting the health benefits of walking with 35% of survey respondents strongly agreeing or 26% agreeing that their awareness had been raised. In addition, the festival helped people to enjoy walking in groups or with others (83% of respondents felt the festival had made a difference in this area).

The majority of respondents agreed that the festival raised awareness of tracks around Lyttelton Harbour (87%), and got a greater understanding of Lyttelton's history and heritage, and Lyttelton's tourist attractions (both 78%). The festival did not have a huge impact on increasing respondents' awareness of shopping opportunities in Lyttelton, with only 34% acknowledging this. This could be a reflection of the walks, which were chosen (i.e. ones that were not based around central Lyttelton where the shops are).

Similarly, only 34% came away with raised awareness of Project Lyttelton's projects - its Time Bank and Community Garden. Recognition of the Summer Street Party (30%) and the Festival of Lights (25%) were also low. Again this may have been because they were not mentioned on all walks.

Table 9: General response to festival (N=23)

I also came away from the 2010 Festival of Walking with.....					
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
....a general feeling that Lyttelton is a great place to live	43%	35%	22%	-	-
....a desire to make/maintain walking as a part of my lifestyle	39%	35%	26%	-	-
....a desire to learn more about Lyttelton's history and culture	35%	57%	9%	-	-

Table 13 shows that the festival has contributed to people's positive feelings about Lyttelton (78% agreed), walking and a healthy lifestyle (74% agreed), and a desire to learn more about Lyttelton's history and culture (92% agreed).

Table 10: Actions as a result of the festival (N=23)

<i>Question: Since the festival of walking I have.....⁹</i>		
Category	Percent of responses	Number of responses Percent
....talked about the Festival of Walking with friends and/or family members	83%	19
....talked about Lyttelton's attractions (shopping, dining, heritage, activities etc) with friends and/or family members	55%	13
....returned to Lyttelton for a shopping or dining experience	48%	11
....returned to Lyttelton to explore one or more of its attractions (e.g., heritage attractions)	35%	8
....returned to Lyttelton for another walking experience	26%	6
....made an inquiry about other walking festivals in New Zealand	13%	3
....made an inquiry about other walks in Lyttelton and surrounding areas	30%	7
....made an inquiry about one or more of Lyttelton's community events/activities	30%	7
....conducted some research into Lyttelton's history and culture	17%	4
....conducted some research into other walking tracks (outside of Lyttelton)	26%	6
....completed none of the activities listed above	4%	1

Table 10 highlights some of the potential impacts that the festival had on people who participated. Nearly 83% of participants talked about the festival with friends or family after the festival.

In addition, nearly half of the respondents came back to Lyttelton to enjoy a shopping or dining experience. Quite a few people have also made another outing to Lyttelton, gone on another walk in Lyttelton, explored an attraction, or completed research into other walking tracks.

Respondents were also asked whether they walk more often as a result of the festival. Table 11 below highlights these findings.

⁹ These instructions preceded this instruction in the survey - Below is a list of activities you might have done as a DIRECT RESULT of participating in the 2010 Festival of Walking. Please indicate which things you have done by ticking the relevant boxes (more than one box can be ticked).

Table 11: Whether respondents walk more often (N=23)

<i>As a direct result of participating in the 2010 Festival of Walking do you...?</i>		
Category	Number of responses	Percent
walk less often	-	-
walk the same as before	15	65%
walk a little more often	8	35%
walk a lot more often	-	-

Thirty five percent of respondents indicated that they walk more often as a direct result of the festival, and 65% that they walk the same amount as they did previous to their participation in the 2010 festival. This suggests that many participants at the 2010 event were already keen walkers.

Respondents were also asked to comment on what they felt was the main personal benefit of the festival. The results show that learning and increased knowledge were the main outcomes for participants. Respondents' comments on benefits are as follows.

- Finding out more and gaining knowledge (ten people).
- Having fun (three people).
- Having a relaxing day out (two people).
- Seeing buildings before they were destroyed by the earthquake (two people).
- Learning about animal conservation (two people).
- Having a day out with like minded people (one person).
- Discovering a new track (one person).
- Learning about people in the cemetery (one person).
- Meeting a family connection (one person).
- The physical exercise (one person).
- The nice people (one person).

Respondents were asked to comment on whether their expectations about the walk or walks they participated in were met or not met. The main themes were as follows.

- Expectations were met or exceeded (eight people).
- There were no expectations (two people).

- The guide was lovely/terrific (three people).
- People just enjoyed it all (two people).
- It was just a great walk (two people).
- The talks were really informative (one person).
- How well organised it was (one person).
- All the history (one person).
- How welcomed they felt (one person).

For example:

Once I realised 'Eliza' on the gaol walk was going to stay in character, I settled down to enjoy her...probably a bit intense as I was the only participant. The cemetery walk was interesting, and although I had presumed we would do both cemeteries I was pleased we didn't as it would have been too much.

6.2.7 Suggestions for improvement

When asked about ideas for improvement, nine people said nothing could be improved. Two people felt there should be more advertising/promotion. Three people commented on the potential to include the earthquake in the next festival, in particular holding pre-earthquake historic walks, and providing information about reconstruction including - *Artists impressions of replacement structures, and how they will fit into the environment.*

Further comments were as follows.

- Hold walks back-to-back on the same day, so walkers could do more than one walk in a day.
- Run the festival over two weekends.
- Make the cost more affordable for families.
- Make the walks at quicker pace.
- More knowledgeable guides.
- More information about local gardens.

6.3 Email survey with guides (December 2010)

6.3.1 Response rate

In the 2010 Festival of Walking 28 walks were advertised. Of the 28 walks there were eight walks where no walkers showed up. Some walks had the same guide. For example, the Discover Lyttelton walk was run five times by the same guide, and The Gaol Explorer Walk was run twice by another guide. In total there were eleven guides for the 20 walks. In terms of the survey with guides, there were responses from eight out of a total of 11 guides (a 73% response rate).

6.3.2 Aspects of a walk that guides enjoyed the most

Guides were asked what aspects of their walk they enjoyed most. Guides seemed to enjoy the opportunity to meet new people, and learn from them, the most. Comments about aspects that they enjoyed the most are as follows.

- Meeting the walkers, hearing their stories, and seeing their response to the walk (six guides).
- The opportunity to share their local knowledge (three guides).
- The walk itself – aspects such as the views, and the refreshments (two guides).
- The chance to do something new (one guide).
- The opportunity to do some local research (one guide).

6.3.3 Reasons why (or why not) guides would guide a walk again

Guides were asked whether they would participate in the festival again and the reason for their answer. Seven out of the eight were very positive about participating again, because they enjoyed the experience, had positive feedback from the participants, and saw it as a publicity opportunity for their business. For example:

I will always do this again at every opportunity because people enjoy it - I enjoy it - I believe Lyttelton needs a tour of some sort - such a tour needs to be by foot.

One guide expressed a concern that the walk did not attract the numbers of children she was hoping for, although she did not rule out participating again.

6.3.4 Transport of walkers

Guides were asked whether transport to their walk worked well. Only two of the guides commented on this issue, and for many walks transport was not needed. One guide suggested getting a price reduction for walkers on the Diamond Harbour ferry, and the other commented that transport and parking were not an issue.

6.3.5 Information about the walk for walkers

Guides were asked whether information provided about the walks was accurate. Their comments were as follows.

- *Could have fuller description (e.g., heritage buildings and stories of Lyttelton through the years).*
- *I don't think Eliza [the character for the walk] was described adequately - she needs to be understated perhaps she needs to be mentioned.*
- *I probably should have written more on the walk about what to bring etc, but as I wrote the description that was my fault. Apart [from] that the duration was slightly optimistic.*

6.3.6 Quality of walks

Guides were asked to grade the walks they guided in terms of length, fitness level, and the charge for walkers. Sixteen of the walks were graded. In all cases the guides thought the length of the walk was about right, the fitness grade was about right, and where there was a charge, it was appropriate.

6.3.7 What guides liked most about the festival overall

Guides were asked what they liked most about the festival overall. Aspects of the festival that the guides liked most were:

- The opportunity it provided people to get out and walk in the area (two guides).
- Bringing people into the Lyttelton and harbour area (two guides).
- Planning their walk (one guide).
- The chance to work in Lyttelton (one guide).
- Working with the organisers (one guide).
- The chance to meet new people (one guide).

6.3.8 Satisfaction with aspects of the festival

Guides were asked about their satisfaction with different aspects of the festival. The following tables present the results.

Table 12: Effectiveness of advertising/marketing (N=8)

Category	Number of responses	Percent
Very Dissatisfied	-	-
Dissatisfied	2	25%
Average	3	38%
Satisfied	3	38%
Very Satisfied	-	-
TOTAL	8	100%

When asked about the effectiveness of advertising/ marketing, thirty eight percent thought this was only average, and 25% rated this less than average. This is clearly an area for improvement.

Table 13: Overall communication with festival organisers (N=8)

Category	Number of responses	Percent
Very Dissatisfied	-	-
Dissatisfied	-	-
Average	-	-
Satisfied	1	13%
Very Satisfied	7	88%
TOTAL	8	100%

Seven out of the eight guides (88%) were very satisfied with communication with festival organisers.

Table 14: Health and safety instructions (N=7)

Category	Number of responses	Percent
Very Dissatisfied	-	-
Dissatisfied	1	14%
Average	-	-
Satisfied	2	29%
Very Satisfied	4	57%
TOTAL	7	100%

Health and Safety is important in an event like this. Most of the guides (86%) were satisfied or very satisfied with this area. However, the guide for walk eight, the Gebbies Pass to Diamond Harbour walk, indicated concern here.

Table 15: Festival organisation in general (N=8)

Category	Number of responses	Percent
Very Dissatisfied	-	-
Dissatisfied	-	-
Average	1	13%
Satisfied	2	25%
Very Satisfied	5	63%
TOTAL	8	100%

Sixty three percent of guides were very satisfied with the organisation of the festival in general.

Table 16: Information about incentives/prizes for walkers (N=4)

Category	Number of responses	Percent
Very Dissatisfied	-	-
Dissatisfied	-	-
Average	1	25%
Satisfied	3	75%
Very Satisfied	-	-
TOTAL	4	100%

Only half of the guides commented on their satisfaction with information about incentives/prizes for walkers, and of those that did, 75% rated it above average. This suggests that many of the guides were not made aware of incentives/prizes on offer for walkers.

6.3.9 What could be improved - Individual Walks and overall Festival

Six guides made comments on areas for improvement on their individual walks. Their comments are as follows.

Penguin Walk

- *Walking from Godley Head to Taylors Mistake and visiting the penguin colony on the way is the preferred option. The alternative is to walk return from Taylors Mistake.*

Chalmers Track Walk

- *Allow for more stops on a really hot day and assume that the people who come on community walks measure themselves against their own standards, rather than national tramping standards, so are a bit slower than expected.*

Heritage Walks

- *Traffic on Norwich Quay is a problem on some week days.*

Discover Lyttelton/Farmers Market Walks

- *I have been doing these walks for quite a while now so have a good feel for numbers. Works best with around 10 people. I think my Discover Lyttelton Walks are about right. The Lyttelton Farmers Market Walk was great with three people. I probably could have started earlier as it took longer to get around the stallholders than I thought.*

Gaol Explorer Walks

- *I am working on the beginning - the walk up from the Lyttelton Information Centre - am in the process of re-designing the booklet to deal with this better. Am also thinking of ways to keep people on the footpath.*

Gebbies Pass Walk

- *Something in the information that people must obey Guides' instructions and stay together.*

Comments on the overall festival

Suggestions for improvements to the overall festival mainly focused on improving marketing and promotion (five comments). Some of the comments were as follows.

- *Earlier and wider publicity. Maybe direct to schools or family organisations. Clarification of kids fees, add other sports on the same day (kayaking, cycling etc) to make it more of an event and attract people to stay in Lyttelton all day.*
- *A promotion in the Press would be good (but expensive).*
- *New walks each year. New guides, longer lead times for advertising. More buy in from around the harbour. More walks focused on children. Loved the idea of camping on Quail Island.*
- *It needs to become something of an institution - probably wider advertising in Christchurch. The low key approach to the walks is good.*

6.3.10 Key benefits for guides

Guides were asked what they felt were the key benefits for them in taking part in the festival. Benefits that were noted by guides were as follows.

- The satisfaction of doing something helpful/useful. All the guides volunteered for the event (three guides).
- Publicity for their guiding business (three guides).
- The opportunity to be in Lyttelton and learn more about Lyttelton (one guide).
- The chance to meet new people (one guide).

6.3.11 Other ideas/comments for festival organisers

Respondents were also asked to offer any suggestions for future festivals. Some useful suggestions included:

- *Thought the Hiking NZ buses were great. Would be great to have art walks, walks and talks, i.e. went to a great walk with Trevor Partridge a botanist from CCC [Christchurch City Council]. There would be more interesting people like him that could be included. Would be great to also promote the head to head walkway. Each year new sections of that walkway open.*
- *You probably do this already, but do you contact rotary and service clubs, senior citizen clubs, WEA, Probus etc in your advertising. How about Friday being a School's day, you might be able to find a sponsor for that. We could get together and design a programme for say Intermediate or Junior Secondary level. Intermediates and upper primary might be the best place to start.*
- *As I generally don't like completing questionnaires this information could have been gained easily during our after drinks on the Monday after the festival. Try and make things easy for the people who are giving their time for free. Saying that, it's a great idea to have this festival and well done to the organisers.*

6.4 Follow up email survey with guides (July 2011)

Project Lyttelton conducted a further follow up survey for the guides eight months after the festival, to determine if there were any short to medium term outcomes for them.

6.4.1 Response rate

Only six out of a total of eleven guides completed the follow up survey (a 55% response rate). Guides provided feedback on 14 of the 28 walks. The guides who responded were all from Lyttelton Harbour. This was a disappointing response rate, but could have been influenced by the impact of the Christchurch earthquakes.

6.4.2 How guides found out about the event

Guides were generally found by local contacts either through local community groups or directly through a person they knew.

6.4.3 Desire to tell other guides/participate again

Five guides indicated that they would recommend the festival to other guides, for example:

Not a money maker but it is an excellent way to tune up a programme, skills etc in a good atmosphere. I do appreciate, relish, the friendly and not unnecessarily bureaucratic climate provided by the organisers.

All the guides who responded to the survey said they would like to do the event again in 2012. However, one commented that they would need plenty of advance warning about their potential participation, and highlighted the impact of the earthquakes on the tracks.

6.4.4 Benefits

Guides were asked how they felt they had personally benefited from the festival or whether a business they own, or are involved in, benefited as a result of their participation as guides seven months on.

Guides noted that they personally benefited from:

- Planning their walk, and learning something new as a result (two guides).
- Meeting new people, and their seeing response to the walks (three guides).
- Promoting exercise and contributing to the community (two guides).
- Promoting their area and business (one guide).

In regard to any business related benefits, guides noted that the following benefits:

- *I think the festival has helped the Lyttelton Information Centre seem more vibrant and active.*
- *There was some direct ongoing booking and more people know about me.*
- *Hiking New Zealand is not well known locally and some of the trips we run/sell could be of interest to the people who go on these walks – if not them directly, their friends and family visiting from overseas.*
- *People who wouldn't stay overnight, had a chance to come and see our B&B [Bed and Breakfast accommodation].*
- *Introduced a number of people to the park who hadn't visited before.*

6.4.5 Expectations

Guides were asked whether the festival lived up to their expectations. All six guides who completed the survey answered this question. Everyone was disappointed that more people did not participate. Some attributed that to lack of advertising and the earthquake. For example:

- *Not enough walkers for the effort expended in organising the event (although the effort was a pleasure for me and I'm proud to be part of a community that offers local walks guided by local volunteers).*
- *I think it would have been good to have more participants. The earthquake really hampered the marketing and fundraising campaign.*

7 Summary of key findings

The following is a summary of the key findings from this evaluation.

7.1.1 Paper survey for walkers at the event – quality focus

There were 103 registrations for 17 walks, and during the festival 81 individual surveys were completed immediately following each of the walks. The most popular walks in terms of registration numbers were the Penguin Plus Walk (16 walkers), the Gebbies Pass to Diamond Harbour Walk (14 walkers), and the Bergli B&B Open Day (14 walkers). Two thirds of the 28 walks had three or less walkers participating. Although the reasons for low walker attendance is not clear, key findings suggest that low attendance could be attributed to low promotion and advertising of the festival, and disruptions from the September 2010 earthquake.

The majority of walkers who completed the survey were:

- Aged over 55 (54%).
- Females (68%) of whom the majority were aged in the older age categories, with no females in the 16 - 24 age category.
- From Christchurch (69%), followed by Lyttelton (14%). Those from Lyttelton had lived there for an average of 10 years.

Walkers found out about the festival from a variety of sources, with newspaper marketing being the single most effective source (26%) out of the options provided (newspaper, radio, and internet). The largest category selected was *Other* (58%), with most people indicating that they had found out about the festival through friends/family.

The majority of walkers indicated that they were likely to participate in the next festival of walking (84%), and to tell friends about their experience (95%), indicating that overall, walkers were satisfied with their experience, and this may contribute to increased participation at the next festival.

In terms of the overall quality of the walks, walkers rated registration and transport options as above average. The majority of walkers who completed the survey:

- Felt that the fitness grade (89%) and length of walks was about right (90%).
- Learnt something new on the walks (95%).
- Felt that the guide on their walk contributed to their walking experience (95%).

Walkers provided a small number of comments on why they had chosen to participate in the festival and the main benefits for them as a result of participating. Learning more about Lyttelton's history and gaining knowledge from the walks, were the most common reasons for participation and benefits experienced by walkers.

Walkers also provided a small number of comments about improvements to the overall festival that Project Lyttelton could consider for future festivals and individual walks. Walkers suggested adding a number of different types of walks and having better road safety and increased advertising about walks. For individual walks, a number of suggestions were also made that individual walking guides can consider. Overall, the quality of walks appears to have been appreciated by walkers.

7.1.2 Findings from follow-up online survey for walkers - outcomes focus

There were 103 registrations for 17 walks at the festival, and seven months after the festival, 25 walkers, who had taken part in 13 different walks, completed an online survey. The majority of walkers who completed the survey were:

- Aged over 55 (52%).
- Female (88%).
- From Christchurch (72%), followed by Lyttelton (24%). Those from Lyttelton had lived there for an average of 7.3 years.

Only three respondents had participated in a previous festival. The key reasons for the 25 survey respondents for choosing to participate in the 2011 festival included an interest in learning more about Lyttelton's history, and wanting to go on a new walk. Most people participated in a walk or walks with a friend or family member, or a husband/wife/partner (76%). A further 28% walked alone. The majority of walkers who responded to the survey indicated that they were likely to participate in the next festival (70%), indicating that overall, walkers were satisfied with their experience at the festival.

Of the project's expected outcomes relating to increasing awareness of the health benefits of walking, walking tracks in Lyttelton, and Lyttelton businesses, heritage and history, the surveys showed that the majority of respondents:

- Either agreed or strongly agreed that the festival had increased their awareness of walking tracks in Lyttelton and Lyttelton Harbour (78%), of the health benefits of walking (61%), of what fun it is to walk with other people (83%), of Lyttelton's history and heritage (78%) and Lyttelton's tourist attractions (61%).
- Respondents were less likely to agree that their awareness of Lyttelton's cafes and restaurants (39%) or the shopping opportunities in Lyttelton (34%) had been raised.
- Respondents also mostly felt their awareness had not been raised about Project Lyttelton's sustainability projects. Of these projects, many walkers felt that they did not learn anything or gain more knowledge about the Time Bank or the community garden (both 65%), the Lyttelton Summer Street Party (69%) or the Festival of Lights (73%), or the Lyttelton Farmers Market. (52%).

Of the festival's expected outcomes relating to action resulting from participation in the festival, the surveys showed that the majority of respondents:

- Talked with friends and/or family members about the festival (83%), and about Lyttelton's attractions, such as shops and Lyttelton's heritage (56%).
- Returned to Lyttelton for a shopping or dining experience (48%).
- Walk the same as before (65%), or walk more often (35%).
- Most people did not meet someone new at the festival, or socialise with a new acquaintance after the festival.

The festival contributed to people's positive feelings about Lyttelton and walking. The majority of walkers agreed or strongly agreed that they came away from the festival with a general feeling that Lyttelton is a great place to live (77%), and a desire to make or maintain walking as part of their lifestyle (70%) and/or to learn more about Lyttelton's history and culture (91%).

The festival has shown some success in getting people thinking about the health benefits of walking, discovering new routes in the area, thinking that walking can be fun, and overall the festival has highlighted heritage and tourism attractions.

Walkers provided a small number of comments about improvements to the overall festival that Project Lyttelton could consider for future festivals. Walkers suggested adding a number of different types of walks, having increased advertising about walks, and making the cost more affordable for families.

7.1.3 Findings from email survey for guides - quality focus

In the 2010 festival there were 11 guides for the 20 guided walks. Seven of these guides responded to the survey immediately following the festival. Key findings are as follows.

- The aspect of the festival guides enjoyed most was meeting the walkers, hearing their stories and seeing their responses to the walks.
- Guides were generally positive about taking part in the festival again, because they enjoyed the experience, had positive feedback from walkers, and saw it as a publicity opportunity for their business. One did not rule out participation, but would like more children participating in the next festival.
- With regards to different aspects of the walks, guides felt that:
 - The transport to walks, that needed transport, worked well, although one guide suggested the Diamond Harbour ferry cost could be reduced for walkers.
 - The walks and their particular focus (e.g. heritage) could have been described in more detail in information provided to walkers.
 - The length of walks, fitness grade, and cost of walks was appropriate.

- With regards to guides' satisfaction with aspects of the festival, the majority of guides:
 - Felt that the effectiveness of advertising/marketing of the festival was average (38%) or below average (25%).
 - Were very satisfied with the overall communication between guides and festival organisers (88%).
 - Were very satisfied with health and safety instructions (57%).
 - Were very satisfied with festival organisation in general (63%).
 - Were satisfied with information about incentives/prizes for walkers for filling in a survey (75%).
- Key benefits for guides in their involvement included the satisfaction of doing something helpful/useful, the publicity they got for their guiding business, and the opportunity to learn more about Lyttelton, and to meet new people.
- Overall, the key aspects of the festival that guides liked most were the opportunity for walkers to walk in the area, that it brought people into Lyttelton and the harbour area, being able to plan walks, and working with festival organisers.

7.1.4 Findings from follow up email survey for guides - outcomes focus

Six out of eleven guides completed the follow up survey for guides. Guides provided feedback on 14 of the 20 walks. The guides who responded were all from Lyttelton Harbour. Key findings were as follows.

- Guides found out about the event through local community groups and people they know.
- All guides would like to participate in the next festival, and five indicated they would recommend the walks to other guides, indicating that in general their participation had been a positive experience.
- Personal benefits for guides included being able to plan walks, meet new people, and to promote exercise, and their area of business.
- Economic benefits that guides saw as a result of the festival included helping local businesses, promoting businesses outside of Lyttelton, and direct ongoing booking opportunities for guides.
- All guides were disappointed that more people did not participate. Some attributed this to lack of effective advertising, and the earthquake.

8 Conclusion and recommendations

This evaluation report comprised of four sections of work. Two specifically looking at the activities of the festival and assessing if activities were meeting expectations of the participants and guides, and two looking at longer term outcomes (i.e. did the festival have any lasting impact on walkers and guides).

Findings suggest that Project Lyttelton has achieved its aim of *providing an intimate and enjoyable experience of what Lyttelton Harbour and the surrounding areas have to offer through walking*. A core group of guides want to remain involved in the festival and a significant proportion of walkers were satisfied with the walks that they participated in, and would like to participate in the next festival.

This evaluation highlights that the festival has met or exceeded guides and walkers expectations. It has also shown that older women are most interested in this festival at present, and highlighted the need to try and attract other age and gender groups.

Organisers also take heart that even after all that has happened to Lyttelton as a result of the earthquakes, some walkers provided feedback saying they still wanted the festival to continue into the future.

In summary, the findings suggest that the 2010 festival was a very successful event. Most feedback was really positive and it has given organisers a wide range of information to improve next year's event to an even higher standard.

Recommendations

Based on the evaluation findings, it is recommended that Project Lyttelton undertake the following activities to support the success of future Lyttelton Festivals of Walking.

- Explore/develop a way of promoting the festival to a wider cross section of age groups and genders. An increase in people participating is likely to contribute to economic benefits for local businesses and some guides.
- Increase promotion of the festival, using appropriate mediums, and for a longer period of time, so that more people from different age groups and genders get involved.
- Develop promotional material that focuses on Project Lyttelton's key customer market (e.g. middle aged women).
- Provide more descriptive information in advertising about individual walks (i.e. their focus, such as heritage or environmental and what they include or involve).
- Develop new walks that appeal to walkers from different age groups. Elements of the festival which walkers liked were learning history, having new walking experiences, making ordinary walks more interesting, being guided on the longer more unknown routes, and connecting to the community.

- Build Project Lyttelton's brand recognition by training guides about Project Lyttelton and its sustainable development projects, so they can educate walkers about what it is as an organisation, and what it does, as part of walks.
- Introduce a family ticket for walks that would make walks more affordable for families, and may result in an increase in young people and children's participation in the next festival.
- If the survey that was used during the festival is used in the next festival, ensure that the walking guides are aware of incentives/prizes that should be provided to walkers who complete a survey.
- Review Health and Safety guidelines for each walk following the Canterbury earthquakes.
- Consider running the festival over two weekends.
- If Project Lyttelton decides to focus on school groups, consider a special day for school groups, or a special children only camping activity on Quail Island.
- Explore combining the event with another activity (e.g. with a regatta).
- Explore better utilisation of the Lyttelton Harbour Information Centre for festival registration.
- Consider the impact of earthquakes by asking questions such as, what areas are going to be out of bounds, and what new walks will need to be created so that people are safe?

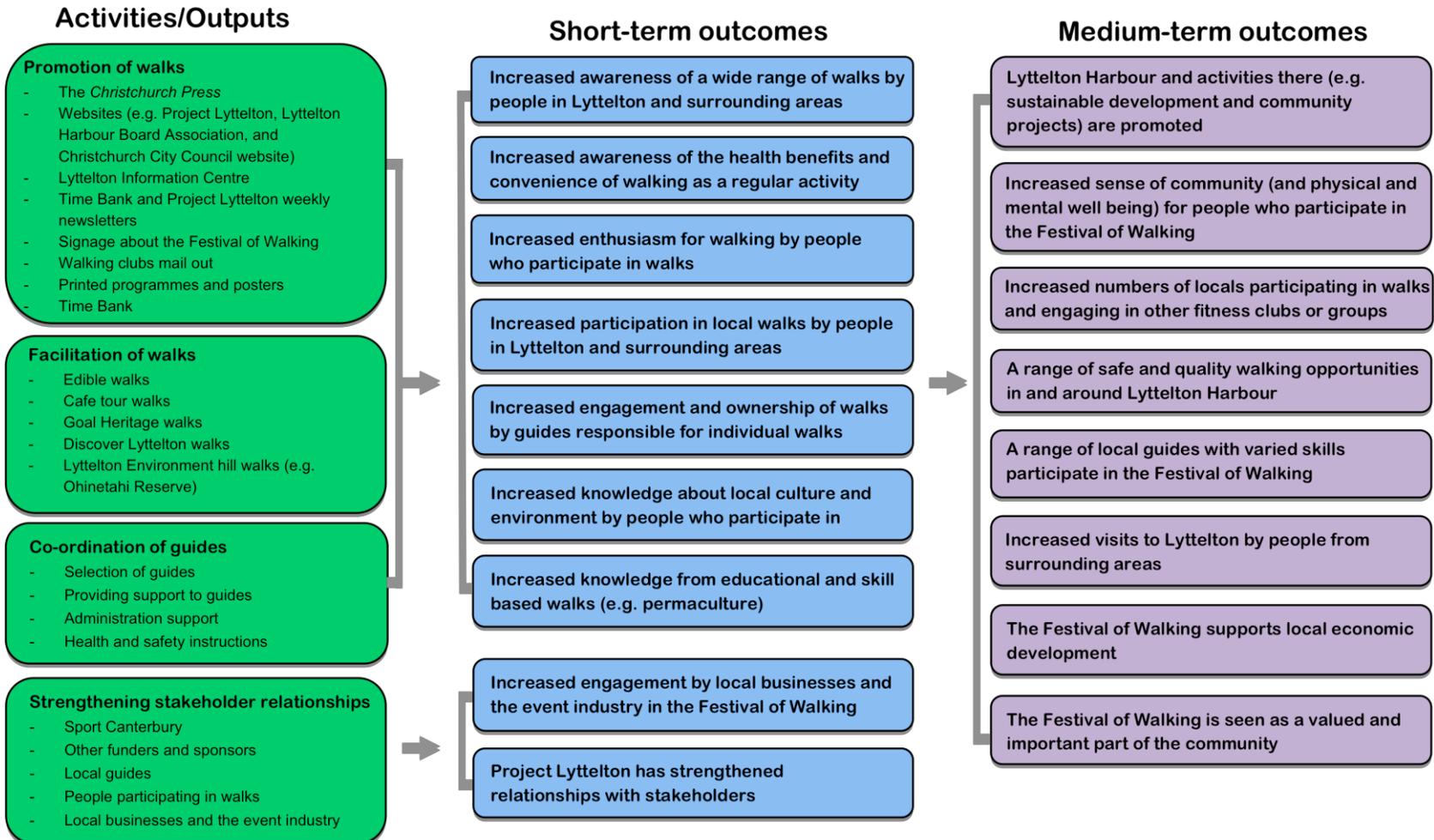
9 Appendices

Appendix A - Festival of Walking Logic Model

A logic model diagram that has been developed for the Festival of Walking is presented on the next page. The logic model was developed following information documented in a Logic Model Workshop held in March 2010, as part of Phase One of the *Project Lyttelton Community Research and Evaluation* project.

Logic Model - Lyttelton Harbour Festival of Walking

Purpose: To provide an intimate and enjoyable experience of what the Lyttelton Harbour and surrounding areas have to offer through walking



Appendix B - Paper survey for walkers at event

FESTIVAL OF WALKING SURVEY – NOVEMBER 2010

A) What age group are you? (circle)

0 - 15 16 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65+

B) What is your gender? (Circle) **Male** **Female**

C) Where are you from? (Tick boxes and write in spaces)

Where you are from	Tick	Details
Lyttelton	<input type="checkbox"/>	Years in Lyttelton? _____
Lyttelton Harbour (Banks Peninsula)	<input type="checkbox"/>	Which town? _____
Christchurch	<input type="checkbox"/>	Which suburb? _____
Elsewhere in New Zealand	<input type="checkbox"/>	Which town? _____
Overseas (International)	<input type="checkbox"/>	Country? _____

D) Have you participated in the Lyttelton Festival of Walking before? (circle) **YES** **NO**

E) How did you hear about the Festival of Walking? (Tick box and write in spaces)

Source of information	Tick	Details
Newspaper	<input type="checkbox"/>	Which newspaper? _____
Radio	<input type="checkbox"/>	Which radio station? _____
Internet	<input type="checkbox"/>	Which website? _____
Other	<input type="checkbox"/>	Other? _____

F) Tick one of three choices for the following questions about the walk

Questions	Tick one answer					
Was the length of today's walk?	Too short	<input type="checkbox"/>	About right	<input type="checkbox"/>	Too long	<input type="checkbox"/>
Was the fitness grade?	Too easy	<input type="checkbox"/>	About right	<input type="checkbox"/>	Too hard	<input type="checkbox"/>
Did you learn anything new on your walk?	Not at all	<input type="checkbox"/>	A little	<input type="checkbox"/>	A lot	<input type="checkbox"/>
To what extent did your guide contribute to your experience?	Not at all	<input type="checkbox"/>	A little	<input type="checkbox"/>	A lot	<input type="checkbox"/>

G) Please rate other aspects of this walk (scale from 1-5) (Circle). Tick N/A box if not applicable.

Other aspects of this walk	N/A	(1=Poor 3= average 5= excellent)				
The registration process for your participation		1	2	3	4	5
Transport available to get you to the walk		1	2	3	4	5

H) What did you like most about this walk? (Please write comments)

I) Can you suggest any improvements to this walk? (Please write comments)

J) What would you like to see in any future Festival of Walking (Please write comments)

K) Are you likely to tell your friends about the experience? (Circle) YES NO
 UNSURE

L) Are you likely to participate in the next Festival of Walking? (Circle) YES NO
 UNSURE

Thank you for your participation in this survey

Appendix C - Follow up online survey for walkers

2010 Festival of Walking (Post-Festival Survey for Participants)

Please respond to these questions by ticking the box or writing your answer in the space provided.

What walk(s) did you do?	DROP DOWN MENU HERE OF WALKS												
What age group are you?													
<input type="checkbox"/>	0-15	<input type="checkbox"/>	16-24	<input type="checkbox"/>	25-34	<input type="checkbox"/>	35-44	<input type="checkbox"/>	45-54	<input type="checkbox"/>	55-64	<input type="checkbox"/>	65+
What is your gender?		<input type="checkbox"/> Male		<input type="checkbox"/> Female									
Where do you live?													
Lyttelton			Years in Lyttelton?										
Lyttelton Harbour/Banks Peninsula			Which town?										
Christchurch			Which suburb?										
Elsewhere in New Zealand			Which town?										
Overseas (international)			Country?										
Which other Lyttelton Festivals of Walking have you participated in?													
<input type="checkbox"/>	Easter 2009		<input type="checkbox"/>	October 2009		<input type="checkbox"/>	November 2010						
I participated in the 2010 Festival of Walking...													
<input type="checkbox"/>	...alone												
<input type="checkbox"/>	...with my husband/wife/partner												
<input type="checkbox"/>	...with a friend or family member												
<input type="checkbox"/>	...as part of an organised walking group												
<input type="checkbox"/>	...other, please specify:												

Below is a list of statements about the impact of the 2010 Festival of Walking for you. Please indicate the extent to which you **agree** or **disagree** with each of the statements by ticking the relevant box on the scale provided.

I came away from the Festival of Walking with an increased awareness of...	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree
... the health benefits of regular walking	<input type="checkbox"/>				
... how fun it is to walk with other people	<input type="checkbox"/>				
... the walking tracks in Lyttelton and Lyttelton Harbour	<input type="checkbox"/>				
... Lyttelton's history and heritage	<input type="checkbox"/>				
... Lyttelton's tourist attractions	<input type="checkbox"/>				

... Lyttelton's cafes and restaurants	<input type="checkbox"/>								
... the shopping opportunities in Lyttelton	<input type="checkbox"/>								
... the Lyttelton Time Bank	<input type="checkbox"/>								
... the Lyttelton community Gardens	<input type="checkbox"/>								
... the Lyttelton Summer Street Festival	<input type="checkbox"/>								
... the Lyttelton Farmers Market	<input type="checkbox"/>								
... the Lyttelton Festival of Lights	<input type="checkbox"/>								

...other, please specify:

I also came away from the festival of walking with...	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree
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... a general feeling that Lyttelton is a great place to live	<input type="checkbox"/>				
... a desire to make/maintain walking as a part of my lifestyle	<input type="checkbox"/>				
... a desire to learn more about Lyttelton's history and culture	<input type="checkbox"/>				

...other, please specify:

Below is a list of activities you might have done as a **DIRECT RESULT** of participating in the 2010 Festival of Walking. Please indicate which things you have done by ticking the relevant boxes (**more than one box can be ticked**).

Since participating in the Festival of Walking I have...

<input type="checkbox"/> ...talked about the Festival of Walking with friends and/or family members
<input type="checkbox"/> ...talked about Lyttelton's attractions (shopping, dining, heritage, activities etc) with friends and/or family members
<input type="checkbox"/> ...returned to Lyttelton for a shopping or dining experience
<input type="checkbox"/> ...returned to Lyttelton to explore one or more of its attractions (e.g., heritage attractions)
<input type="checkbox"/> ...returned to Lyttelton for another walking experience
<input type="checkbox"/> ...made an inquiry about other walking festivals in New Zealand
<input type="checkbox"/> ...made an inquiry about other walks in Lyttelton and surrounding areas
<input type="checkbox"/> ...made an inquiry about one or more of Lyttelton's community events/activities
<input type="checkbox"/> ...conducted some research into Lyttelton's history and culture
<input type="checkbox"/> ...conducted some research into other walking tracks (outside of Lyttelton)

Please answer the following questions by ticking the appropriate box for each, or writing your answer in the space provided.

As a **direct result** of participating in the 2010 Festival of Walking do you think that you now...

<input type="checkbox"/> ...walk less often	<input type="checkbox"/> ...walk the same as before	<input type="checkbox"/> ...walk a little more often	<input type="checkbox"/> ...walk a lot more often
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Will you participate in next year's Festival of Walking?

Yes No I have not decided yet

Did you meet someone new at the 2010 Festival of Walking, who you have walked with since?

Yes No

Did you meet someone new at the 2010 Festival of Walking, who you have socialised with since?

Yes No

Please provide a comment on the following general questions relating to your participation in the 2010 Festival of Walking

What were your **MAIN** reasons for participating in the 2010 Festival of Walking?

Empty text area for reasons for participating.

What were the **MAIN** benefits for you personally from participating in the 2010 Festival of Walking?

Empty text area for benefits from participating.

In what ways were your expectations about the Festival of Walking (i.e., the walk(s) that you did) met or not met?

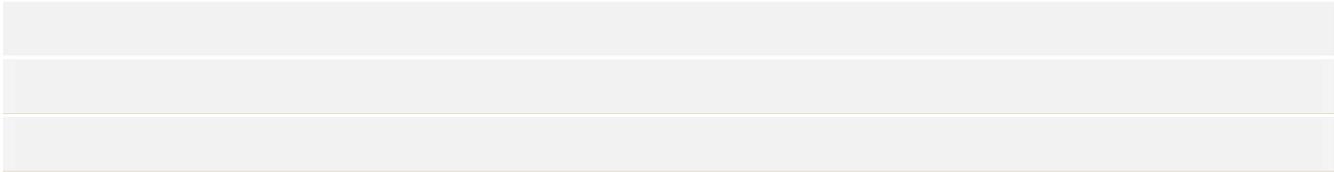
Empty text area for expectations.

What suggestions do you have for improving the Festival of Walking?

Empty text area for suggestions.

Please use the space provided to add any further comments you would like to make about the Festival of Walking

Empty text area for further comments.



Thank you for completing the survey. The findings will be helpful for us as we plan and prepare for future community events.

Appendix D - Email survey for guides

FESTIVAL OF WALKING - GUIDES SURVEY - December 2010

Thank you for agreeing to provide feedback to Project Lyttelton about your experience as a guide during the Festival of Walking. Providing your feedback will help us to identify what aspects of the Festival of Walking worked well and areas where improvements could be made. The survey has two main sections. Section One asks you to respond to questions about specific walks. Section Two asks more general questions about the Festival of Walking. If you were a guide for more than one walk, please fill in page 1 (SECTION ONE) **for each walk** and page 2 (SECTION TWO) **once only**.

SECTION ONE: QUESTIONS ABOUT SPECIFIC WALKS

1. What walk did you guide? (Please indicate walk number) _____
2. Please describe the aspects of this walk that you enjoyed the **most**?
3. What aspects of this walk do you think could be improved?
4. Please explain why you **would** or **would not** guide this particular walk again.
5. Did the transport for walkers work for your event? Indicate your answer: Yes / No, or N/A if not applicable. Please use this space for comments you have regarding transport:

6. Were the descriptions of the walk provided to walkers accurate? Indicate your answer: Yes / No. Please use this space for comments you have about the written descriptions:

7. In your opinion as a 'walking guide', please indicate one of three answers for the following questions. Put answer for each question in column provided.

Questions	Choices for answer			Your answer here
a) Was the length of your walk?	Too short?	About right?	Too long?	
b) Was the fitness grade?	Too easy?	About right?	Too hard?	
c) Was the charge for walkers?	Too little?	About right?	Too much?	

SECTION TWO: GENERAL QUESTIONS ABOUT THE FESTIVAL OF WALKING

8. What did you like most about the Festival of Walking, overall?

9. Please rate your level of satisfaction with the following aspects of the Festival of Walking. Give your answer by putting an **x** to indicate your rating for each aspect (1=very dissatisfied – 5=very satisfied). Put **N/A** if you feel the question not applicable.

Aspects of the Festival of Walking	N/A	1=Very dissatisfied 5=Very satisfied				
		1	2	3	4	5
a) Marketing/advertising of walks						
b) Overall communication with festival organisers						
c) Health and safety instructions						
d) Festival organisation in general						
e) Information about incentives/prizes for walkers						

10. How could the Festival of Walking be improved?

11. Do you think the Festival of Walking should be run again? Please indicate your answer Yes / No

Please use the space below to explain your answer:

12. What do you see as the **key benefits** for you from your involvement in the Festival of Walking?

13. Any other suggestions or feedback?

Thank you for your participation in this survey

Appendix E - Follow up email survey for guides

2010 Festival of Walking – Post-Festival Survey for Guides

Project Lyttelton are interested in finding out about the outcomes of your participation as a guide in the November 2010 Festival of Walking.

1. Are you: Male/Female
2. What age group are you?

16-24	25-34/	35-44	45-54	55 -64	65+
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3. Where do you live? (Suburb/town):
4. Did you receive payment (or part payment) for guiding your walk(s) **Yes/No**
5. Did you feel your participation in the event was beneficial for you personally? **Yes/No**
6. If YES, what have you **personally** gained from being involved in the Festival of Walking? (Please think about knowledge, skills, confidence, meeting new people etc.)

7. Do you think the **business** you are involved in or own has directly benefited from your participation in the Festival of Walking? (Please think about marketing, customer inquiries, more work etc.)
Yes/No/Not Applicable
8. If YES, in what way(s) has your business benefited?

9. Please give details of anything else positive which has happened to you as a result of your participation in the Festival of Walking.

10. What did you enjoy or benefit from **the most** through your guiding experience?

11. Overall, did the 2010 Festival of Walking live up to your expectations? **Y/N**
Please provide reasons why or why not

12. Based on your experience, would you recommend the Festival of Walking to other walking guides?
Y/N
Please provide reasons why or why not

13. How did you find out about the Festival of Walking?

14. What is the best way to promote the Festival of Walking to guides?

15. What is the best way to promote the Festival of Walking to walkers?

16. Will you participate in the next Festival of Walking? **Yes/No/Undecided**
Please provide reasons for your answer

Thank you for your participation in this survey