

Notting Hill Carnival Survey Results: Analysis of responses from residents

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Introduction and methodology

Introduction

The Notting Hill Carnival takes place each year over the August Bank Holiday weekend. The Royal Borough of Kensington and Chelsea works with Carnival organisers and others to ensure that not only a great carnival is delivered, but that a fair deal for residents is achieved.

Methodology

In order to gather feedback from residents on this year's Notting Hill Carnival, an electronic survey was designed and publicised via a postcard sent to all addresses in the seven most northern wards of the borough (i.e. those closest to the Carnival route). A paper version of the survey was also made available for collection at libraries and other local sites. Although the consultation was primarily aimed at borough residents, the survey was publicised in the local press and promoted by organisations associated with the Carnival and therefore attracted responses from beyond the borough boundaries. A total of 2249 surveys were returned.

Report

As part of the consultation, respondents were asked to provide their full postcode. A total of 1,417 provided a postcode that we were able to match against a database of UK postcodes. This enabled us to breakdown results by if respondents were residents (1,040) or non-residents (377). This report contains that analysis.

A separate, more detailed, overall report of the consultation has been produced and is available on request. The overall report provides analysis from all respondents and breaks results down by a variety of demographic factors; it also contains analysis of written comments in relation to open questions.

For information on the results please contact:

Gary Wilson, The Consultation and Performance Team on 020 7361 3616

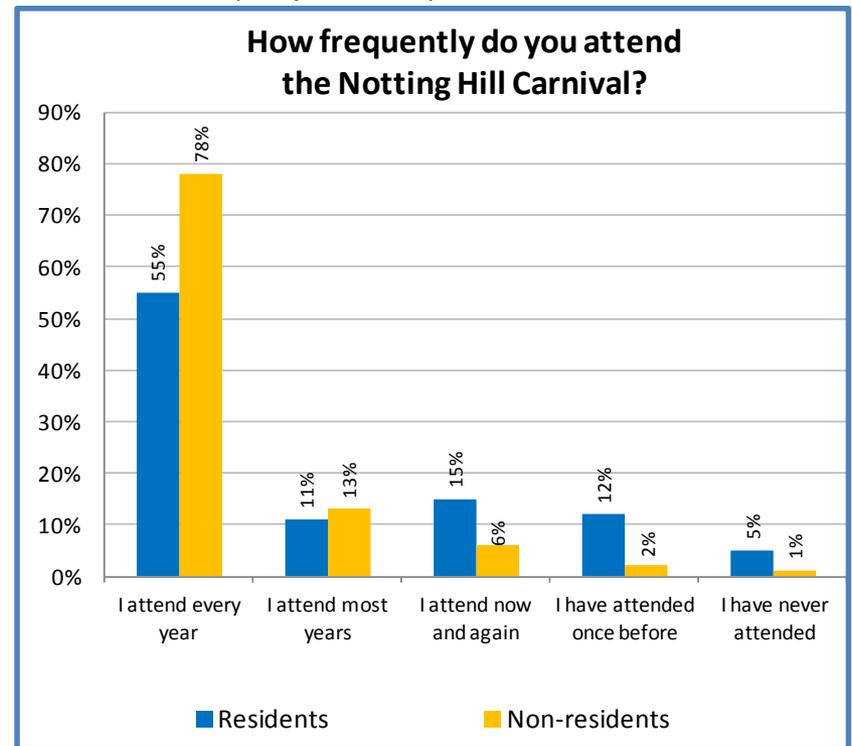
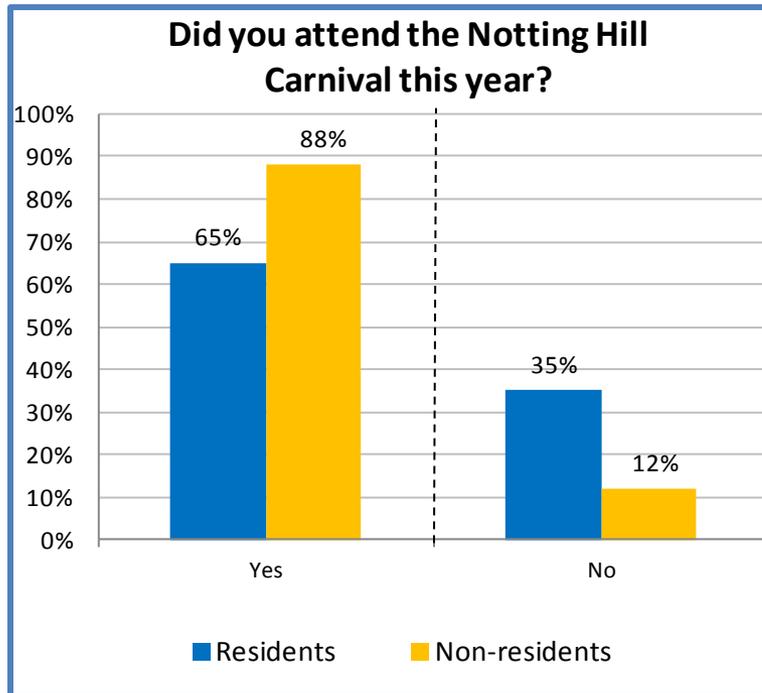
or e-mail gary.wilson@rbkc.gov.uk



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Survey Results: Attendance

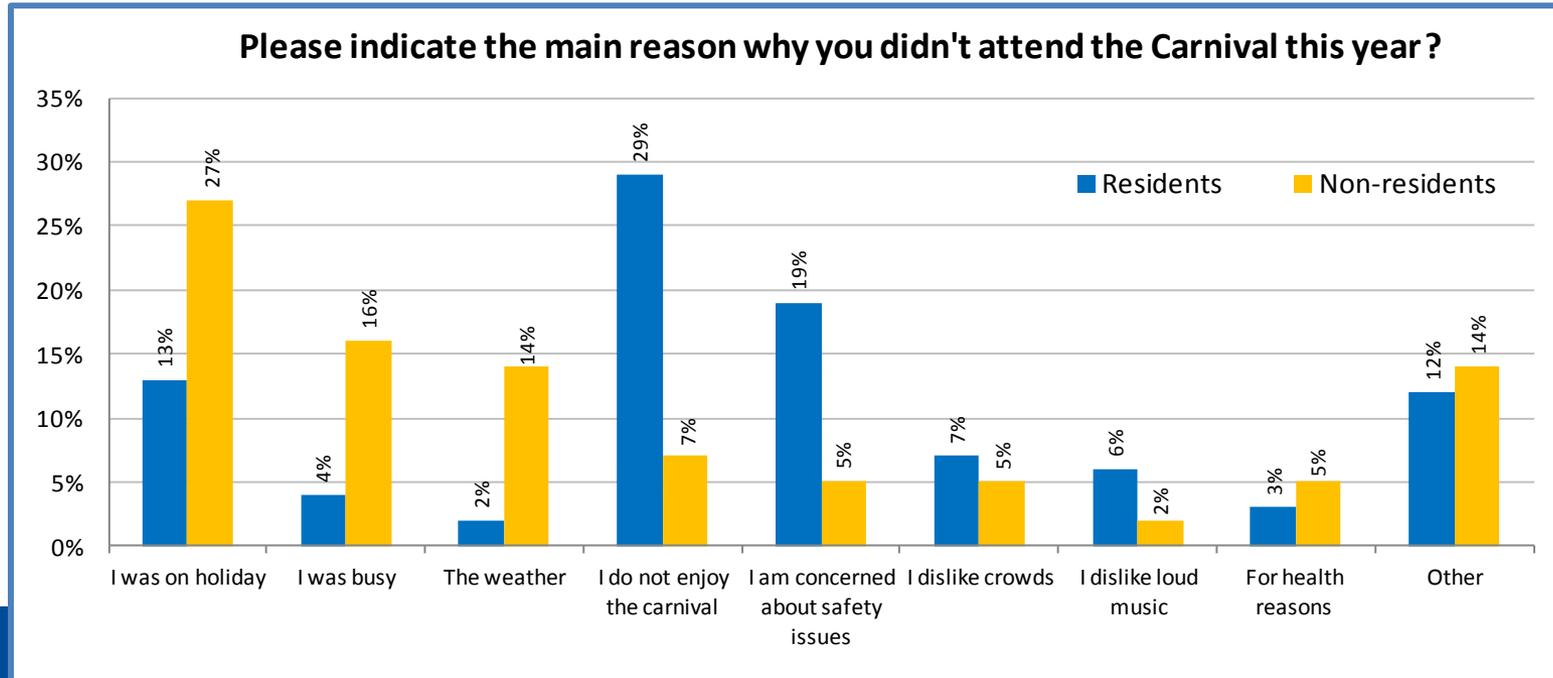
- A total of 65 per cent of residents responding attended the Notting Hill Carnival; with 55 per cent indicating that they attend every year.
- Non-residents (88 per cent) were more likely to indicate that they attended the Notting Hill Carnival in 2015 than residents and non-residents (78 per cent) were also more likely to indicate that they attend the Carnival every year, compared to residents (55 per cent).



Survey Results: Reasons for not attending

Respondents that did not attend were asked why this was.

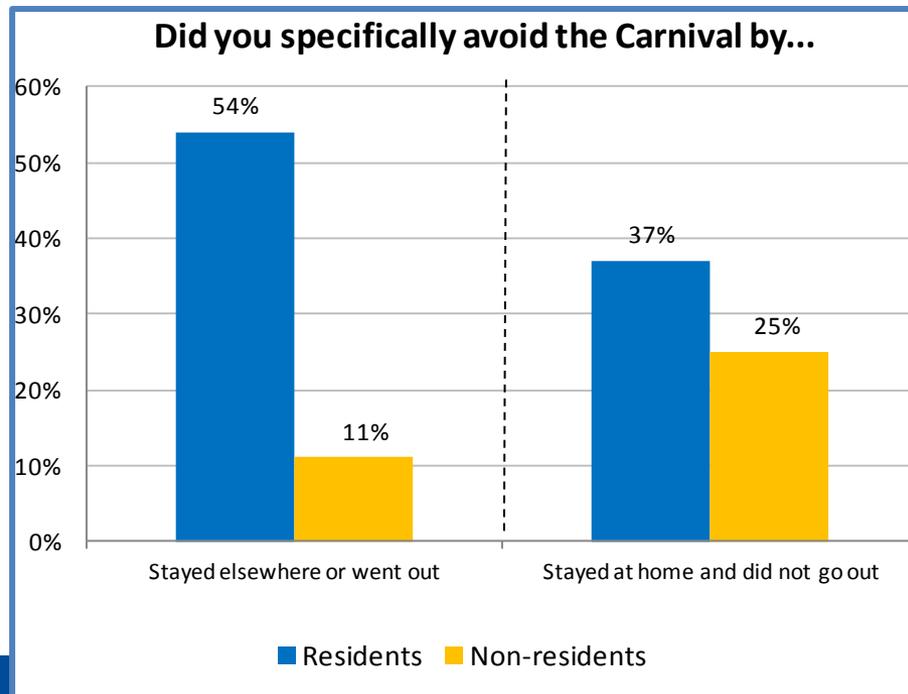
- A total of 29 per cent of residents indicated they did not attend as *'they do not enjoy the Carnival'* and 19 per cent of residents did not attend as they are *'concerned about safety issues'*.
- Non-residents (27 per cent) were more likely to indicate that the main reason for not attending was due to being on holiday, compared to residents (13 per cent). Non-residents were less likely to indicate they did not attend because they did not enjoy the Carnival (seven per cent, compared to 29 per cent for residents).



Survey Results: Avoiding the Carnival

Respondents that did not attend were asked if they specifically avoided the Carnival.

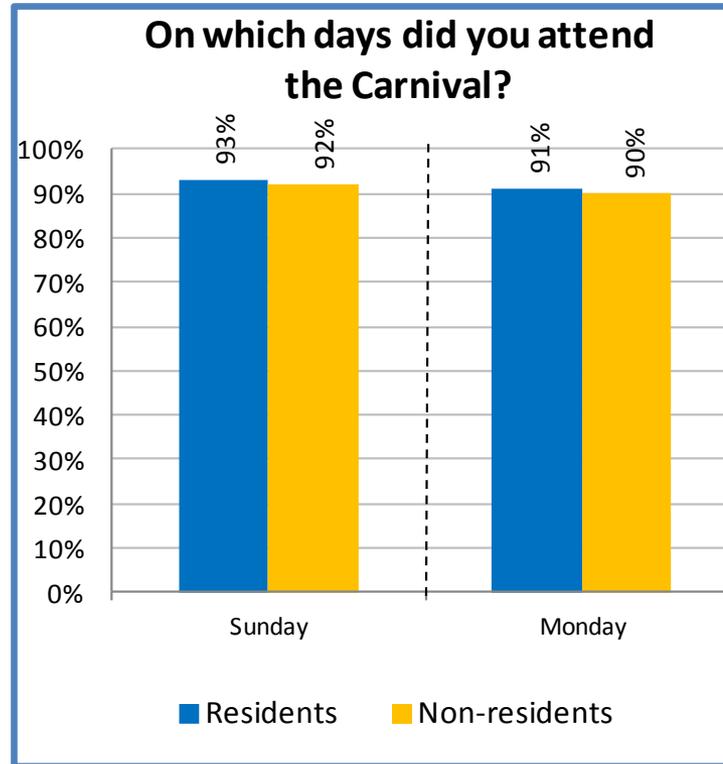
- Over half of residents (54 per cent) indicated that they '*stayed elsewhere or went out*' to avoid the Carnival and 37 per cent of residents '*stayed at home and did not go out*' to avoid the Carnival.
- Non-residents were less likely to indicate that they avoided the Carnival by '*staying elsewhere or going out*' (11 per cent) or '*staying at home and not going out*' (25 per cent).



Survey Results: Attendance

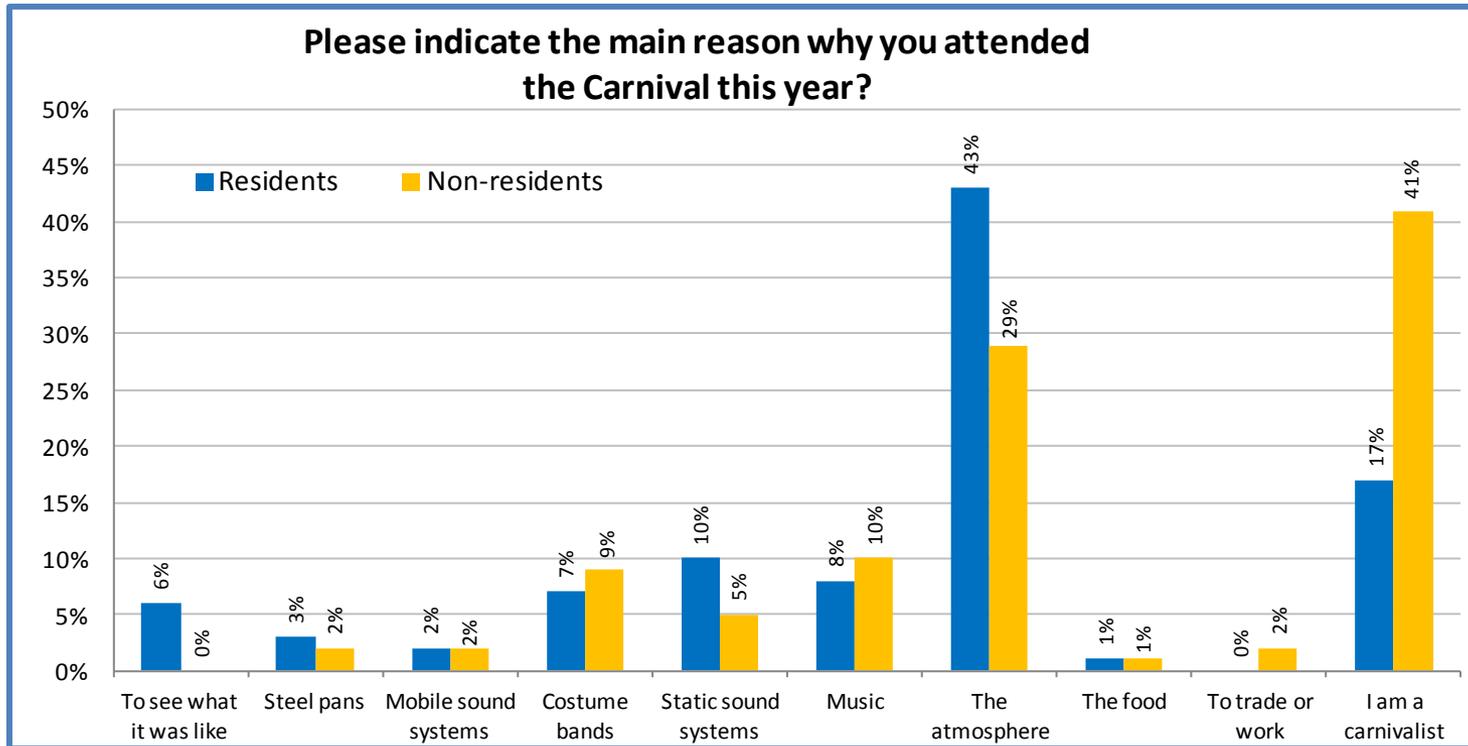
Respondents that attended the Carnival were asked on which days they attended.

- Around nine in ten residents and non-residents responding indicated that they attended on the Sunday and a similar percentage attended on the Monday.



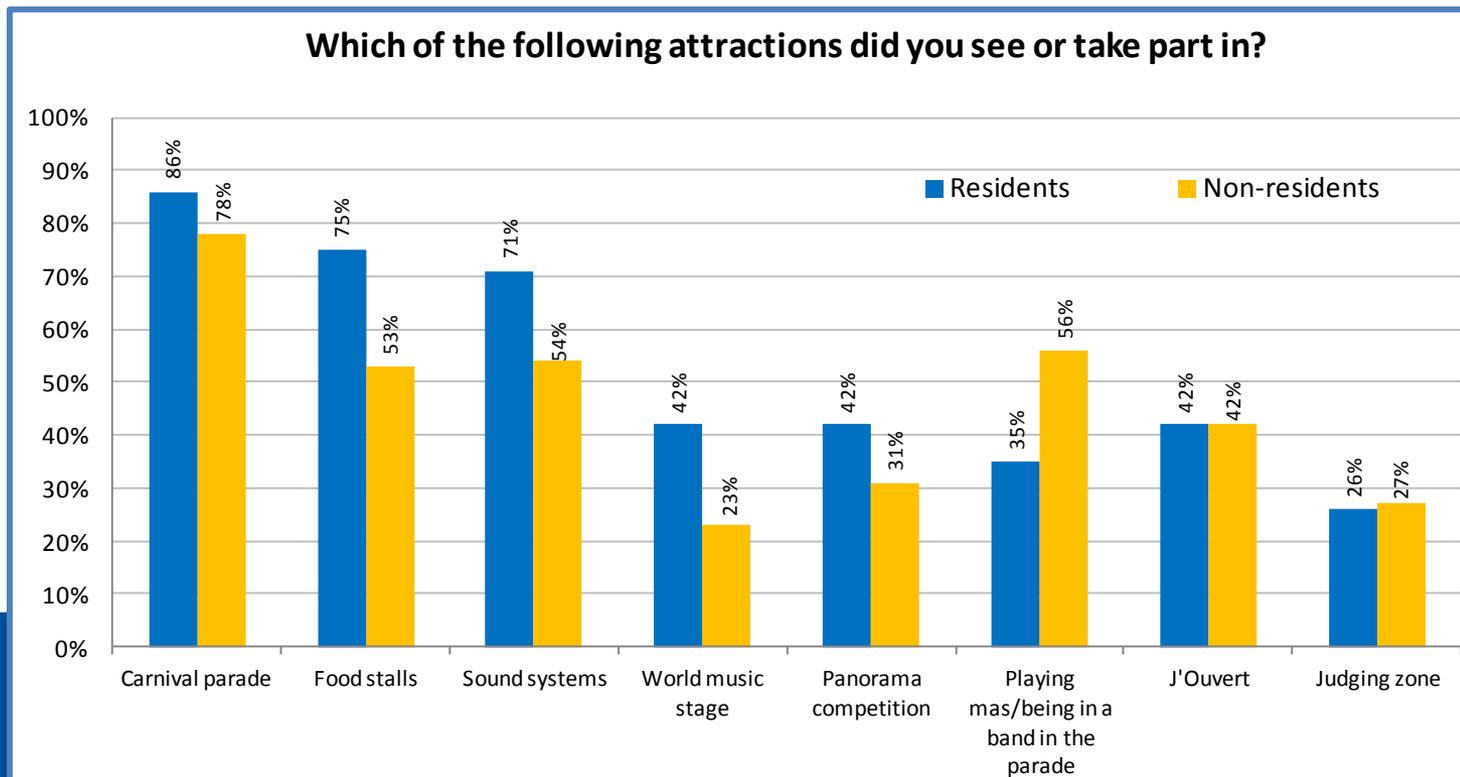
Survey Results: Main reason for attendance

- Of those that attended, residents (43 per cent) were more likely to indicate that the main reason for attendance was '*the atmosphere*', compared to non-residents (29 per cent).
- Non-residents (41 per cent) were more likely to indicate that they were a '*carnivalist*' than residents (17 per cent).



Survey Results: Attractions

- The '*Carnival parade*' was the most seen attraction for residents attending (86 per cent).
- Of those that attended, residents were more likely to have seen/used '*food stalls*' (75 per cent) and '*sound systems*' (71 per cent), compared to non-residents (53 per cent and 54 per cent respectively).
- Non-residents (56 per cent) were more likely to indicate that they '*played mas or were in a band in the parade*' compared to residents (35 per cent).

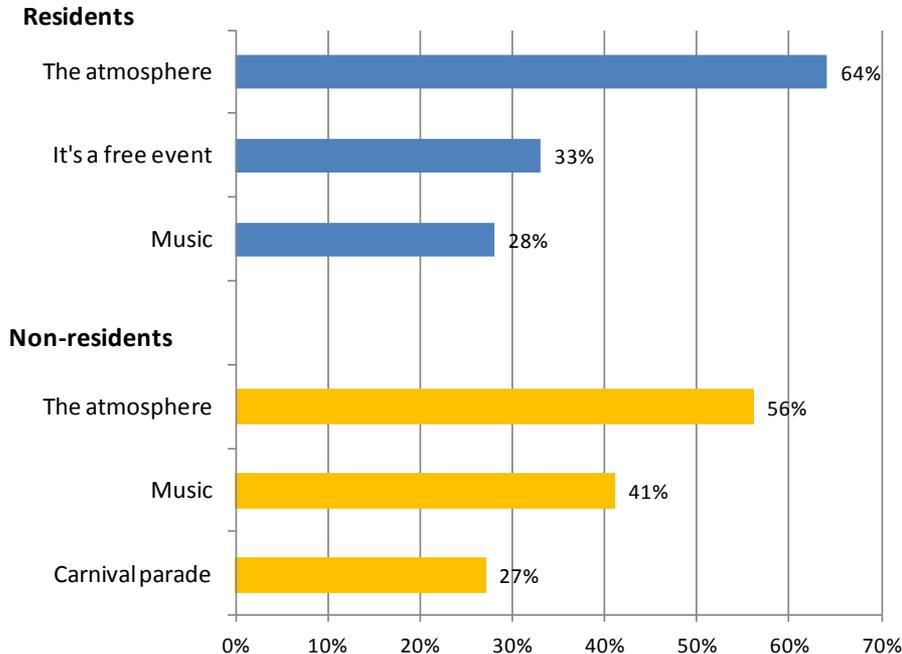


Survey Results: Enjoyed most and least about the Carnival

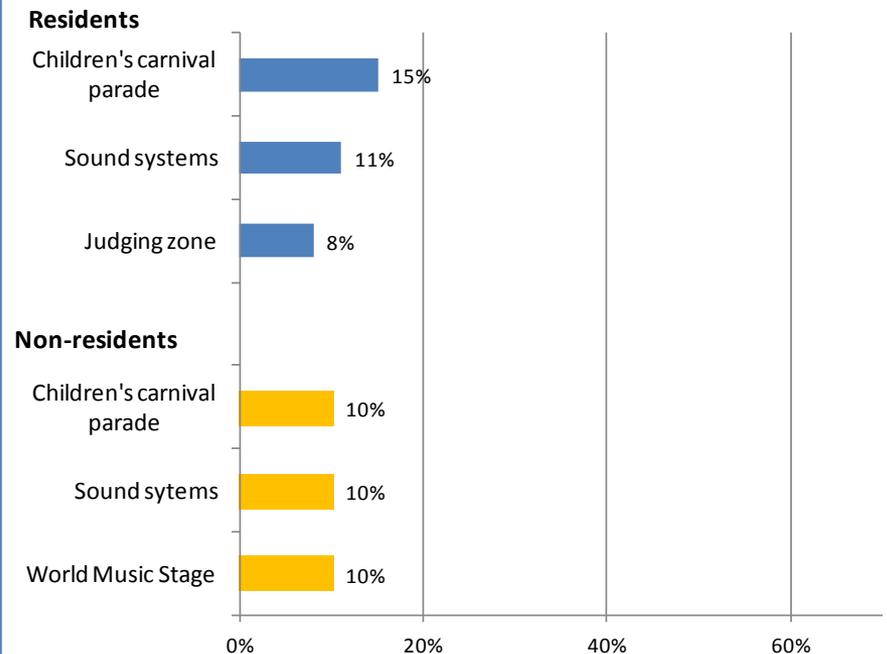
The below graphs show the three most selected responses, concerning what respondents enjoyed most and least about the Notting Hill Carnival (aside from 'other' responses).

- Residents enjoyed the 'atmosphere' (64 per cent) and that 'it's a free event' (33 per cent) most and the 'children's carnival parade' (15 per cent) and the 'sound systems' (11 per cent) least.

What did you enjoy most...*



What did you enjoy least...*



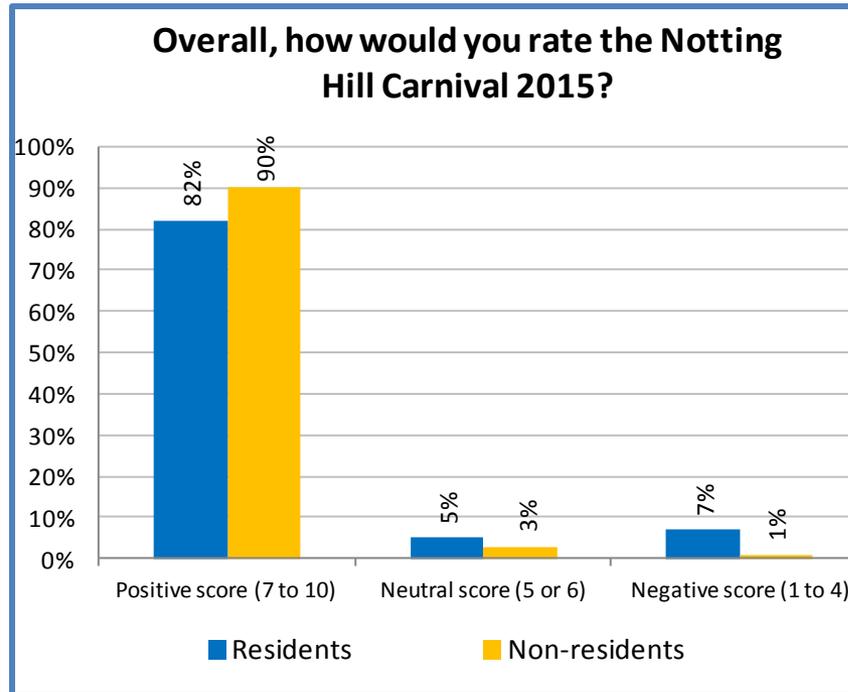
* Aside from 'other' – top three most selected responses shown



Survey Results: Overall rating

Respondents that attended the Carnival were asked to rate it on a scale of one to 10 (with 10 being excellent).

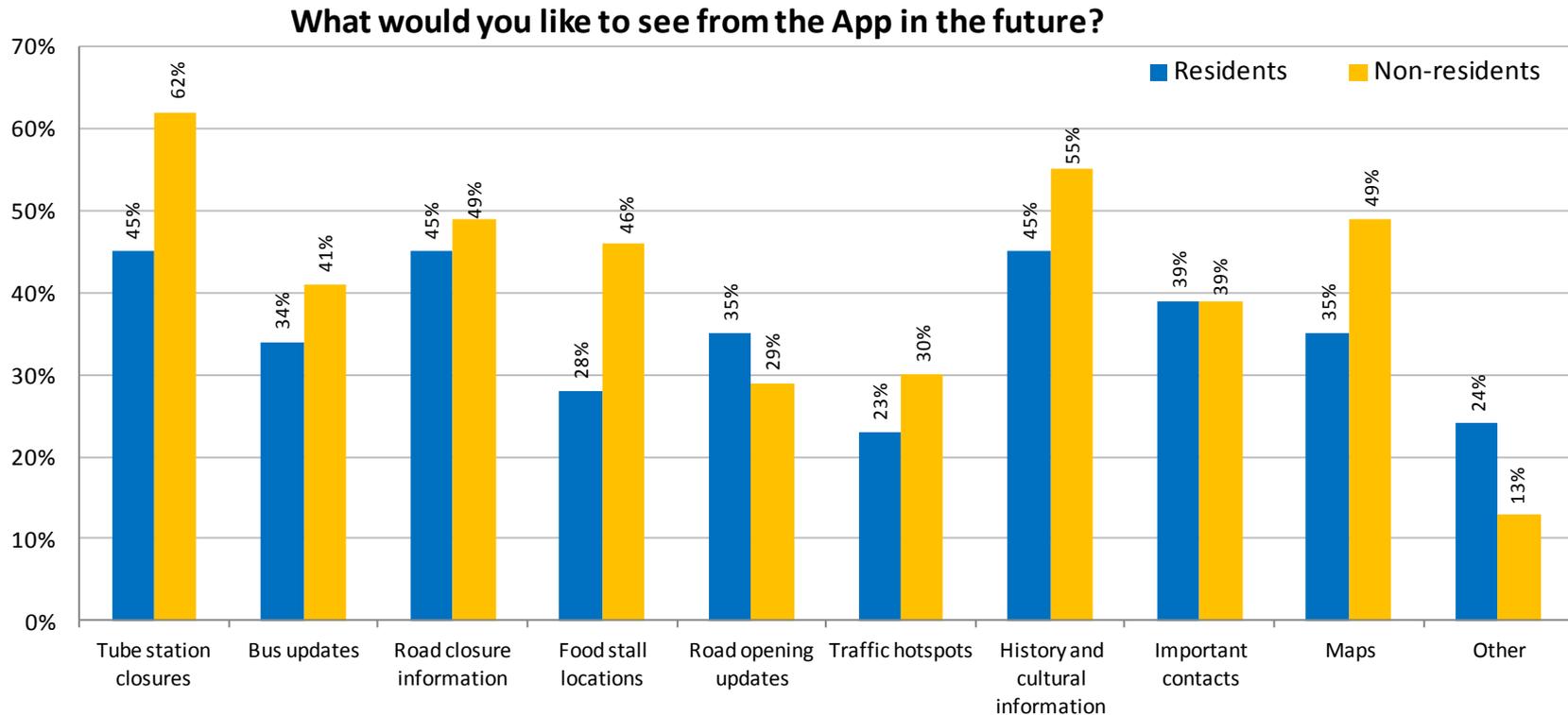
- 82 per cent of residents rated the Notting Hill Carnival positively (i.e. scoring it seven to ten)
- Non-residents were slightly more likely (90 per cent) to rate the event positively.



Survey Results: Notting Hill Carnival App (Carnival mApp)

Respondents were asked what they would like to see from the Notting Hill Carnival App in the future.

- Residents were most likely to request *'tube station closures'*, *'road closure information'* and *'history and cultural information'* (all 45 per cent) above other options
- For seven of the options non-residents were more likely to select them compared to residents.



Survey Results: Organisation of the Notting Hill Carnival

Respondents were asked to indicate how satisfied or dissatisfied they were in relation to various activities connected to the Notting Hill Carnival.

- Areas where residents expressed highest satisfaction were: *'clear up following carnival'* (73 per cent), *'the information leaflet'* (69 per cent) and *'location of food stalls'* (54 per cent).
- Areas where residents expressed highest dissatisfaction were: *'provision of toilets'* (46 per cent), *'location of sound systems'* (23 per cent) and *'taking action on noise issues'* (22 per cent).
- Aside from the information leaflet, non-residents were more satisfied with each aspect compared to residents.

	Information leaflet		Providing toilets		Providing training on food safety		Checking food safety standards		Location of food stalls		Health and safety checks		Making sure no illegal street trading		Location of sound systems		Taking action on noise issues		Clear up following Carnival	
	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Satisfied	Dissatisfied
Residents	69%	8%	26%	46%	40%	8%	42%	8%	54%	9%	47%	7%	42%	15%	52%	23%	45%	22%	73%	18%
Non-residents	50%	8%	43%	41%	55%	3%	58%	3%	75%	5%	64%	3%	57%	7%	74%	7%	59%	5%	81%	3%



Survey Results: Local impact

Respondents were asked to indicate how much a range of aspects affected them over the Carnival period.

- Residents indicated that ‘*on street urination*’ (43 per cent), ‘*litter or street cleanliness*’ (35 per cent), and ‘*road closures/crowds*’ (34 per cent) had a big impact on them over the Carnival period.
- In each case a lower percentage of non-residents indicated that each aspect had a ‘*big impact*’ on them during the Carnival period.

	Road closures/crowds			Disruption to travel			Parking restrictions			Ability to access local facilities			Noise from Carnival			Litter or street cleanliness			On street urination		
	Big Impact	Some impact	No impact	Big Impact	Some impact	No impact	Big Impact	Some impact	No impact	Big Impact	Some impact	No impact	Big Impact	Some impact	No impact	Big Impact	Some impact	No impact	Big Impact	Some impact	No impact
Residents	34%	23%	43%	30%	23%	46%	25%	17%	55%	27%	20%	51%	31%	18%	50%	35%	22%	42%	43%	30%	26%
Non-residents	11%	26%	62%	10%	34%	55%	9%	16%	73%	8%	16%	74%	5%	15%	79%	8%	28%	63%	21%	34%	44%



Survey Results: Views on the Notting Hill Carnival

Respondents were asked to indicate how strongly they agreed or disagreed with a series of statements about the Carnival.

- Statements attracting the highest levels of agreement from residents were: *'litter/streets are cleaned to a good standard'* (73 per cent), *'the Carnival is a celebration of Carnival arts'* (71 per cent) and *'the Carnival brings people together'* (66 per cent).
- Statements attracting the highest levels of disagreement were: *'appropriate number of toilets are provided'* (49 per cent) and *'satisfaction with noise levels'* (32 per cent).
- In each case non-residents were more positive about each of the statements.

	Carnival brings community together		...is a celebration of carnival arts		...has a positive economic impact		satisfied with noise levels		appropriate number of toilets		Appropriate enforcement against illegal street traders		Litter/streets clean to a good standard	
	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree
Residents	66%	26%	71%	19%	64%	22%	59%	32%	26%	49%	41%	13%	73%	18%
Non-residents	95%	3%	94%	3%	92%	3%	92%	3%	36%	45%	57%	6%	85%	3%



Survey Results: Overall view of the Notting Hill Carnival

Thinking generally about the Carnival, respondents were asked to select a statement that came closest to their personal view.

- A total of 61 per cent of residents responding indicated the '*Carnival is brilliant/great fun*'.
- However, nearly a quarter of residents (23 per cent) indicated that they '*do not enjoy the Carnival*'.
- Non-residents were more likely to indicate that the '*Carnival is brilliant/great fun*' (93 per cent) and less likely to indicate that '*they do not enjoy the Carnival*' (one per cent).

