

Somerset Food Trail Visitor FAQs – Visitor Survey

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1. **Why are we monitoring and evaluating the Somerset Food Trail?**

To test whether the Trail increases public knowledge about the benefits of sustainably produced local food and increases local demand for such food. We are evaluating the Trail and our support to enterprises. We are not evaluating the work of our participating enterprises in any way.

2. **How are we evaluating the Trail?**

We plan to talk to all stakeholders as part of the evaluation: visitors to events and open days, all of our participating enterprises, cluster coordinators, board members, volunteers, partners and funders.

Our main focus during the Trail will be collecting visitor feedback at events and open days. After the trail has finished, we will get feedback from other stakeholders and invite people to in person evaluation events.

3. **Why have you asked cluster coordinators and trustees to run visitor surveys at key events and open days?**

It's important we get the right amount of high-quality responses from a diverse cross section of events and open days in order to produce a credible evaluation. Asking cluster coordinators and trustees to run surveys at key events increases our chances of achieving this.

4. If someone else would like to volunteer as an evaluator, is this possible?

Absolutely, please introduce them to Colin.

5. What about the remaining enterprises that you have not classified as a key event – can they run a visitor survey if they want to?

We would love you to ask all the remaining enterprises who are running events or open days to conduct their own visitor surveys. Colin will send a separate email about this.

6. Can shops and eateries run a visitor survey?

We are not asking shops and eateries to conduct visitor surveys as it is not possible to distinguish between who is a Trail visitor and who is a general customer. We will include shops and eateries in our enterprise survey.

7. What do I need to do when running a visitor survey?

Attend as a guest on the day, make yourself known to the organiser at the beginning, make yourself known to the group at the end of the event and invite people to complete the survey. Your role is to distribute the link, QR code or paper copies of the survey to as many visitors as possible who can then complete the survey themselves. All enterprises will be briefed beforehand.

8. Can I incentivise visitors in any way?

Yes, one visitor who completes a survey will win a delicious food hamper. We will draw the winner after the Trail has finished.

9. Is there anything I need to prepare ahead of time?

You may need to print out paper copies of the surveys and gather a handful of pens to take with you. If you need help with this, please contact Colin asap. His number is 07508 870 116.

10. If I print surveys, who do I return completed surveys to?

You can send pictures of them to Colin using WhatsApp. His number is 07508 870 116.

11. What will we do with the information from the visitor surveys?

We will write a report that we will share with all our partners describing the impact of the Food Trail.

12. Will we share information from the visitor surveys with anyone else?

See above answer.

13. Is the visitor survey anonymous?

Yes.

14. Can enterprises request to see the visitor survey responses collected at their events or open days?

Unfortunately, this won't be possible.

15. The visitor survey talks about 'land use'. What do we mean by this?

This is a term used by the WWF who are calling for a change in how we use our land. The WWF want to see more nature friendly farming and a reduction of greenhouse gases in agriculture.

16. The visitor survey asks what actions people might take as a result of the event they attended. What do we mean by this?

It could be signing up to a veg box, starting to use a local organic shop, attending the local market, buying from the supplier they have just visited, joining a community group, growing their own, changing how they garden at home, encouraging their friends to do the same, etc, writing to their MP, etc.