

BBC
RADIO 1

Evaluation of Dundee's hosting of Radio 1's Big Weekend 2023



Contents of report

| | Page |
|--|------|
| Background, Objectives and methodology | 3 |
| Executive summary | 9 |
| Demographic profile of attenders | 16 |
| Event feedback | 25 |
| Social impact and civic pride | 35 |
| Economic impact | 54 |
| Media impact | 60 |
| Volunteers | 62 |
| Appendix | 82 |

Background

- Radio 1's Big Weekend in Dundee took place in Camperdown Country Park on Friday 26, Saturday 27, and Sunday 28 May 2023. Dundee City Council partnered with the BBC to deliver the event.
- As hosts, Dundee City Council invested significant resources into the event and established a number of Key Performance Indicators (KPIs) to ensure the city is getting a positive social and economic return on their investment.
- Dundee City Council appointed James Law Research Associates Limited to deliver a social and economic impact report.
- This report may be used for reporting to the press and public, for internal learning and to inform future event activity in the city.
- Dundee City Council were responsible for festival-related activity outside the event site in Camperdown Park, while BBC were responsible for operations within the site. All related transport, public safety and welfare in the area surrounding the park was provided by Dundee City Council.
- This report focuses on broad implications for the city as the host and the economic impact related to activity outside of the event site.
- It does not seek to establish the total economic impact of the event as much of the income and expenditure information rests with BBC.

Dundee City Council's Objectives related to the event

The objectives were to....

- ...maximise the benefits of the event to enhance Dundee's profile across the UK as a thriving, vibrant, contemporary place to live, work, study and invest
- ...deliver a safe, well-attended, enjoyable event
- ...showcase Dundee's ability to host large-scale events while minimising disruption
- ...minimise the environmental impact of hosting this major event
- ...contribute towards community wealth building
- ...generate a positive economic impact for the city
- ...evidence positive social impacts on the public

Programme of research

James Law Research Associates Ltd is a specialist research consultancy with extensive experience in both quantitative and qualitative research, headed by Marion Dodds and Jim Law.

The following programme of research was recommended to achieve a balance of robust results and cost-effectiveness:

- 1) A face-to-face on-site attender survey during the festival
- 2) A post-event online survey of attenders sent to all ticket purchasers immediately after the festival
- 3) An online survey with volunteers
- 4) A series of personal experience case studies from attenders and volunteers

The topics for measurement/investigation were confirmed and agreed upon. Questionnaires and discussion guides were agreed with input, comment and approval by Dundee City Council.



BBC
RADIO 1

BBC RADIO 1
BIG WEEKEND
DUNDEE

BBC RADIO 1
BIG WEEKEND
DUNDEE

BBC RADIO 1
BIG WEEKEND
DUNDEE

1975 / LEWIS CAPRALDI
THE BROTHERS / WET LEG
SUB FOCUS / RUBINENTAL

Methodology #1

Face-to face onsite attender survey

Market Research Interviewers were stationed at a number of sampling points within the site.

Each interviewer achieved a specified number of interviews with attenders. In order to achieve a random sample, a random interviewee selection was followed. When the next person is within a family/group/couple, then the adult with the next birthday was selected. This technique ensured an equal chance of being selected for an interview thus, creating a 'random' sample and reducing the 'chance' of sampling error or unintended interviewer 'bias' in selection.

Each carried identification and captured the responses electronically on 'CAPI' devices which ensure the security of the information collected.

For quality control purposes face-to-face interviews are subject to back-checking verification (e.g. we check a random sample of 10% of the total interviews to ensure they are carried out to our strict quality criteria).

Range and logic checks are carried out on the raw data which flag any inconsistencies or illogical responses. Any inconsistencies found were investigated individually.

400 interviews were achieved on site.

Post-event Online survey

The face-to-face attender survey was adapted for use online and sent to all ticket purchasers via the BBC during w/c 29th May.

This approach gave every person who purchased a ticket an equal opportunity to take part and allowed the participants to choose a convenient time for completion. A screening question was also included to establish those who may have already taken part in the face-to-face on-site survey to ensure they did not participate twice.

This survey was issued captured reactions, views and experiences whilst they were still very fresh and before any memory decay – this was especially important when capturing information related to spending (for economic impact analysis).

The survey was hosted on SNAP Survey software and analysed using SPSS. Range and logic checks are carried out on the raw data which flag any inconsistencies or illogical responses. Any inconsistencies found were investigated individually.

Attendees were also asked to register their interest in the follow-up research in the form of case-studies.

3420 online interviews were achieved.

Upon review of both collection methods the raw data, was merged resulting in a final total sample size of **3820**.
The maximum margin of error related this sample size is +/- 1.7%

Methodology #2

Volunteer Feedback Survey

Dundee City Council provided contact email addresses of individuals who have volunteered to be 'Big Weekend Welcome Hosts'. In total 69 email addresses were provided, and 38 volunteers participated in the survey (representing a 55% response level).

Volunteers were also invited to register for follow-up qualitative research in the form of case studies.

Case Studies

A sample of individuals who participated in both the Post-event attender survey and Volunteer survey were re-contacted and sent a link to provide further information and verbatim comments on their experiences at the festival.

Note: The base numbers shown throughout the report will show variations as these were voluntary surveys and respondents are free to choose to provide an answer or not, as they wish.

Economic Impact Calculation: eventIMPACTS

The 'economic impact' of a major event refers to the total amount of additional expenditure generated within a defined area, as a direct consequence of staging an event. For most events, spending by visitors to the local area (and in particular on accommodation) is the biggest factor in generating economic impact.

There is broad consensus on the standard approach to measuring the economic impact of an event. The spending patterns of event attendees are sampled, averaged and then upscaled to the overall 'event population'. The event population was measured using a combination of ticket information and information gathered in the attender survey to establish the net number of 'unique' attenders.

The economic impact calculations in this report focus on activity outside the event site and related to Dundee as hosts.



Executive Summary

“DCC did a cracking job with even the artists giving you guys a shout-out. It was great to see an event of this scale and calibre in Dundee and you could tell the audience really appreciated it”

Event attender

Executive Summary: Economic Impact

The total audience size of Radio 1's Big Weekend was **81,835** and attracted **33,652** unique visitors to Dundee.

A quarter of visitors (24%) came from DD6 -11 postcodes areas and 2/3rds (65%) came from elsewhere in Scotland with strong attendance from people in Glasgow, Edinburgh and Aberdeen. One in 10 (10%) came from elsewhere in UK with less than 1% (0.87%) from outside the UK.

5,855 were overnight 'commercial stayers' (individuals who stayed in paid accommodation such as hotels B&B, self-catering etc). This resulted in **£1.5M** revenue for Dundee's accommodation sector over the course of the weekend.

5,485 were 'non-commercial stayers' (individuals who spend the night but did not pay for accommodation, e.g stayed with friends/family) and 22,312 were day visitors.

Visitors spent an estimated **£1.8M** over the course of the weekend (outside the event site) resulting in a net positive Direct Economic Impact of **£2.9M** for Dundee City.

25,708 local residents attended the Big Weekend. Local residents (residing in DD1-5 postcodes) also spent an estimated **£800K** in Dundee (outside the event) resulting in a Total Economic Impact of **£3.7M**.

R1BW ATTRACTED 33,652 UNIQUE VISITORS TO DUNDEE

5.9K were commercial stayers which generated 10.5k bed nights resulting in a boost of **1.5M** for the accommodation sector.



HOSTING R1BW BOOSTED ECONOMIC ACTIVITY IN DUNDEE

Visitors also spent an estimated **1.8M** in Dundee resulting in a **net positive Direct Economic Impact of 2.9M**.



25,078 LOCAL RESIDENTS ATTENDED THE BIG WEEKEND

Residents also spent an estimated **800K** in Dundee further **boosting the local economy**.
Total Economic Impact: £3.7M



Please note: This direct economic impact calculation solely accounts for spend in Dundee outside the site. Expenditure made by attendees within the site has been excluded. Organiser spend/income by the BBC is not included. It should be noted the spend in the host economy is intrinsically linked to the event itself and this boost to the local economy would not have occurred if Radio 1's Big Weekend had not taken place.

Executive Summary: Social Impact

Almost all (98%) of all attenders agreed *'Its great to see Dundee hosting Radio 1's Big Weekend'*. This increased to 100% of local residents.

There is clear evidence that hosting the Big Weekend created a **collective experience** amongst locals and visitors to Dundee. Almost all (99%) of all attenders agreed *'I have spent quality time with friends or family at Radio 1's Big Weekend'*.

Many visitors highlighted the *'warm'* and *'friendly'* nature of the people in Dundee, emphasising the **welcoming environment** they experienced during the event. As a result of the Big Weekend **civic pride has been elevated**. Many locals describe feeling *'proud'* of Dundee and 3/4ers (74%) agreed they feel *'more positive towards Dundee than they used to'*.

The event has also improved Dundee's image and fostered a **sense of community** and enjoyment, amongst those who attended and live in the area.

Many express optimism for more opportunities and recognition for Dundee in the future.

SOCIAL IMPACTS ARE EVIDENT

Visitors describe Dundee as *'Vibrant'* *'exciting'* and *'inclusive'*. 51% attenders said that attending R1BW **improved** their impression of Dundee.



CIVIC PRIDE IS ELEVATED

Local residents describe feeling *'proud'* of Dundee and **74%** agreed they feel **more positive** towards Dundee than they used to.



COLLECTIVE EXPERIENCES

R1BW created a **collective experience** amongst locals and visitors to Dundee. **99%** of all attenders agreed *'I have spent quality time with friends or family at Radio 1's Big Weekend'*.



Executive Summary: Transport & Volunteers

Around 2/3rd (64%) of visitors to Dundee travelled via Car, a quarter (23%) came by train and around one in six (17%) came by public bus.

Just under half (45%) of all attendees utilised the free festival bus service, with 56,000 seats used to transport attendees to and from Camperdown Park.

Volunteers:

Volunteers played a vital role in the event's success with almost all (97%) considering it to have been a positive experience. Key themes included *'positive connections'*, *'city pride'*, *'community involvement'* and *'personal growth'*.

City pride and community involvement:Volunteers expressed pride in welcoming people to their city and showcasing its attractions. They enjoy meeting and speaking to both local residents and visitors. Being part of a major event that highlights the city's significance made them feel like an integral part of the local community.

Personal growth:Volunteers mentioned learning about event operations and processes during their participation. Overcoming challenges, solving problems, and developing skills in interacting with the public and working with diverse backgrounds were also highlighted as sources of personal growth and fulfilment.

Many enjoyed the atmosphere and specifically meeting new people and interacting with the public.

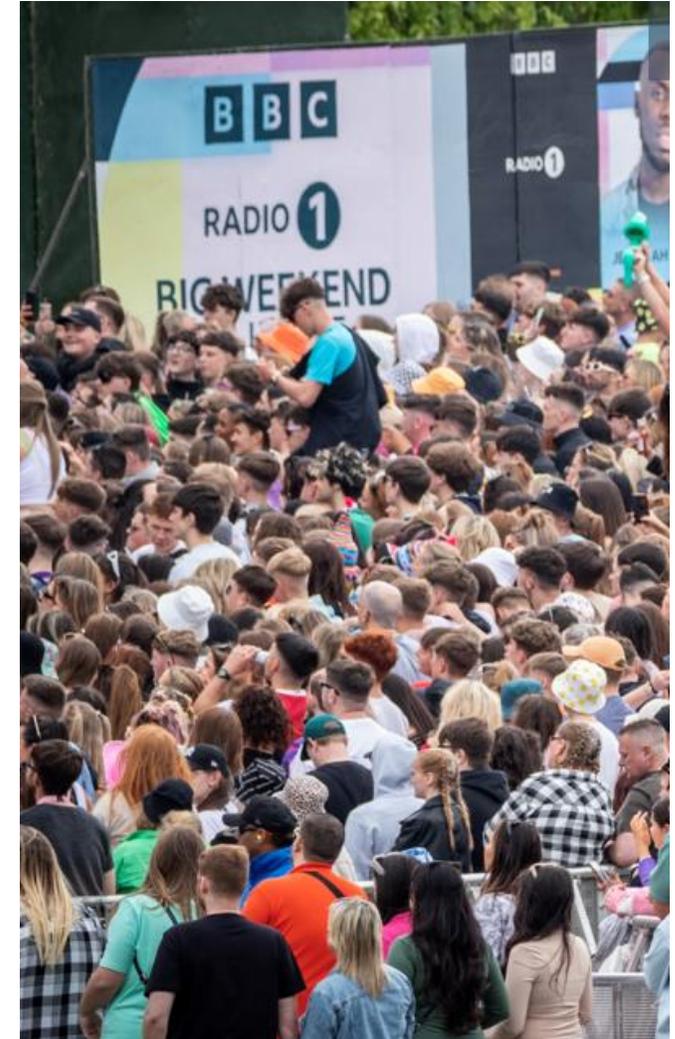
Over half (54%) indicated the experience of volunteering would be helpful to future employment.



Executive Summary: Qualitative Feedback

Qualitative feedback gathered in the verbatim comments from Attenders and Volunteers included the following themes.

- Positive impact on Dundee's image: Hosting Radio 1's Big Weekend was considered to have improved the city's image, highlighted its positive aspects and showcased it as a 'modern' and 'cultural' destination.
- Increased awareness and visibility: The event was thought to have put Dundee on the 'map' and made it more well-known. Many described feeling Dundee is sometimes 'overlooked' (in comparison to Glasgow and Edinburgh) so hosting has raised the city's profile.
- Economic benefits: Hosting the event has had positive economic effects, such as bringing in visitors from other cities who required accommodation, boosting tourism, and supporting local businesses.
- Potential for future events: The success of hosting Radio 1's Big Weekend has shown that Dundee has the capacity and ability to hold large-scale events, some residents hope it will lead to more live music events and attract bigger acts to the city in the future.
- Desire to revisit and explore: The event has sparked a desire among visitors to revisit Dundee and explore more of what the city has to offer.
- Cultural significance and diversity: Hosting Radio 1's Big Weekend in Dundee has highlighted the city's cultural significance and diversity.
- Positive impact on local residents: The event has improved people's image of Dundee and fostered a sense of community and enjoyment among those who attended and live in the area.



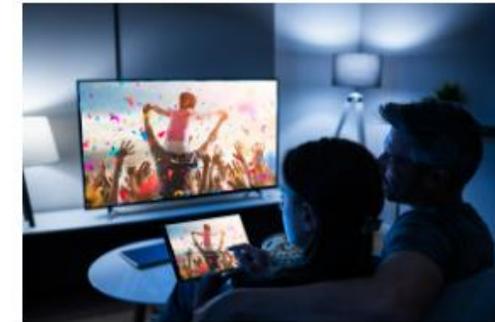
Executive Summary: Media impacts

The media coverage was extensive with around 1.7 Million viewers watching coverage of Radio 1's Big Weekend in Dundee live on BBC 1 over the weekend.

This was followed by around 2.8 Million iPlayer Views and 2.5 Million YouTube views.

BBC Social media recorded 82 million video views and overall engagement of 4.43 Million.

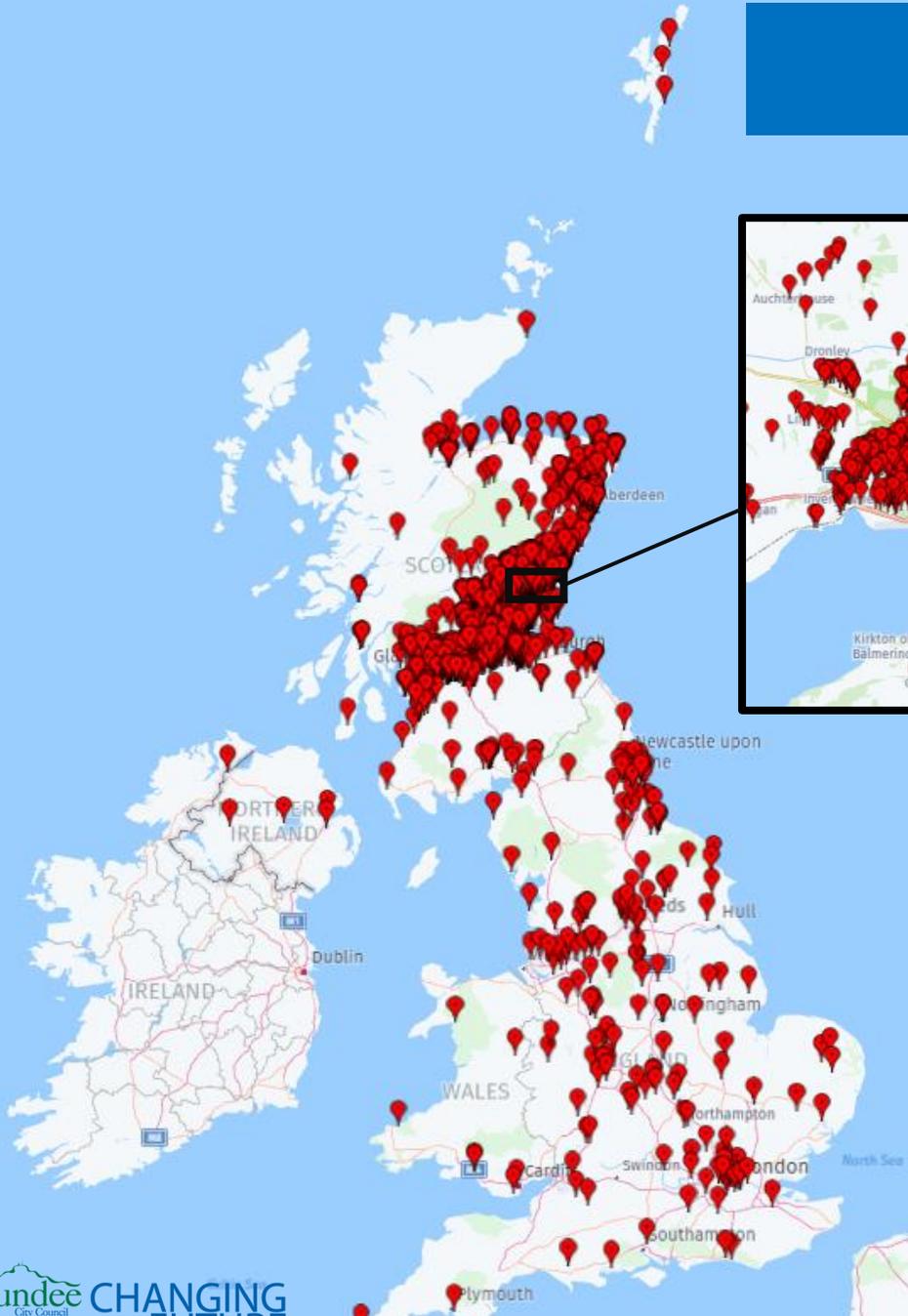
The engagement with Dundee City Council event-specific social media included 255,000 Facebook views and 227,000 Twitter views in addition to engagement on Tik Tok, Instagram, and the DDD 'Welcome to Dundee' messages on YouTube, Tik Tok, and Instagram.





Demographic Profile of attenders

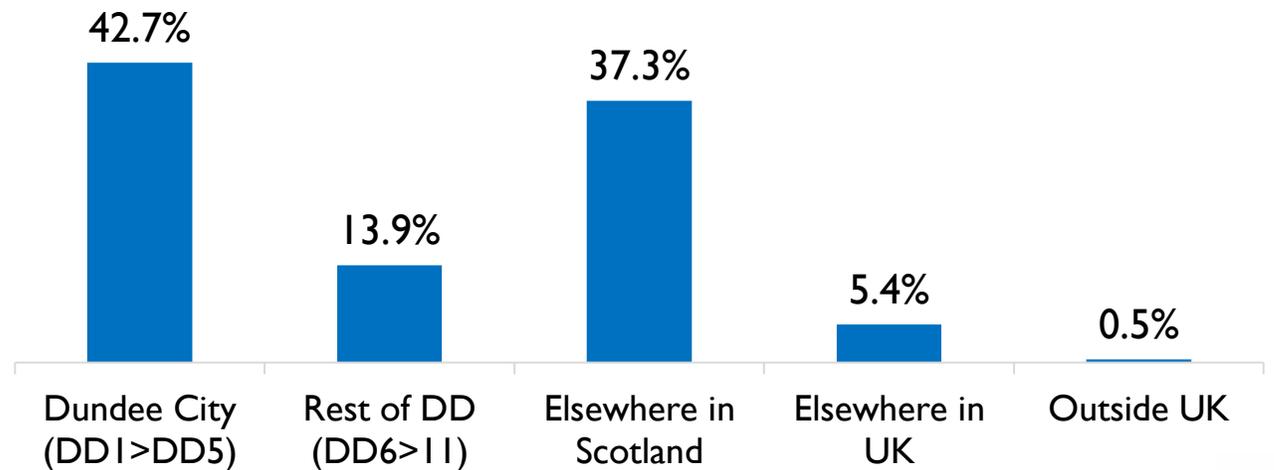
Home location of attenders



42.7% of all attenders lived in the Dundee City Council area: DD1, DD2, DD3, DD4, DD5.

Strong attendance from Glasgow, Edinburgh & Aberdeenshire.

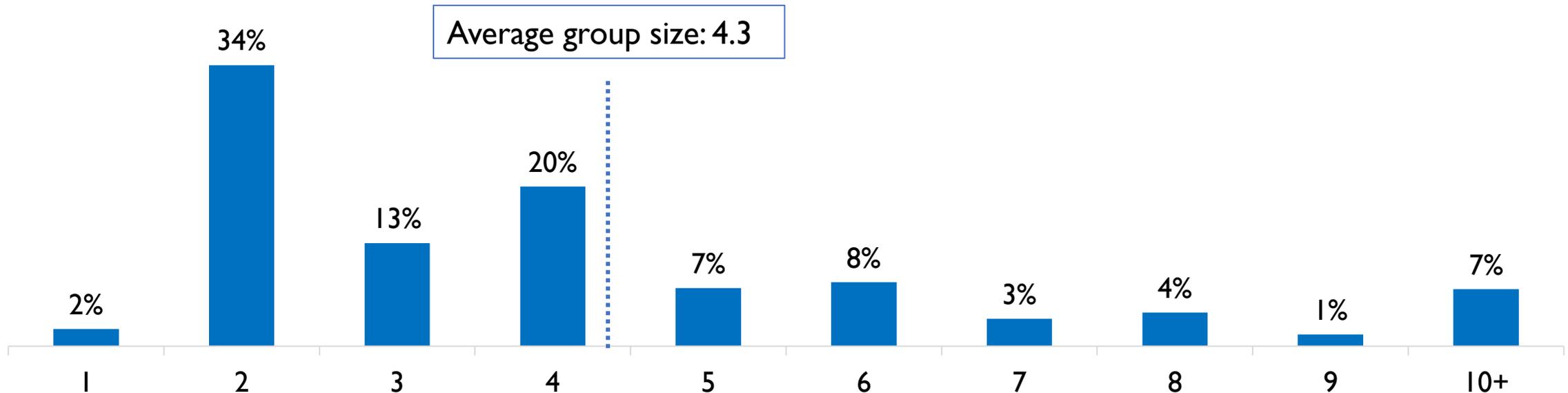
It was intended that a proportion of tickets be allocated to individuals from the local area where the Radio 1 Big Weekend is being held. 56.5% of attenders lived in DD postcodes. Therefore, this mix of home locations is to be expected.



Total Group Size

Q3a. How many people, including yourself, were in your immediate party at Radio 1's Big Weekend in Dundee?

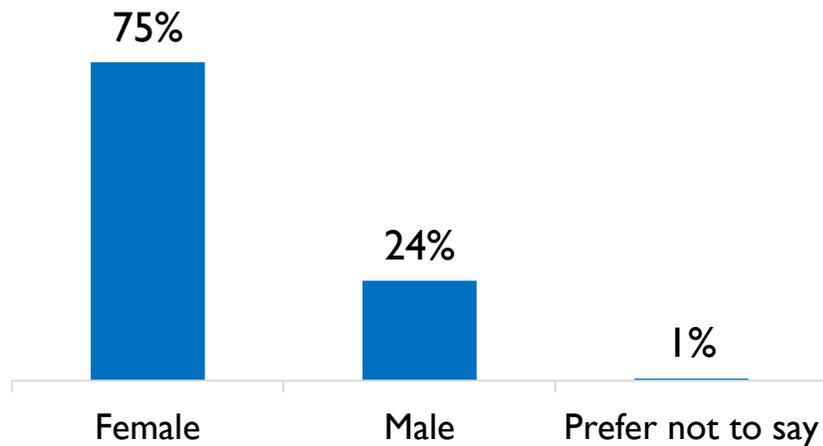
A third of attenders (34%) were in a group of two people. The average group size was 4.3 people.



Age & Gender of survey participants

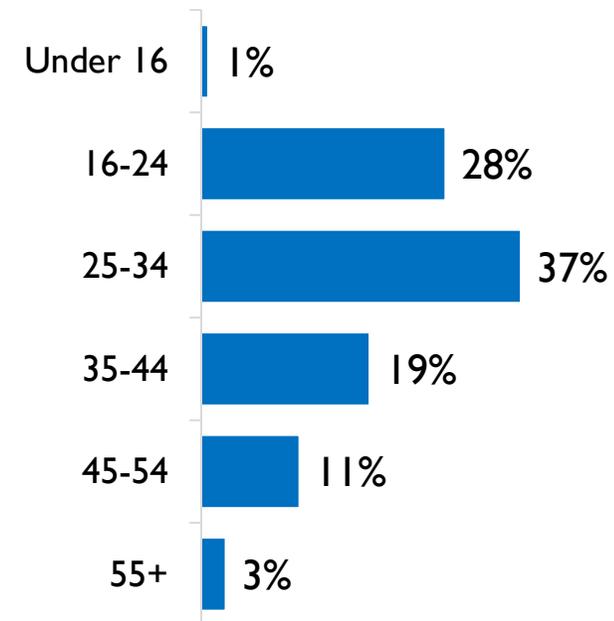
The reported gender of survey respondents is female orientated. Ticket purchase may be female-led therefore the survey was more likely to reach females. Photographic evidence of the crowd at the festival also indicates a strong female presence.

Gender



Base: 3773

Age Range

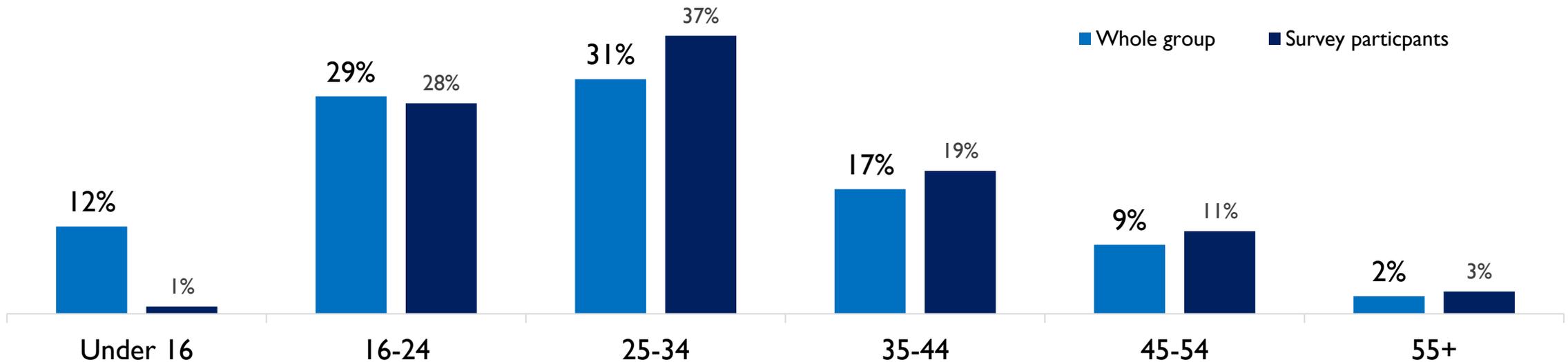


Base: 3772

Age Profile of whole group

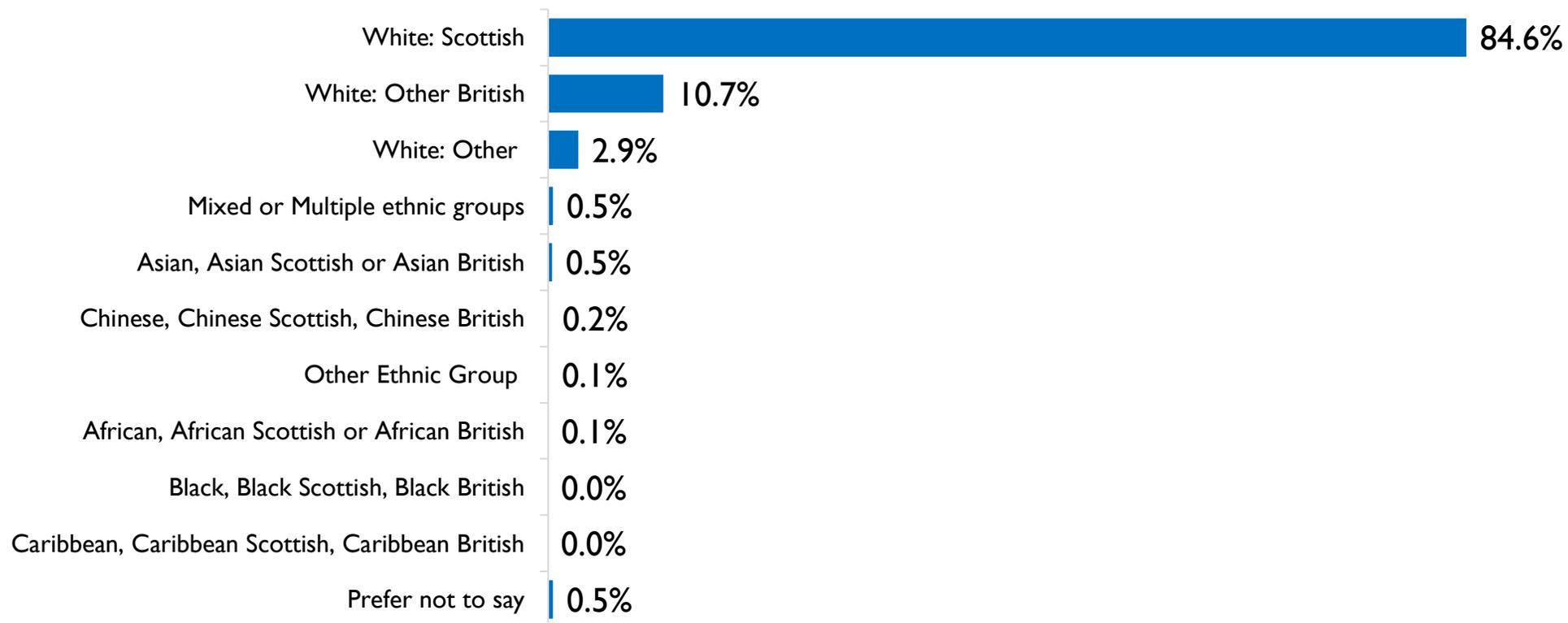
Q3b. Please advise how many people were in your group, in each age group, including yourself.

Comparing the reported age range of survey participants against the age range of the 'whole group' highlights a similar age breakdown with the addition of under 16-year-olds.



Ethnicity

Q23. How would you describe your ethnic origin?



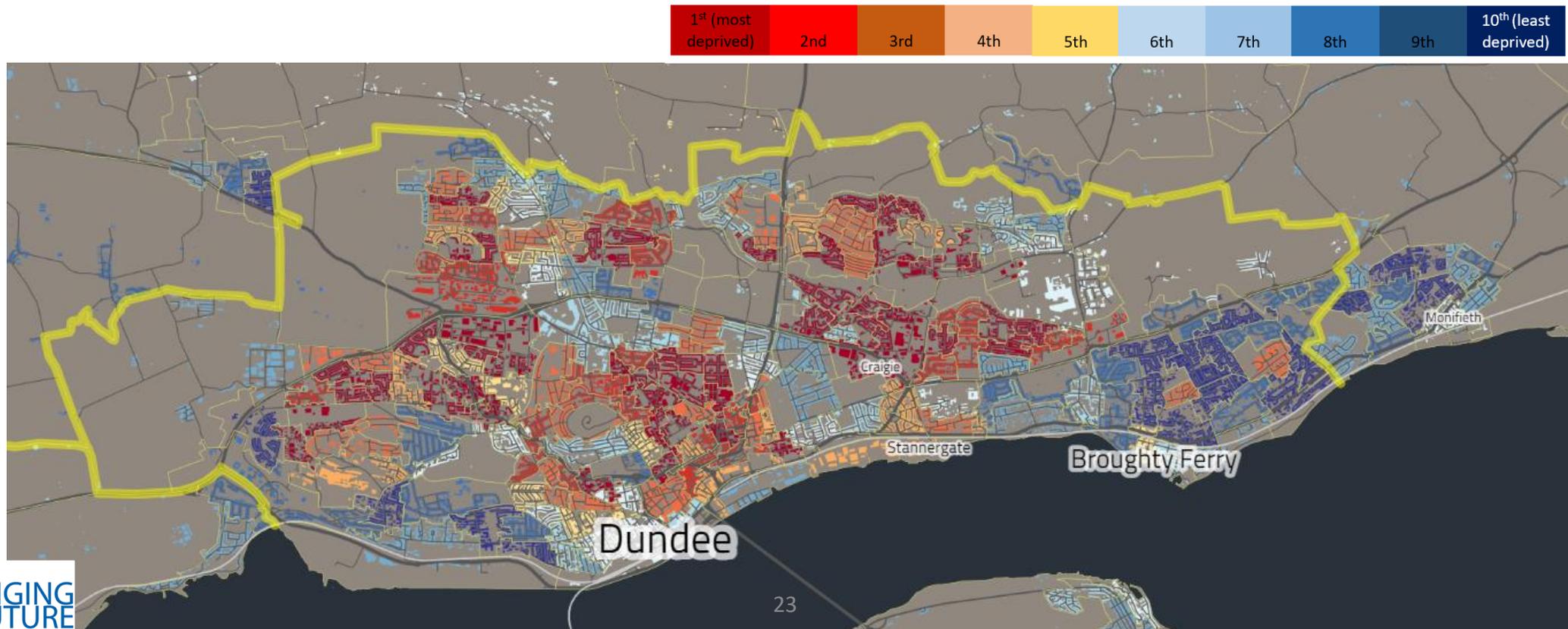
Base: 3554



Scottish Index of Multiple Deprivation

SIMD Analysis

Scottish Index of Multiple Deprivation (SIMD) ranks small areas (called data zones) in order from most deprived (ranked 1 and shown in dark red) to least deprived (ranked 10 and shown in dark blue). SIMD provides information to help improve the understanding of the outcomes and circumstances of people living in the most deprived areas in Scotland. The map below indicates that Dundee contains a mix from the most deprived to the least deprived data zones.

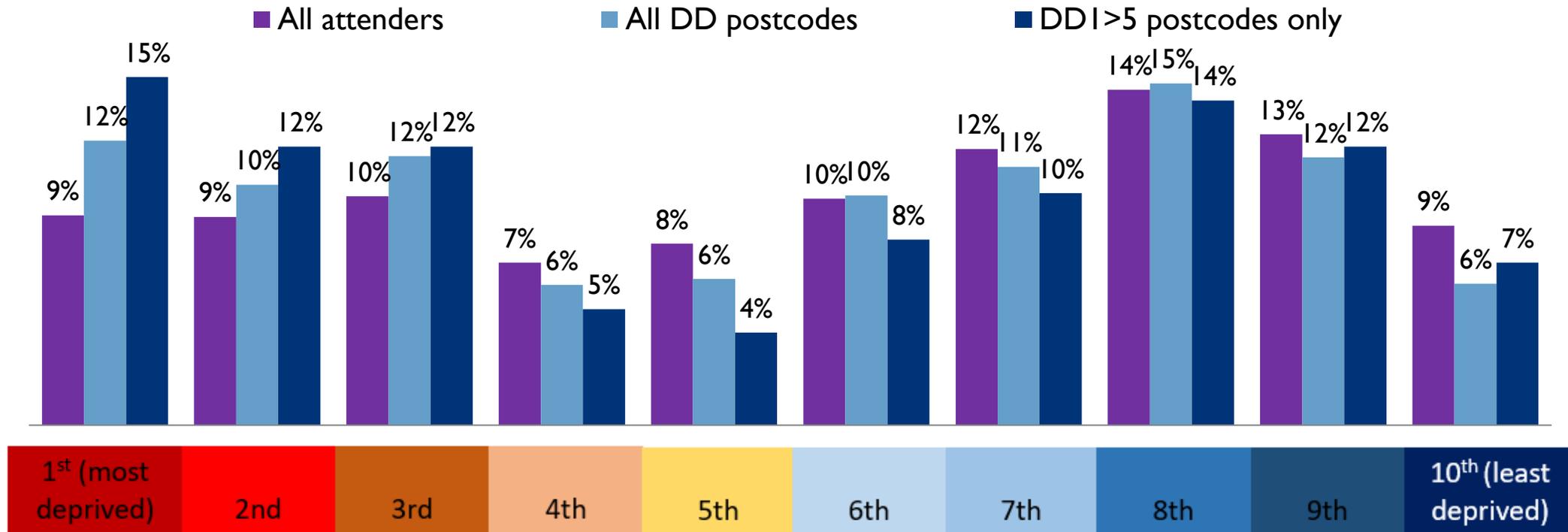


SIMD of all attenders

The event was successful in attracting attenders that live across all SIMD categories, with greater concentrations in the most deprived and least deprived areas.

1 in 5 (22%) of all attenders from the DD postcode area currently live in areas with high levels of deprivation (20% most deprived data zones in Scotland).

When looking at DDI>5 in isolation it increases to over a quarter (27%) from the most deprived areas.



Base: All attenders: 3181 / All DD postcode: 1949 / DDI>5 postcodes: 1557



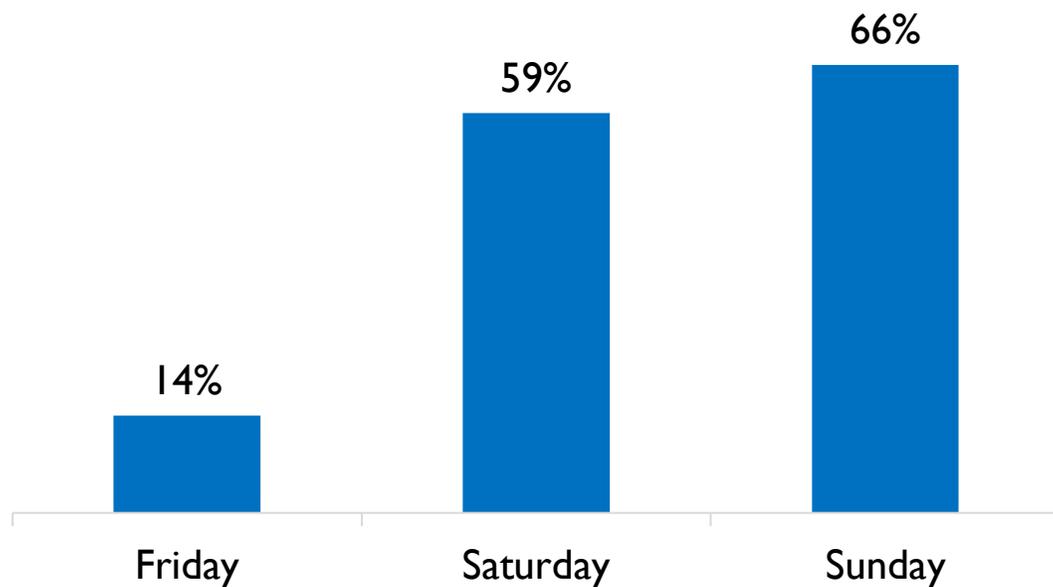
Event feedback

Days attended

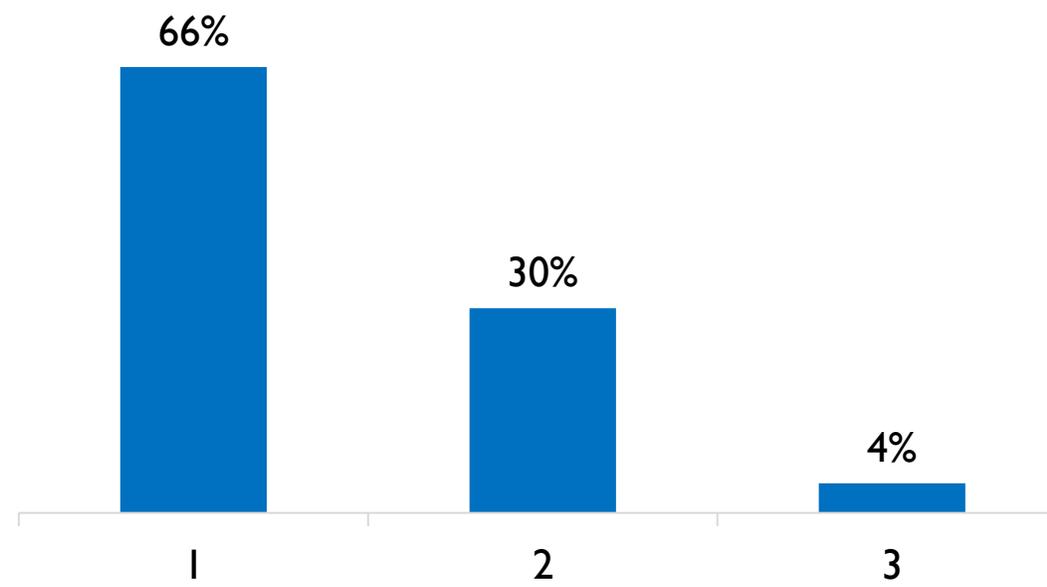
Q16a What days did you attend Radio 1's Big Weekend this year?

There was an intended restriction on tickets to encourage attendance only on one day. However, the data shows over a third of attenders (34%) came more than one day. This results in a net average number of days attended of 1.39.

Day Attended

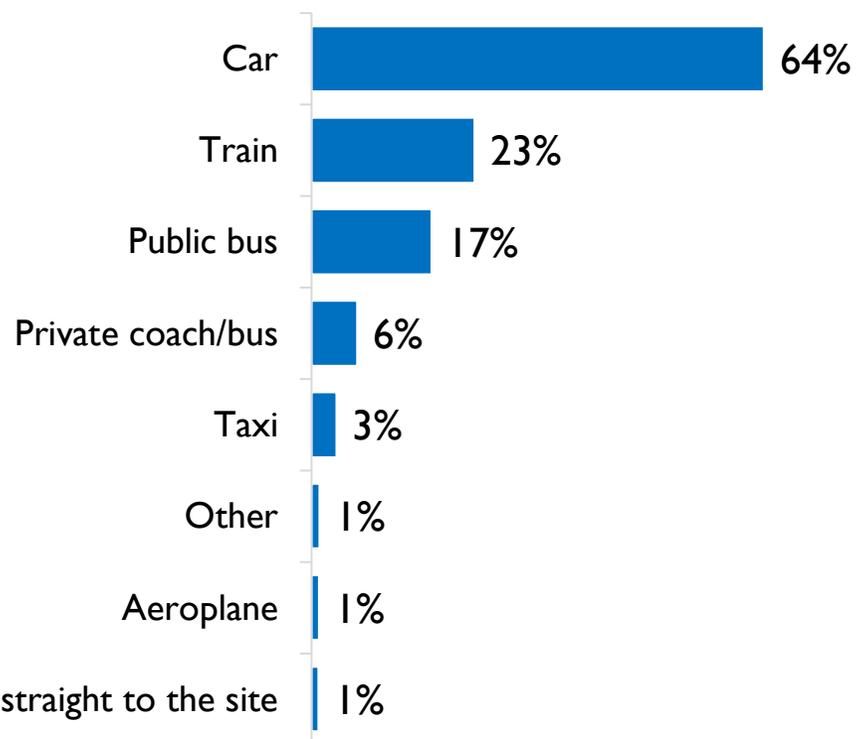


Net Number of Days attended (overall average: 1.39)



Travelling to Dundee

Q4a. How did you travel to Dundee? (all methods used)



| | Elsewhere in Scotland | Elsewhere in the UK | Outside the UK |
|--------------------------------------|-----------------------|---------------------|----------------|
| Car | 62% | 72% | 11% |
| Train | 23% | 31% | 37% |
| Public bus | 18% | 9% | 37% |
| Private coach/bus | 7% | 1% | 16% |
| Taxi | 4% | 4% | 5% |
| Other | 1% | 1% | 0% |
| N/A – travelled straight to the site | 1% | 0% | 11% |
| Cycle | 0% | 0% | 0% |
| Aeroplane | 0% | 6% | 37% |
| Base | 1411 | 208 | 19 |

This questions was asked of those who did not live in Dundee.

Two thirds travelled to Dundee City by car.

1 in 4 (23%) came by train and 1 in 6 (17%) came by public bus.

A total of 56,000 seats were used to transport attenders to and from Camperdown Park

“Free shuttle buses made the weekend much more accessible and affordable” (Local resident)

“Organisation of loading people onto shuttle buses back to the city after the event was brilliant. Quick and efficient meant we were loaded and on our way in no time” (Visitor)

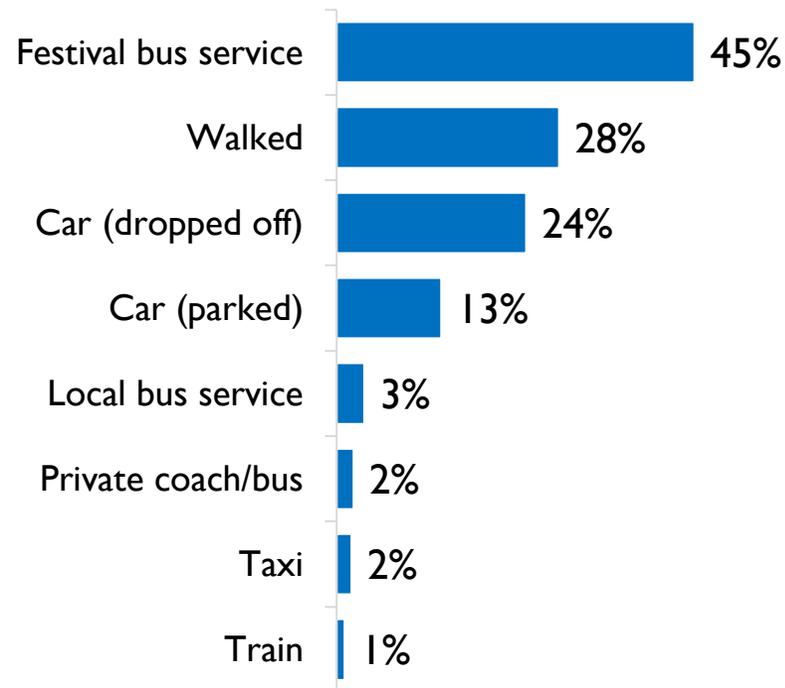


Travelling to Camperdown

Q4b. How did you get to the festival site at Camperdown Park? (all methods used)

Just under half of all attenders indicated they used the festival bus service to get to Camperdown Park. Those living closer to the site were more likely to be dropped off by car. Those living in DD postcode areas (and closer) were most likely to walk (35%).

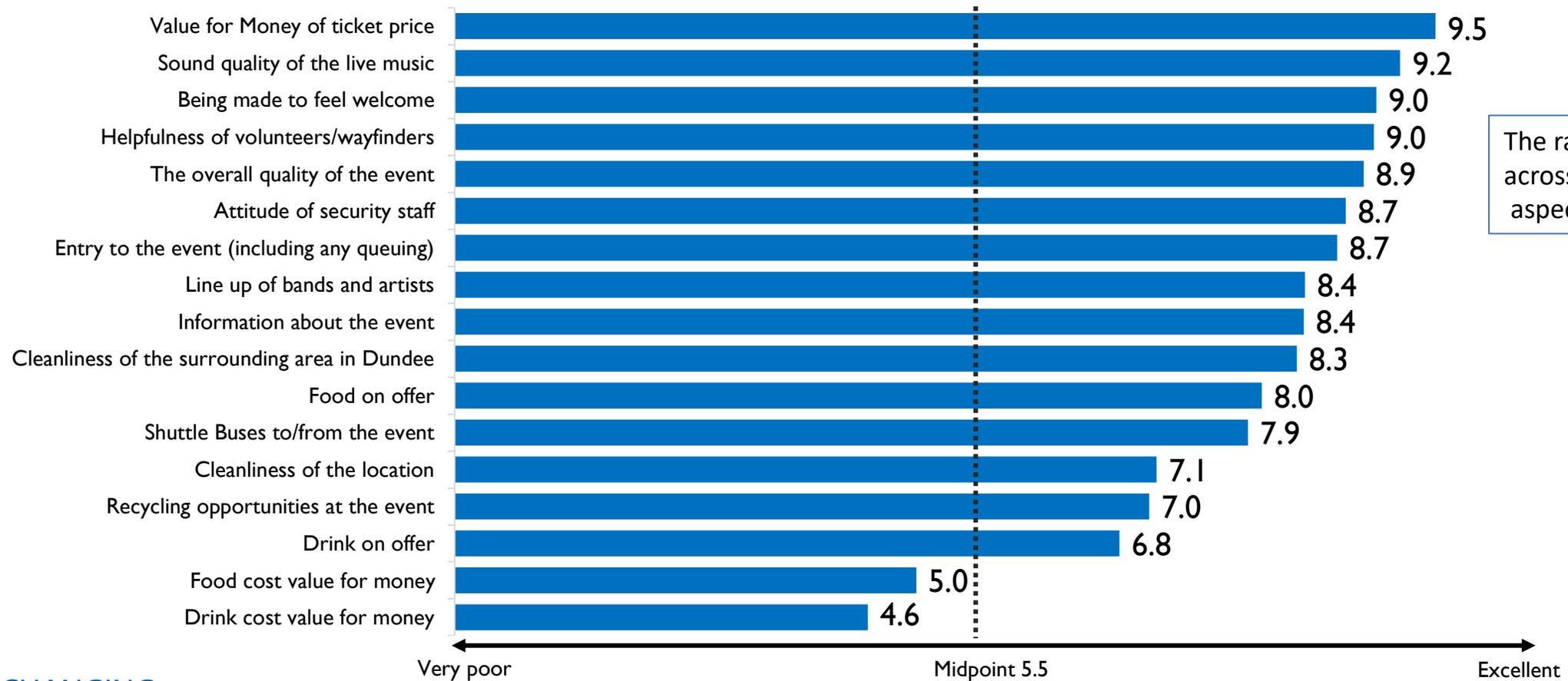
Please note: as the drop-off points to the site appear to be some distance from Camperdown Park will reflect on the number who selected 'walked'.



| | Total | Dundee City (DD1>DD5) | Rest of DD (DD6>11) | Elsewhere in Scotland | Elsewhere in the UK |
|---------------------------|-------|-----------------------|---------------------|-----------------------|---------------------|
| Free festival bus service | 45% | 33% | 43% | 58% | 59% |
| Walked | 28% | 39% | 23% | 20% | 16% |
| Car (dropped off) | 24% | 29% | 32% | 16% | 15% |
| Car (parked) | 13% | 12% | 13% | 14% | 20% |
| Local bus service | 3% | 4% | 3% | 3% | 2% |
| Private coach/bus | 2% | 0% | 4% | 4% | 0% |
| Taxi | 2% | 2% | 1% | 2% | 3% |
| Train | 1% | 1% | 1% | 1% | 3% |
| base | 3813 | 1631 | 532 | 1421 | 208 |

Big Weekend: Attender Ratings

Q13. On a scale of 1 to 10 (where 1 is very poor and 10 is very good) how would you rate the quality of your experience at this event?

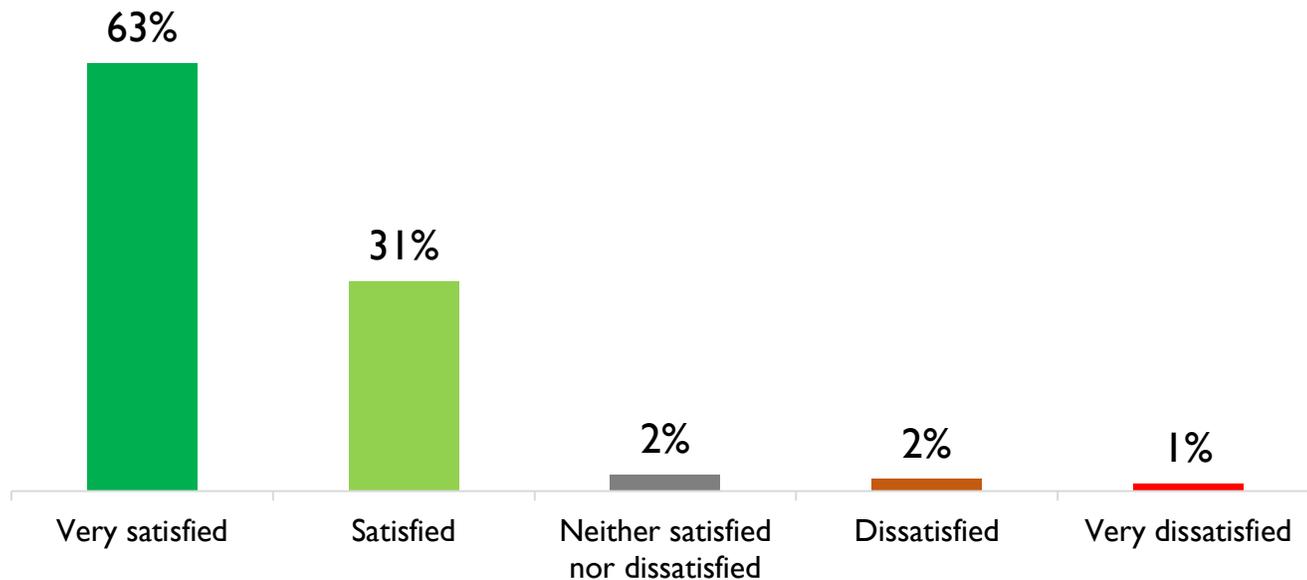


The ratings are very high across the majority of aspects of the event

Overall satisfaction

Q14a. How would you rate your satisfaction with the overall experience of the event?

Levels of overall satisfaction are extremely high, with net satisfaction recorded at **94%**.



Attender comments

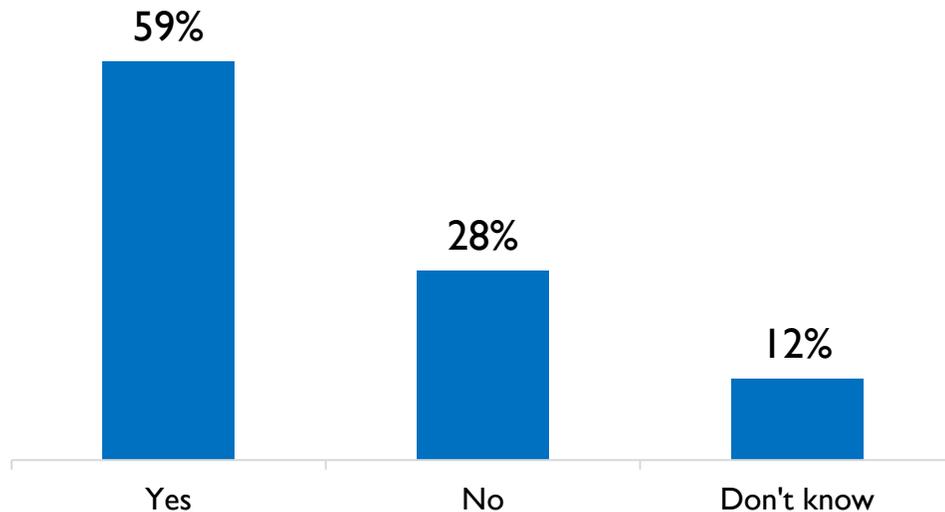
“The experience was well above my expectations, it was so organised and thought through from beginning to end. Very well done”

“I've never actually been to a music festival before so I wasn't sure what to expect. The atmosphere was amazing”

Potential Improvements

Q15a. Is there anything you feel could have made the event better?

Over half of attendees identified at least one aspect which, in their opinion, could have made the event better.



Q15b. What could have made it better?
Most common themes of suggestions

Exit procedures and transportation: The exit process was described as chaotic and unsafe by some, with overcrowding and insufficient lighting in certain areas. Suggestions included better lighting, more exits, and improved management of shuttle bus services to reduce waiting times and provide a smoother experience for attendees.

Food and drink prices: The prices were considered unaffordable to many. There were suggestions for more competitive pricing and the inclusion of more affordable options.

Toilets and cleanliness: Long queues, unclean facilities, and a lack of bins. More frequent emptying of bins and regular cleaning throughout the event.

Lineup and performance scheduling: Some felt that the lineup lacked variety and suggested the inclusion of more artists or a better selection of genres. There were also requests for clearer information about act times and locations within the venue to ensure attendees could plan and see their preferred acts without missing them. Many disappointed 30 Seconds to Mars cancelled.

Security and crowd management: Some reported aggressive behaviour, and drunk individuals causing problems. Attendees felt that more security personnel should have been present to address these issues and ensure a safer environment.

Feedback: Verbatim

Q15b. What could have made it better?

“Exit at the end. More exit points. Very crowded. Poor lighting. Scary exit out of the venue. More bins to capture rubbish”

“The shuttle bus drop off was far too far away from the event, 55 min walk to be exact. Came to see Jonas brothers arrived early enough to make it on time to be met with a 2 hour queue for the shuttle bus missing the Jonas brothers because they were on ridiculously early. Drink and food was extortionate. And the toilets were torturous”

“Better pricing for food and drink, £10 for a mediocre burger is ridiculous. In the current cost of living crisis the pricing was way too high and you were not permitted to bring your own food in”

“Litter picking! There should have been litter pickers. Did not see one and the amount of rubbish ruined the vibe. Couldn't sit down on the grass without feeling yuck”

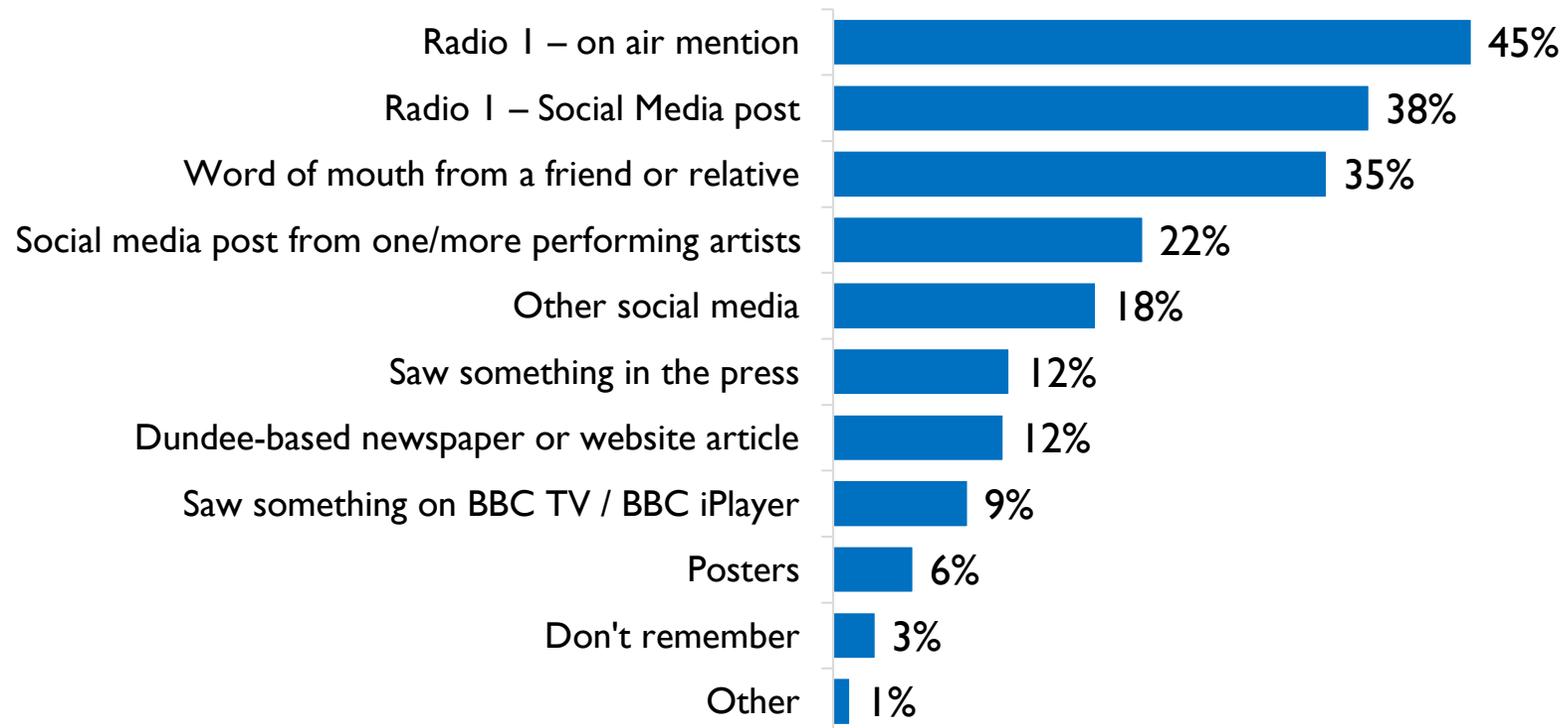
“The entrance was too far away, I lived 10 minutes walk away and had a twisted ankle but security refused to let me out so took over an hour for me to get home”

“More security, witnessed three separate fights and security took too long. More toilets needed”

Marketing

Q5. How did you hear about Radio 1's Big Weekend this year?

Marketing activity by Radio 1 related to the event is evident and appears to have been effective in communication about the event. Around 1 in 12 (12%) indicated they saw something in local Dundee newspapers/websites.



A large crowd of people is gathered for an outdoor event. In the foreground, a musician in a dark hoodie is performing on stage, with a microphone stand and a guitar visible. The background is filled with a dense crowd of people, many of whom are looking towards the stage.

Social Impacts & Civic Pride

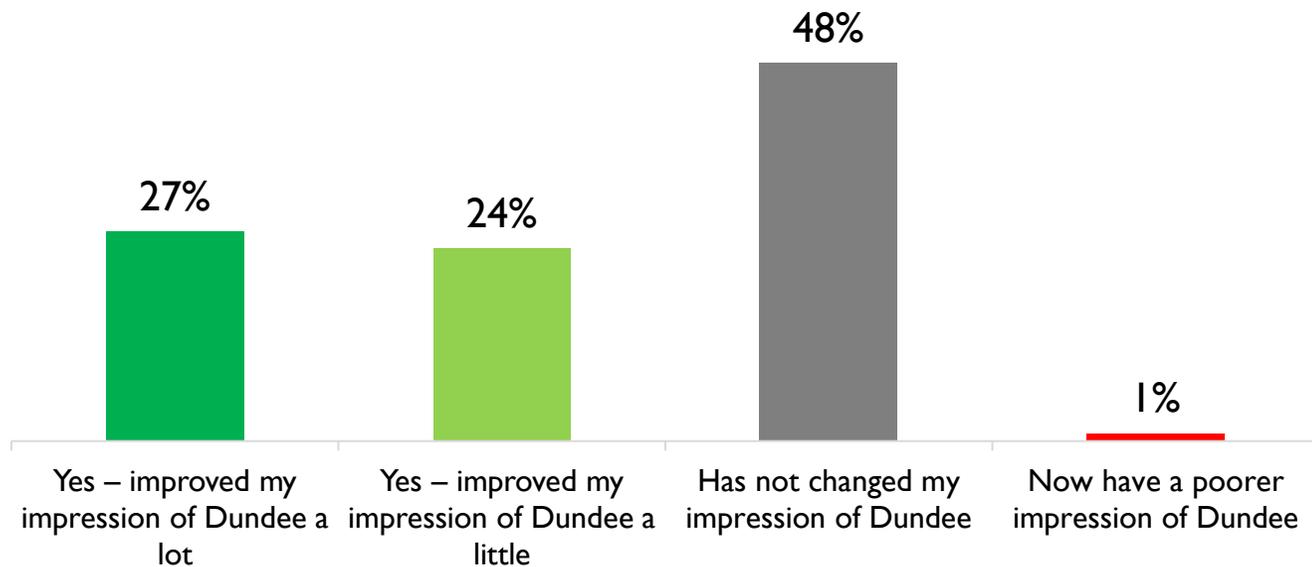
The following sequence of questions is used to establish the social impact of the event

*“Attending the event made me feel proud to be from Dundee. It reminded me of how Dundee is like a village, as everyone knows everyone, as I bumped into so many people I knew at this event. It was amazing to have so many big artists visit my hometown” -
Becky, Dundee*

Impression impacts on Dundee

Q17. Has attending the Radio 1's Big Weekend in Dundee changed your impression of Dundee?

Just over half (51%) of all attenders indicated that Radio 1's Big Weekend in Dundee has changed their impression of Dundee positively.



Attender comments

“There was an amazing buzz around Dundee and it was so refreshing to see everyone happy! Also great meeting people from all over Scotland and England!”

“We couldn’t believe how friendly every volunteer/security/police person was and how they made a point to welcome us or wish us safe journey home. Unbelievable hospitality from Dundee! Thank you”

“The people were really friendly....Friendly faces that made visitors feel really welcome... big well done! Made me want to visit Dundee again for other events”

Impression impacts on Dundee

Q17. Has attending the Radio 1's Big Weekend in Dundee changed your impression of Dundee?

Dundee City residents (DD1>DD5) and those living elsewhere in the UK are more likely to say that attended Radio 1's Big Weekend in Dundee has **improved** their impression of Dundee.

| | Total | Dundee City (DD1>DD5) | Rest of DD (DD6>11) | Elsewhere in Scotland | Elsewhere in the UK |
|---|------------|--------------------------|------------------------|--------------------------|------------------------|
| Net yes - improved | 51% | 58% | 46% | 44% | 56% |
| Yes – improved my impression of Dundee a lot | 27% | 34% | 23% | 18% | 34% |
| Yes – improved my impression of Dundee a little | 24% | 24% | 23% | 26% | 22% |
| Has not changed my impression of Dundee | 48% | 42% | 53% | 55% | 42% |
| Now have a poorer impression of Dundee | 1% | 0% | 0% | 2% | 3% |
| base | 3668 | 1579 | 505 | 1374 | 193 |

Attender: Case Study



Chloe, Guernsey

Why did you decide to attend Radio 1's Big Weekend in Dundee?

"I was born in Dundee and lived there until I was 26 so the Big Weekend being in Dundee was really exciting. I listened to Radio 1 all through high school and University and watch the Big Weekend coverage every year. My friends from school and I coordinated to get tickets so we could all go together"

How did the experience compare with your expectations?

"I would say it exceeded my expectations. The festival was really well organised and ran smoothly without any incidents. There was a huge buzz throughout the festival. All the acts were amazing and I thought the photobooth was a great new addition. I enjoyed the festival being in Camperdown and having the ability to sit on the hill to watch the acts in the sunshine was great. Everyone working at the festival were really positive and friendly"

How did attending the event make you feel about the city of Dundee?

"I felt really proud to be from Dundee and I think it was an incredible thing for the city. I think the festival showed the love of culture and live music in Scotland and Dundee was the perfect place to host the Big Weekend. I have always loved Dundee and was happy it was getting the recognition it deserves"

What was the best thing about Radio 1's Big Weekend being in Dundee?

"I loved being able to attend the festival in Dundee with my friends from school. Seeing 30 Seconds To Mars and the Jonas Brothers live in Dundee was incredible and 14 year old me would not have believed it! It felt like a dream! I got to meet Greg James which was definitely a highlight!"

Do you think Radio 1's Big Weekend in Dundee was well organised?

"I think it was incredibly organised and it showed. As soon as I was in line for the shuttle bus on Saturday morning and saw how many buses they had lined up and how quickly the queue was moving I knew it had been well thought through and organised. The crowd was well maintained with no crushes near the front. The layout of the site made sense as well and was easy to navigate. Also I have so much praise for the volunteers, especially the welcome team who greeted everyone with big smiles and got everyone excited for the day! Well done to everyone involved in the organisation! Also bringing 30 Seconds To Mars back to perform after the technical issue was really appreciated by the Echelon!"

What do you think hosting Radio 1's Big Weekend has done for the city of Dundee's image?

"I think it's raised the profile of the city and proved that Dundee is a cultural hub. I hope it leads to more live music events like this in Dundee and brings larger acts to the city. I hope the Big Weekend has also helped the Dundee local economy and local businesses. I think the whole event including the lead up has been really positive for Dundee and has made people outside of the Scotland recognise the city's strengths"

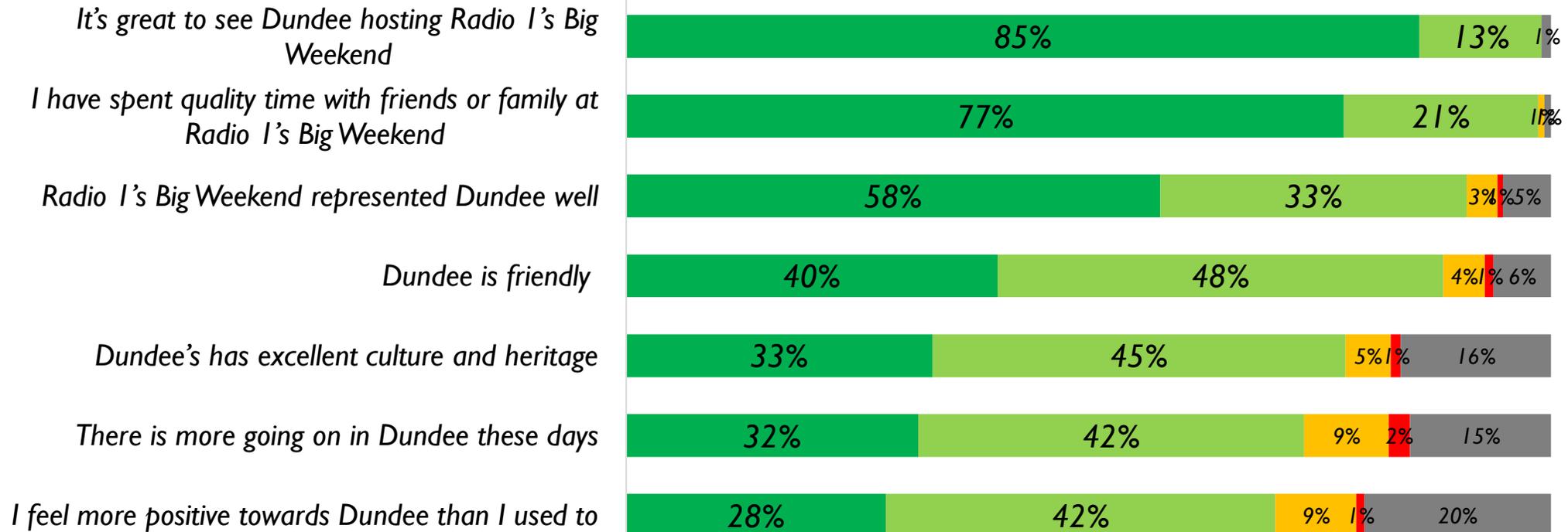
Do you have any further comments you would like to make about attending the Radio 1 Big Weekend in Dundee?

"I had the best time at the Big Weekend, it was definitely a highlight and much needed after the last few years. It provided an opportunity to meet up with old friends and also make some new ones. I will remember the Big Weekend for a long time to come."

Attitudes towards Dundee hosting Radio I's Big Weekend

Q20. To what extent do you agree or disagree with the following statements?

■ Agree strongly
 ■ Agree
 ■ Disagree
 ■ Disagree strongly
 ■ Don't know



Attitudes are overwhelmingly positive

Attitudes towards Dundee

Q20. To what extent do you agree or disagree with the following statements?

Attitudes towards Dundee are very positive with **98%** of **all** attenders agreeing 'Its great to see Dundee hosting Radio 1's Big Weekend'. This increases to **100%** of all attenders from the Dundee City postcode area.

| | Total | Dundee City (DD1>DD5) | Rest of DD (DD6>11) | Elsewhere in Scotland | Elsewhere in the UK |
|---|-------|-----------------------|---------------------|-----------------------|---------------------|
| It's great to see Dundee hosting Radio 1's Big Weekend | 98% | 100% | 99% | 98% | 86% |
| I have spent quality time with friends or family at Radio 1's Big Weekend | 98% | 99% | 99% | 97% | 98% |
| Radio 1's Big Weekend represented Dundee well | 91% | 96% | 94% | 87% | 74% |
| Dundee is friendly | 88% | 94% | 84% | 84% | 83% |
| Dundee's has excellent culture and heritage | 78% | 91% | 78% | 66%* | 46%* |
| There is more going on in Dundee these days | 73% | 82% | 76% | 68%* | 36%* |
| I feel more positive towards Dundee than I used to | 70% | 79% | 61% | 64% | 63% |
| base | 3510 | 1532 | 482 | 1298 | 183 |

*Higher proportions of Don't know

Attender comments

"The whole day was great. My sons first festival 2 days before his 14th birthday. What an experience. The atmosphere, the music and the weather. Dundee should be proud!"

"The music, crowds were fab and Dundee was beautiful. Already planning a return visit"

Attender: Case Study



Emily, Beith

Why did you decide to attend Radio 1's Big Weekend in Dundee?

"To see the Jonas Brothers. I've been a fan since I was 14 (now 30) and have never had the chance to see them until now"

How did the experience compare with your expectations?

"The experience was better than expected for me. I expected there to be a lot of queuing, a lot of waiting around bored but the staff were very efficient, especially at security"

How did attending the event make you feel about the city of Dundee?

"I'd never been to Dundee before so I didn't really know what to expect. But after seeing Dundee, I'd definitely like to come back for a visit"

What was the best thing about Radio 1's Big Weekend being in Dundee?

"It meant I had a chance to actually get a ticket to see the acts I've always wanted to see. The fact that Scottish people got a bigger percentage of tickets was amazing"

Do you think Radio 1's Big Weekend in Dundee was well organised?

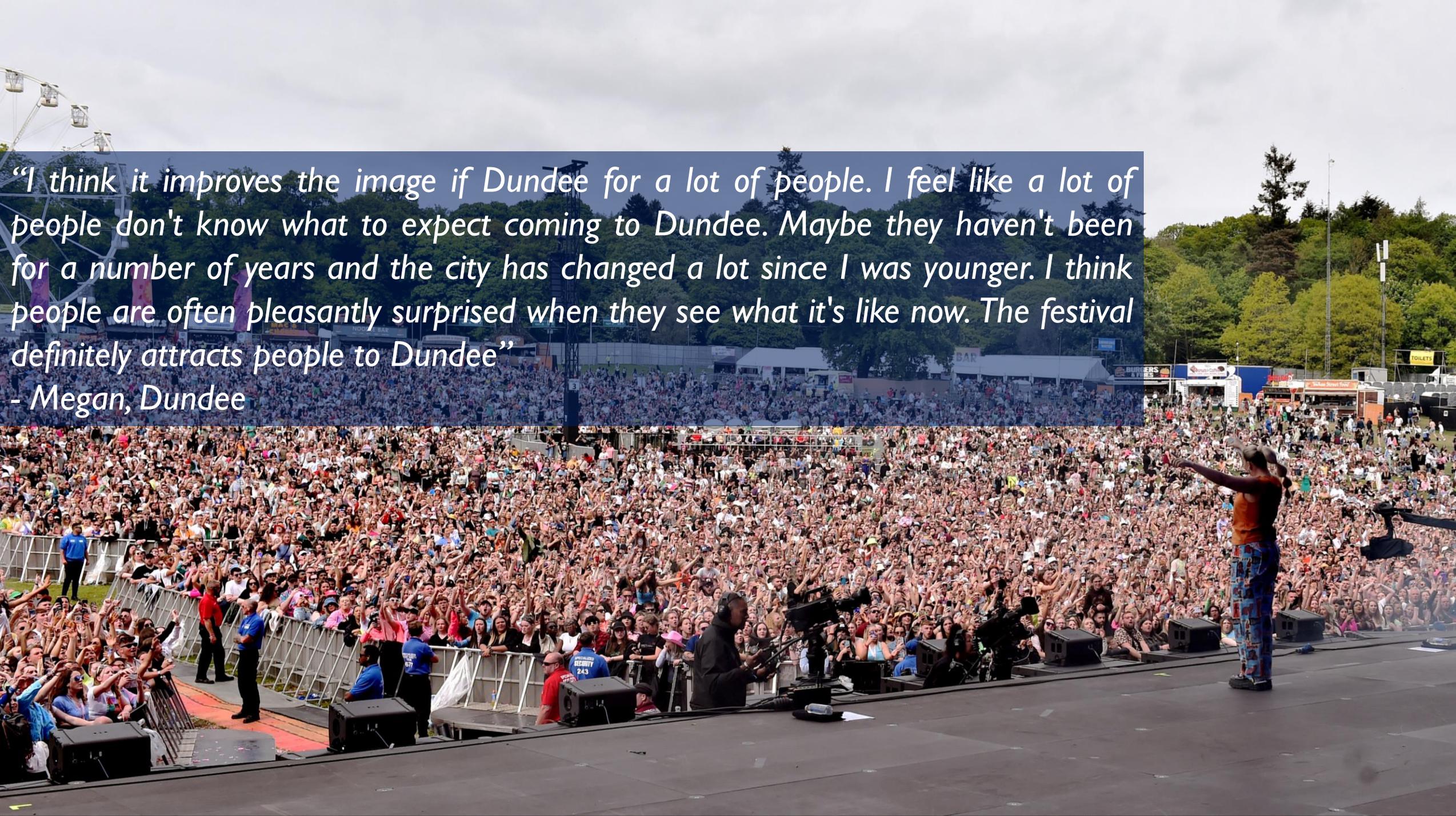
"Yes, I felt it was very well organised. Great marketing, the ops team who've planned and executed the event should get a pat on the back for that!"

What do you think hosting Radio 1's Big Weekend has done for the city of Dundee's image?

"I think it'll have been positive for Dundee. I'm born and raised just outside Glasgow and have never had the opportunity to visit Dundee before and I thought it was great. So I imagine people who have come from further afield would feel the same way too"

Do you have any further comments you would like to make about attending the Radio 1 Big Weekend in Dundee?

"The only thing I thought was lacking which is at every other festival was a safe drug section. I know there was a no drugs policy which I appreciate but I definitely saw people on drugs there. Most festivals, although also have a zero tolerance policy, will have a tent where people can get tests to ensure the drugs they take aren't laced. I think it's important to have something like this when you know people will sneak stuff in. It just keeps it safer for everyone involved"

A wide-angle photograph of a large outdoor music festival. In the foreground, a performer in a colorful, patterned outfit stands on a stage, gesturing towards a massive crowd of people. The crowd, consisting of many young adults, is densely packed and has their arms raised in the air. In the background, there are various festival structures, including a bar, a toilet sign, and a Ferris wheel on the left. The sky is overcast.

“I think it improves the image of Dundee for a lot of people. I feel like a lot of people don't know what to expect coming to Dundee. Maybe they haven't been for a number of years and the city has changed a lot since I was younger. I think people are often pleasantly surprised when they see what it's like now. The festival definitely attracts people to Dundee”

- Megan, Dundee

Attender: Case Study



Lauren, Dundee

Why did you decide to attend Radio 1's Big Weekend in Dundee?

"It was an opportunity to go an event in my home city and experience a once in a lifetime chance. Also some of my favourites singers were performing such as Niall Horan, Lewis Capaldi, Anne Marie"

How did the experience compare with your expectations?

"My experience was that the drink was actually cheaper than I thought - £6 for a pint of cider which I found very reasonable for a festival. It was busy and a nice day and everyone that I saw behaved and had a good time. I expected some people to kick off but not that I saw which was good. The food was pricier than expected which was unnecessary"

How did attending the event make you feel about the city of Dundee?

"I thought I was a positive thing for Dundee and will show that we can hold more events hopefully in future. I think it showed Dundee in a good light and that it showed that us from Dundee can behave and appreciate events happening"

What was the best thing about Radio 1's Big Weekend being in Dundee?

"The performances were the best"

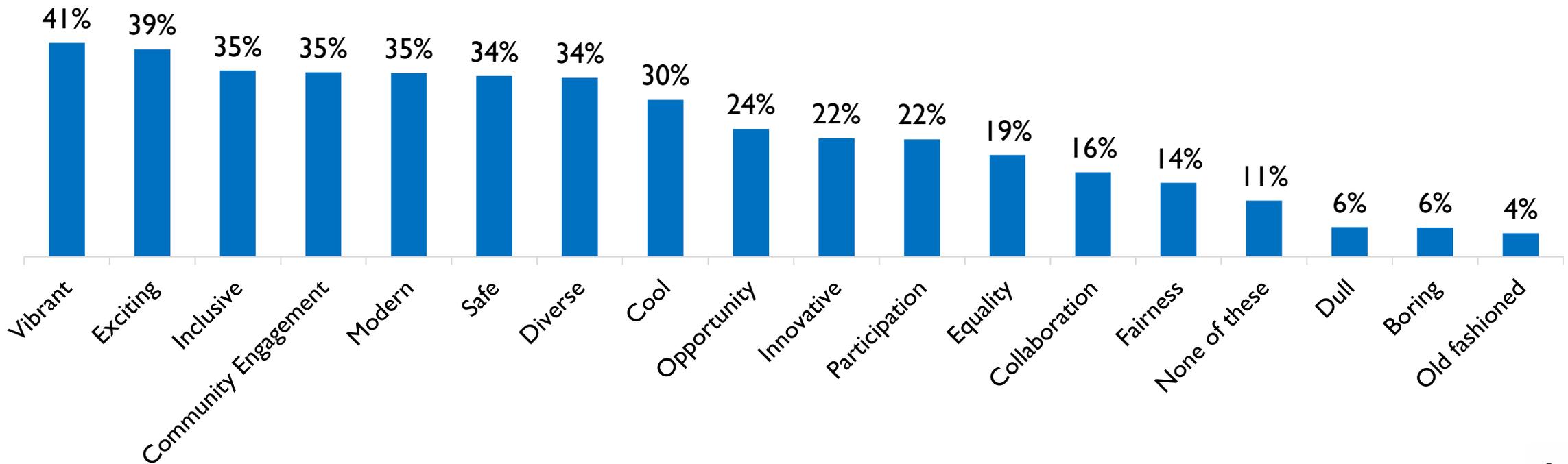
What do you think hosting Radio 1's Big Weekend has done for the city of Dundee's image?

"I think it has put a positive image in Dundee and that it is a nice place to visit"

Dundee Image Attributes

Q19. Which of the following words or phrases apply to Dundee?

The most commonly selected words to describe Dundee are 'vibrant', 'exciting', 'inclusive', 'community engagement', 'modern', 'safe' and 'diverse'. Only a very small minority selected negative words and phrases such as 'dull', 'boring' or 'old fashioned' to describe Dundee'



Dundee Attributes

Q19. Which of the following words or phrases apply to Dundee?



The Word Cloud reflects the volume of respondents who indicated the word or phrase applied to Dundee

Attender: Case Study

Michael, Dundee

Why did you decide to attend Radio 1's Big Weekend in Dundee?

"Took place in my city close to where I live To see lots of great bands and DJ's To be part of something good and exciting that was happening in Dundee. There was a buzz about the city, especially in the weeks leading up to the event"

How did the experience compare with your expectations?

"Exceeded all my expectations, brilliant experience"

How did attending the event make you feel about the city of Dundee?

"Proud, lucky that I was born here, and that Dundee was on the international map for something good for a change"

What was the best thing about Radio 1's Big Weekend being in Dundee?

"Seeing everyone so happy and enjoying the music. Dundee has always had a great music scene and been alive with great up and coming musicians. Hosting Big Weekend will hopefully inspire even more people to chase their dreams of making it in the music industry"

Do you think Radio 1's Big Weekend in Dundee was well organised?

"Better organised than I thought it would be. Everything was so easy. From entering the site, moving around to leaving. I couldn't fault it"

What do you think hosting Radio 1's Big Weekend has done for the city of Dundee's image?

"Enhanced it massively"

Do you have any further comments you would like to make about attending the Radio 1 Big Weekend in Dundee?

"Superb weekend...would be great to have this every year at Camperdown!"

Dundee Attributes

Q19. Which of the following words or phrases apply to Dundee?

| | Total | Dundee City (DD1>DD5) | Rest of DD (DD6>11) | Elsewhere in Scotland | Elsewhere in the UK |
|----------------------|-------|--------------------------|------------------------|--------------------------|------------------------|
| Vibrant | 41% | 44% | 47% | 36% | 28% |
| Exciting | 39% | 48% | 43% | 29% | 28% |
| Inclusive | 35% | 39% | 39% | 31% | 24% |
| Community Engagement | 35% | 44% | 33% | 27% | 26% |
| Modern | 35% | 39% | 34% | 32% | 22% |
| Safe | 34% | 37% | 28% | 31% | 41% |
| Diverse | 34% | 37% | 39% | 31% | 22% |
| Cool | 30% | 33% | 32% | 25% | 26% |
| Opportunity | 24% | 30% | 29% | 17% | 14% |
| Innovative | 22% | 27% | 25% | 18% | 13% |
| Participation | 22% | 26% | 24% | 18% | 14% |
| Equality | 19% | 25% | 21% | 13% | 11% |
| Collaboration | 16% | 19% | 18% | 12% | 10% |
| Fairness | 14% | 17% | 16% | 10% | 9% |
| Dull | 6% | 5% | 5% | 6% | 10% |
| Boring | 6% | 6% | 6% | 5% | 5% |
| Old fashioned | 4% | 4% | 5% | 4% | 11% |
| base | 3486 | 1542 | 464 | 1276 | 188 |

Dundee City residents are most likely to describe Dundee as ‘exciting’

Positivity towards Dundee is also evident in visitors from outside the area.

Those from elsewhere in Scotland are most likely to say Dundee is ‘vibrant’, ‘modern’, ‘safe’, ‘inclusive’ and ‘diverse’.

Visitors from the Rest of the UK are most likely to describe Dundee as ‘safe’, ‘vibrant’ and ‘exciting’.

Only small minority of visitors selected negative words or phrases to describe Dundee.

Attender: Case Study



Abbie, Glasgow

Why did you decide to attend Radio 1's Big Weekend in Dundee?

"I've been waiting for YEARS to get to a Big Weekend. Originally from Aberdeen but now living in Glasgow, it was always too expensive on accommodation to get to so once it was announced only an hour and a half drive away I jumped on the chance! I've been a Radio 1 fan all my life and actually pursued a broadcasting degree from West of Scotland Uni as a result, so being in the same place as all of my Radio idols was another big tick for me"

How did the experience compare with your expectations?

"It was way bigger than I expected! I spent most my time at the future sounds stage with some main stage visits too but didn't expect the festival rides and all the food places too"

How did attending the event make you feel about the city of Dundee?

"Dundee has a bad rep to most non-Dundonian Scottish people but it'll now be fondly in my mind as 'my first big weekend city'"

What was the best thing about Radio 1's Big Weekend being in Dundee?

"The best thing was the absolute bizarre moment of hearing the Jonas Brothers say 'hello Dundee', 9 year old me would have never believed it. In all seriousness though, none of those artists would ever visit Dundee if it weren't for big weekend. That's the magic of it"

Do you think Radio 1's Big Weekend in Dundee was well organised?

"The walk into the ground took way too long for how hot it was with no water stations etc, but bar that it was tip top"

What do you think hosting Radio 1's Big Weekend has done for the city of Dundee's image?

"Not just the weekend but Greg broadcasting is the breakfast show from Dundee was one of the best parts. He really got involved and threw himself into the city and gave us at home listening the experience too"

Do you have any further comments you would like to make about attending the Radio 1 Big Weekend in Dundee?

"Please please please do up North one year. Inverness, even Aberdeen - you won't regret it! No Scotland No Party!"

Dundee's Image linked to hosting Radio 1's Big Weekend

The additional qualitative insight gathered as part of the Case Studies has highlighted a number of key themes related to increased positivity related to Dundee's image. There is clear evidence that hosting Radio 1's Big Weekend has increased positivity regarding Dundee's profile in Scotland.

Positive impact on Dundee's image: Hosting Radio 1's Big Weekend has improved the city's image, highlighting its positive aspects and showcasing it as a 'modern' and 'cultural' destination.

Increased awareness and visibility: The event has put Dundee on the 'map' and made it more well-known. Many described feeling Dundee is sometimes 'overlooked' (in comparison to Glasgow and Edinburgh) so hosting has raised the city's profile.

Economic benefits: Hosting the event has had positive economic effects, such as bringing in visitors from other cities who required accommodation, boosting tourism, and supporting local businesses.

Potential for future events: The success of hosting Radio 1's Big Weekend has shown that Dundee has the capacity and ability to hold large-scale events, some residents hope it will lead to more live music events and attract bigger acts to the city in the future.

Desire to revisit and explore: The event has sparked a desire among visitors to revisit Dundee and explore more of what the city has to offer.

Cultural significance and diversity: Hosting Radio 1's Big Weekend in Dundee has highlighted the city's cultural significance and diversity and showcased local acts.

Positive impact on local residents: The event has improved people's image of Dundee and fostered a sense of community and enjoyment among those who attended or lived in the area.

Attender: Case Study



Anthony, Falkirk

Why did you decide to attend Radio 1's Big Weekend in Dundee?

"Personally I love music festivals, all genres and types but having attended the Radio 1 Big weekend years ago decided it would be the perfect event to take my wife and 9 year old daughter, both of whom had never been to a music festival before but were extremely excited too. The opportunity of this event being in Scotland was far too good to miss out on and the line up ticked all the correct boxes to make for a fantastic experience for all!"

How did the experience compare with your expectations?

"BETTER! For one the sun was shining, the weather was simply amazing! The venue was well organised and in a beautiful setting. Artists were varied and all amazing performers, we were even fortunate enough to see 30 seconds to Mars due to the technical glitches on the Saturday - Silver linings! The staff were all extremely helpful and pleasant and it made for a truly special day with my wife and daughter."

How did attending the event make you feel about the city of Dundee?

"Extremely positively! Dundee is for me always been a city I pass through going to and from work and not a place I had spent a significant amount of time in. Collectively as a family we were all in agreement that we would be visiting the city more in the future with our other children as well"

What was the best thing about Radio 1's Big Weekend being in Dundee?

"The experience, for me it was all about having fantastic memories with my wife and daughter, both experiencing something I love to do for the first time and that is going to music festivals! My daughter on my shoulders dancing to 30 seconds to Mars in the morning to being on my shoulders singing to Mr Capaldi in the evening is something very special"

Do you think Radio 1's Big Weekend in Dundee was well organised?

"The festival was well sign posted, lots of transport options to and from the venue. The staff were professional but at the same time having lots of fun with all the people attending. We witnessed medical staff being ready and on point to assist those that needed a little extra help through out the day. The only slight criticism we had was with the food vendors, the prices which they were charging and the organisation of these however not enough to spoil our day"

What do you think hosting Radio 1's Big Weekend has done for the city of Dundee's image?

"Improved it a lot! Brought a lot of attention to the city and showcased the modern city with a lot of historical features to the audience of many, would not be surprised by this having a huge impact on tourism going forward"

Do you have any further comments you would like to make about attending the Radio 1 Big Weekend in Dundee?

"Great weekend for all walks of life, young old families and those wanting to party. The music was varied and lots of fun was had!"

Views on Dundee

The key emergent views on Dundee below were captured during the case-study research. Overall, the sentiment is extremely positive.

Welcoming and Friendly Atmosphere: Many individuals highlighted the 'warm' and 'friendly' nature of the people in Dundee, emphasising the welcoming environment they experienced during the event.

Positive Impressions of Dundee: Many expressed positive impressions of Dundee, noting its cleanliness, lovely architecture, and overall appeal. Some mention that the event showcased the city in a positive light and many who live in Dundee made them appreciate it even more.

Event Organisation and Infrastructure: The organisation of the event, including transportation and security arrangements, received particular comment. Many appreciated the smooth operation of shuttle buses and the efforts put into making the event enjoyable and safe.

Potential and Recognition: There is a sense of pride and hope for Dundee's potential as a city. Many see the event as a demonstration of the city's capability to host significant events and attract people. They express optimism for more opportunities and recognition for Dundee in the future.

Mixed views / Limited Exposure to Dundee: While the majority of views are positive, some expressed indifference or mixed feelings. Some of those with familiarity with Dundee (especially local residents) felt that the event didn't significantly change their opinion. Some visitors to the city mention that they didn't have much opportunity to explore the city beyond the event venue, but they still express a desire to visit again.



BBC RADIO 1

THE 1975 / LEWIS CAPALDI
JONAS BROTHERS / WET LEG
JAMIE XX / GUS POCOS / ENVIRONMENTAL

Key Performance Indicator

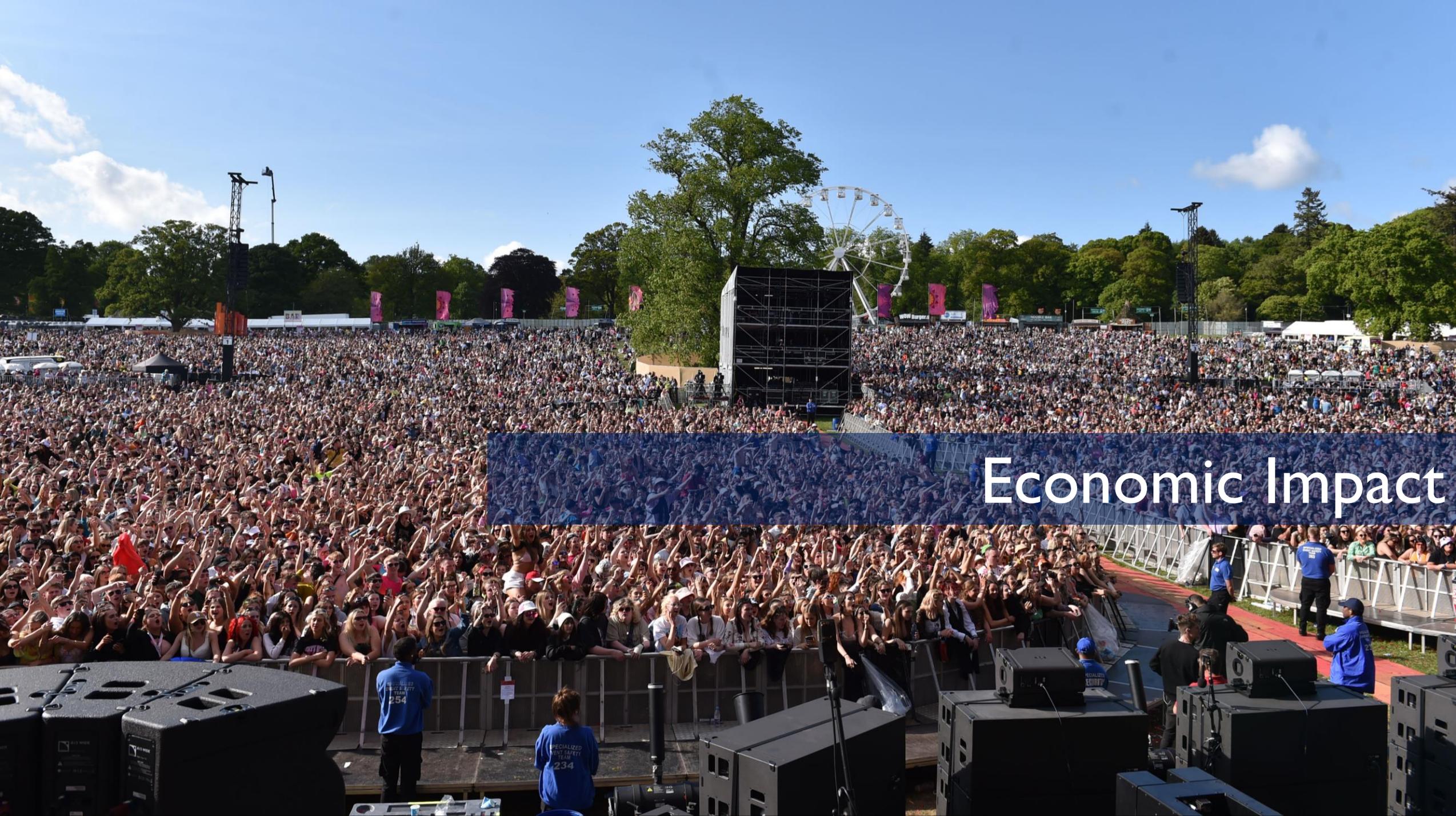
Evidence positive social impacts on the public enjoying a collective experience, mixing with others and combatting loneliness, with people moving around their own city enjoying its assets, and contributing to civic pride

There is clear evidence that hosting the Big Weekend created a **collective experience** amongst locals and visitors to Dundee. 99% of all attenders agreed *'I have spent quality time with friends or family at Radio 1's Big Weekend'*.

Many visitors highlighted the 'warm' and 'friendly' nature of the people in Dundee, emphasising the welcoming environment they experienced during the event.

As a result of the Big Weekend civic pride is **elevated**. Many locals describe feeling 'proud' of Dundee and 74% agreed they feel 'more positive towards Dundee than they used to'.

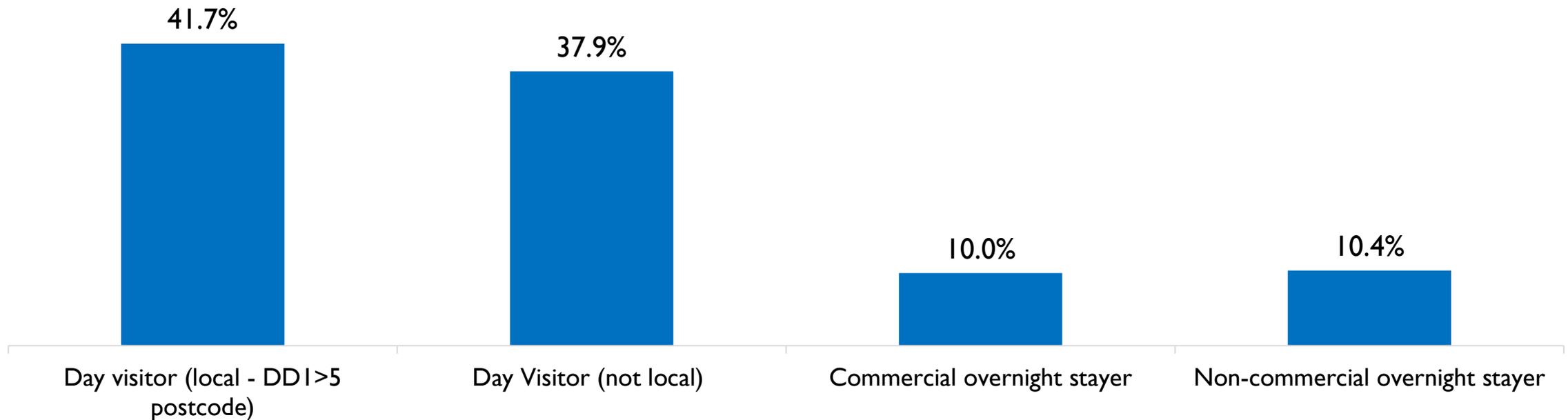
The event has also improved Dundee's image and fostered a **sense of community** and enjoyment, especially amongst those who attended and live in the area. Many express optimism for more opportunities and recognition for Dundee in the future.



Economic Impact

Attender breakdown

Analysis shows that 10% of all attenders were commercial over-night stayers. These individuals are defined as those who stayed in 'paid' accommodation such as hotels, b&bs and self-catering accommodation. Non-commercial overnight stayers are defined as individuals who spent the night but did not pay for accommodation (the vast majority staying with friends/family and the balance in campervans/cars). Day visitors are defined as individuals who did not spend the night away from home.



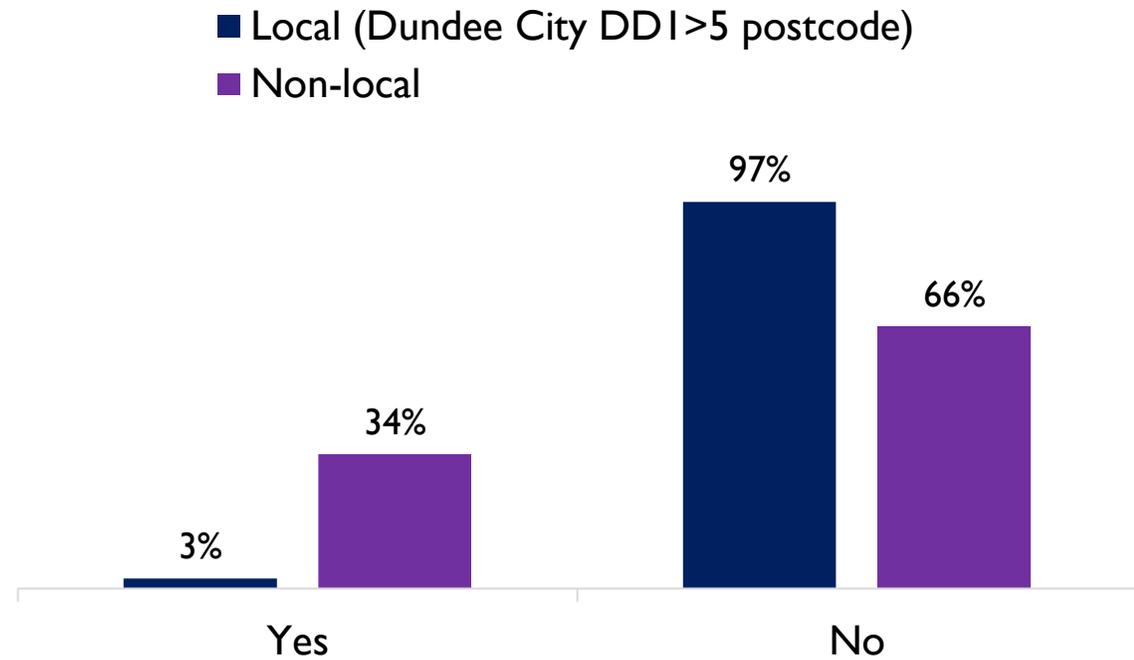
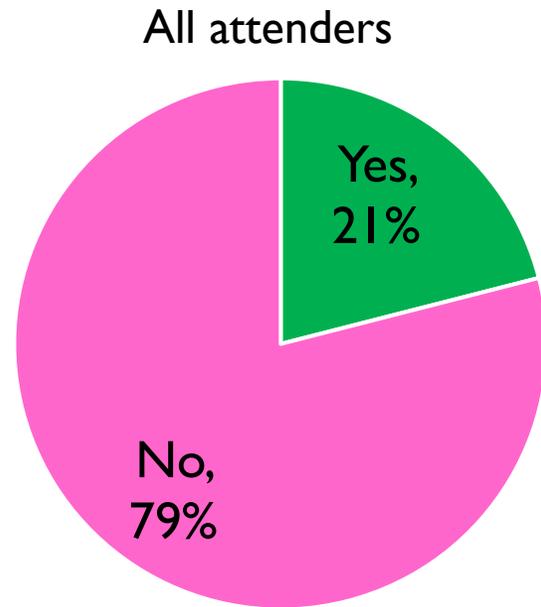
Average Daily Spend

It is appropriate to consider the level of expenditure which attenders have made out with the event site. The table illustrates the level of expenditure less the amount on site.

| | Total | Local (DD I > 5 postcode) | Non-local |
|---|----------------|---------------------------|----------------|
| Food elsewhere in Dundee | £6.85 | £6.31 | £7.26 |
| Drink elsewhere in Dundee | £5.50 | £7.34 | £4.09 |
| Entertainment elsewhere in Dundee | £1.24 | £2.00 | £0.67 |
| Shopping elsewhere in Dundee | £4.24 | £4.61 | £3.96 |
| | | | |
| Food at the festival | £19.69 | £18.63 | £20.49 |
| Drink at the festival | £43.43 | £48.54 | £39.58 |
| Shopping at the festival | £3.80 | £3.73 | £3.83 |
| Merchandise at the festival | £6.13 | £5.60 | £6.53 |
| | | | |
| Transport to and from Festival | £11.37 | £3.28 | £17.47 |
| Any other spending related to visiting Radio 1's Big Weekend in Dundee | £18.36 | £11.71 | £23.38 |
| | | | |
| Total Expenditure | £120.61 | £111.75 | £127.24 |
| Less spend on-site | -£73.05 | -£76.50 | -£70.43 |
| Spend specific to Dundee out with the event site (not including accommodation) | £36.18 | £31.97 | £39.35 |

Nights away from home

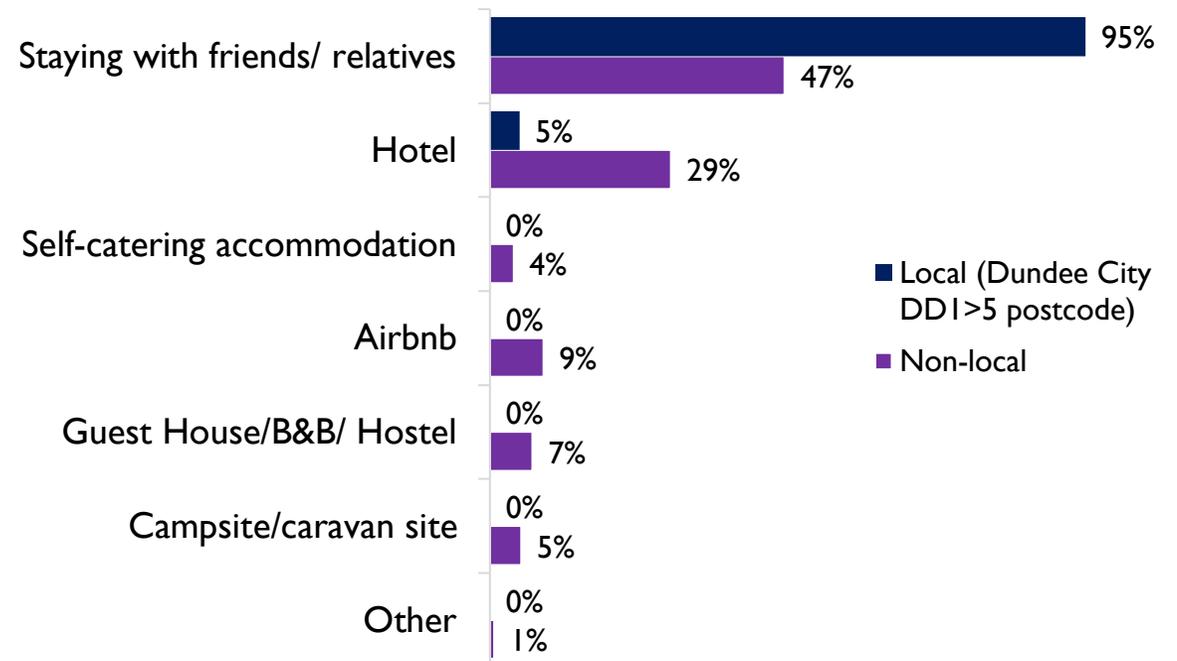
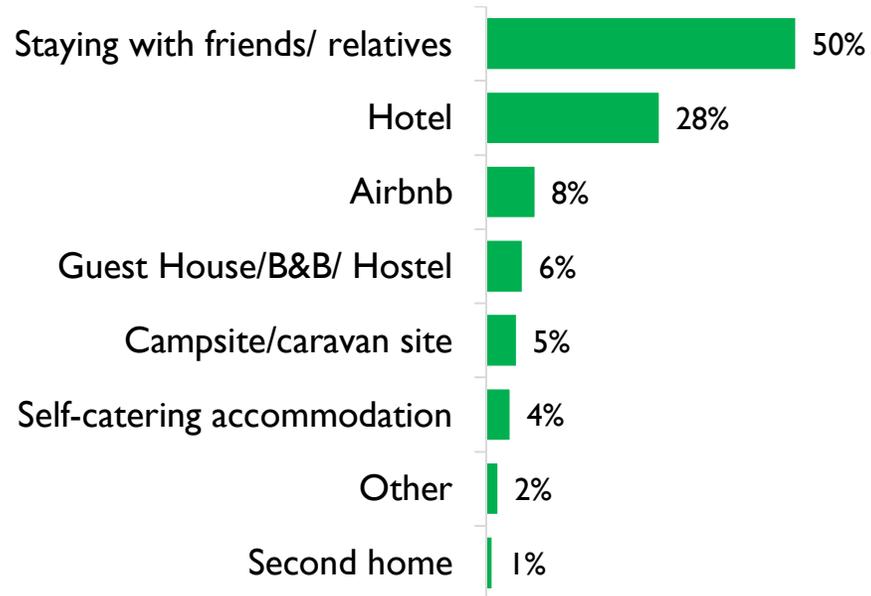
Q9. Are you spending any nights away from home as part of your trip to this event?



Overnight stayers (by home location)

Q10. What type of accommodation are/were you staying in?

All attenders



Economic Impact

The total audience size of Radio 1's Big Weekend was **81,835** and attracted **33,652** unique visitors to Dundee.

A quarter of visitors (24%) came from DD6-11 postcodes areas and 2/3rds (65%) came from elsewhere in Scotland with strong attendance from people in Glasgow, Edinburgh and Aberdeen. One in 10 (10%) came from elsewhere in UK with less than 1% (0.87%) from outside the UK.

5,855 were overnight 'commercial stayers' (individuals who stayed in paid accommodation such as hotels B&B, self-catering etc). This resulted in **£1.5M** revenue for Dundee's accommodation sector over the course of the weekend.

5,485 were 'non-commercial stayers' (individuals who spend the night but did not pay for accommodation, e.g stayed with friends/family) and 22,312 were day visitors.

Visitors spent an estimated **£1.8M** over the course of the weekend (outside the event site) resulting in a net positive Direct Economic Impact of **£2.9M** for Dundee City.

25,708 local residents attended the Big Weekend. Local residents (residing in DD1-5 postcodes) also spent an estimated £800K in Dundee (outside the event) resulting in a Total Economic Impact of **£3.7M**.

R1BW ATTRACTED 33,652 UNIQUE VISITORS TO DUNDEE

5.9K were commercial stayers which generated 10.5k bed nights resulting in a boost of **1.5M** for the accommodation sector.



HOSTING R1BW BOOSTED ECONOMIC ACTIVITY IN DUNDEE

Visitors also spent an estimated **1.8M** in Dundee resulting in a **net positive Direct Economic Impact of 2.9M**.



25,078 LOCAL RESIDENTS ATTENDED THE BIG WEEKEND

Residents also spent an estimated **800K** in Dundee further **boosting the local economy**.
Total Economic Impact: £3.7M



Please note: This direct economic impact calculation solely accounts for spend in Dundee outside the site. Expenditure made by attendees within the site has been excluded. Organiser spend/income by the BBC is not included. It should be noted the spend in the host economy is intrinsically linked to the event itself and this boost to the local economy would not have occurred if Radio 1's Big Weekend had not taken place.



Media Impact

The following information has been provided by BBC / Dundee City

Media impact information

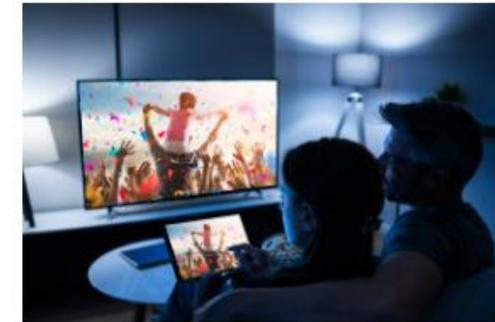


The media coverage was extensive with around 1.7 Million viewers watching coverage of Radio 1's Big Weekend in Dundee live on BBC 1 over the weekend.

This was followed by around 2.8 Million iPlayer Views and 2.5 Million YouTube views.

BBC Social media recorded 82 million video views and overall engagement of 4.43 Million.

The engagement with Dundee City Council event-specific social media included 255,000 Facebook views and 227,000 Twitter views in addition to engagement on Tik Tok, Instagram, and the DDD 'Welcome to Dundee' messages on YouTube, Tik Tok, and Instagram.



Volunteers – Big Weekend Welcome Hosts

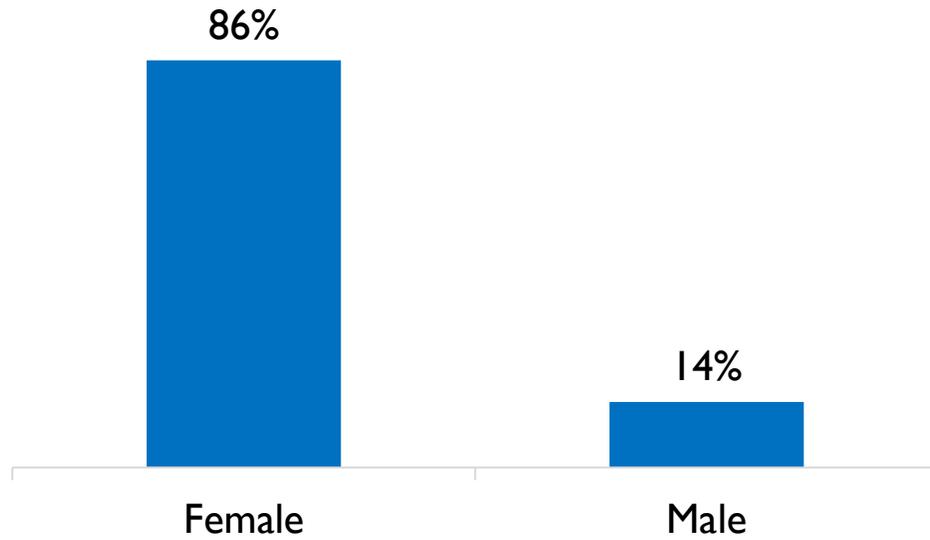
The following sequence of questions gathers the views of those who volunteered at the event

“Volunteering has many values. I benefited from having a sense of purpose, paying forward, learning new skills or practising them, meeting new people in a supported way, challenging myself in preparation for other roles, references for employers, and the satisfaction of seeing the difference you can make for others. I have volunteered in many ways over the years and have never regretted it.”

- Angie, Big Weekend Welcome Host

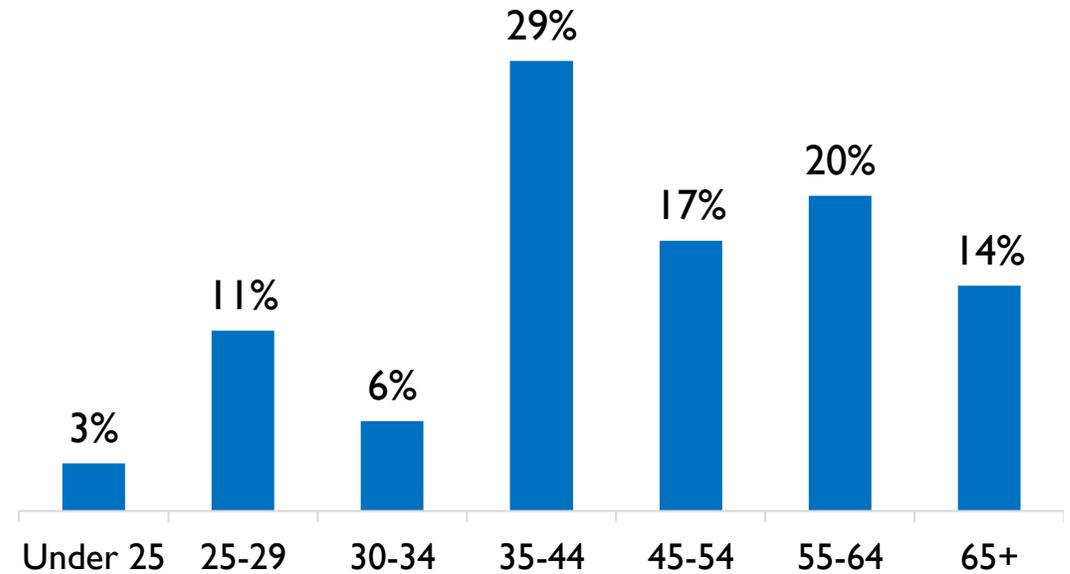
Demographic Profile of volunteers #1

Gender



Base: 36

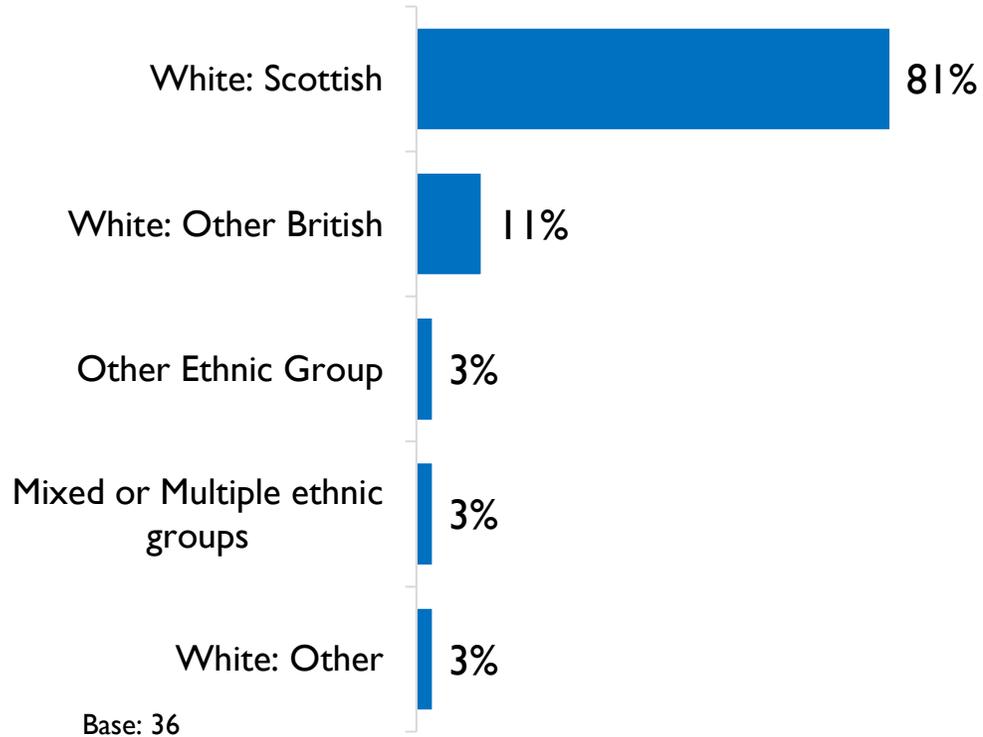
Age



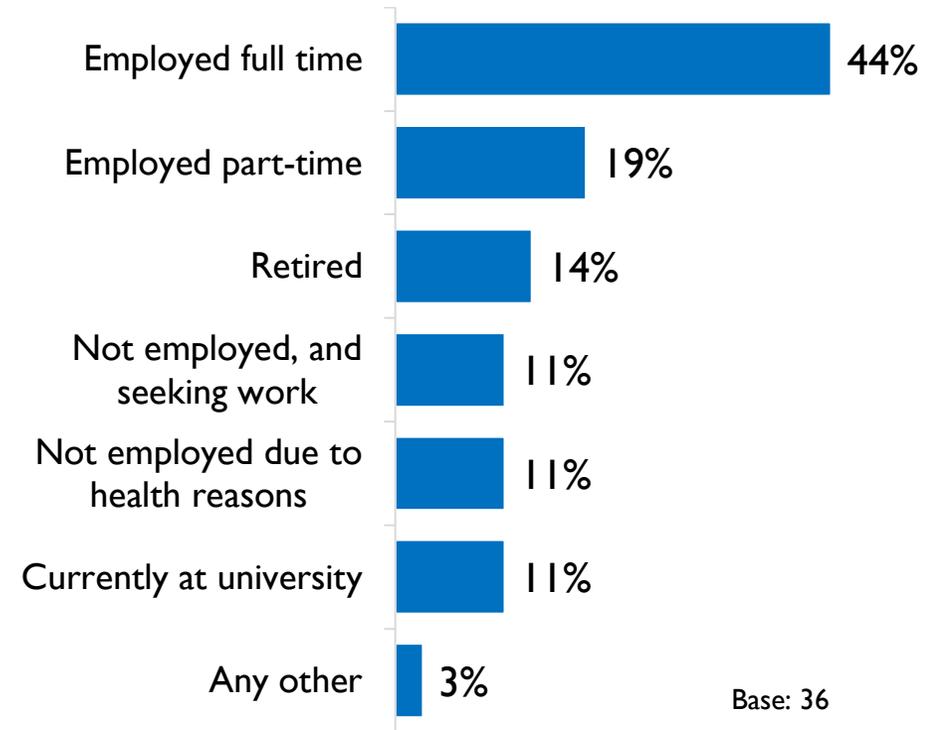
Base: 35

Demographic Profile of volunteers #2

Ethnicity

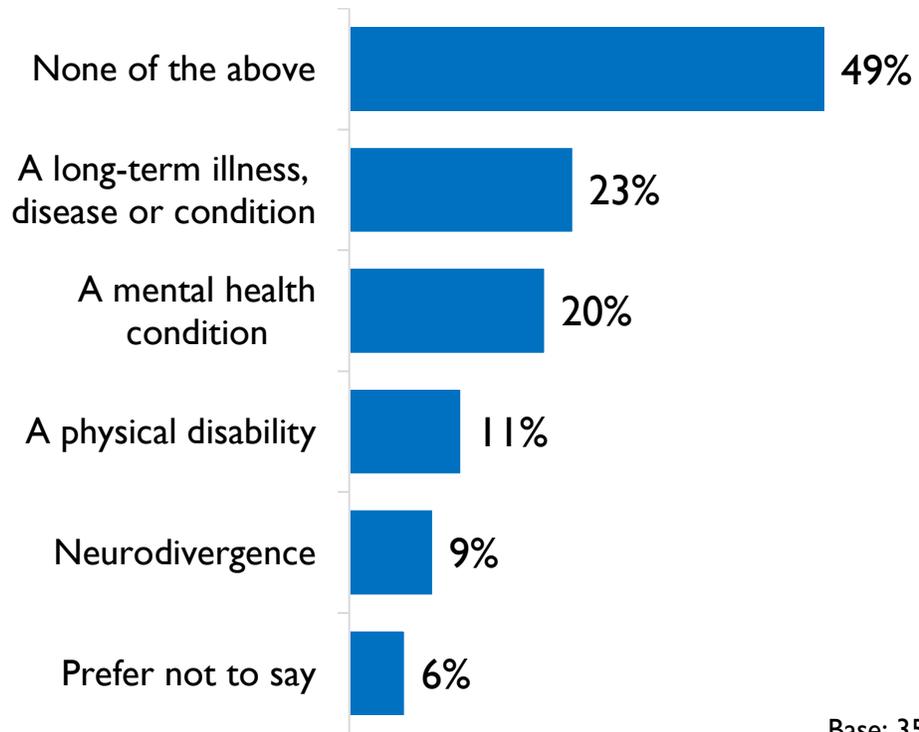


Employment Status



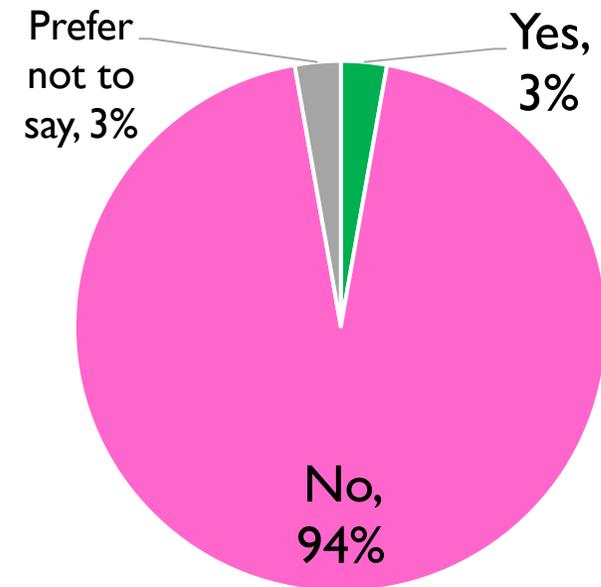
Demographic Profile of volunteers #3

Health Conditions

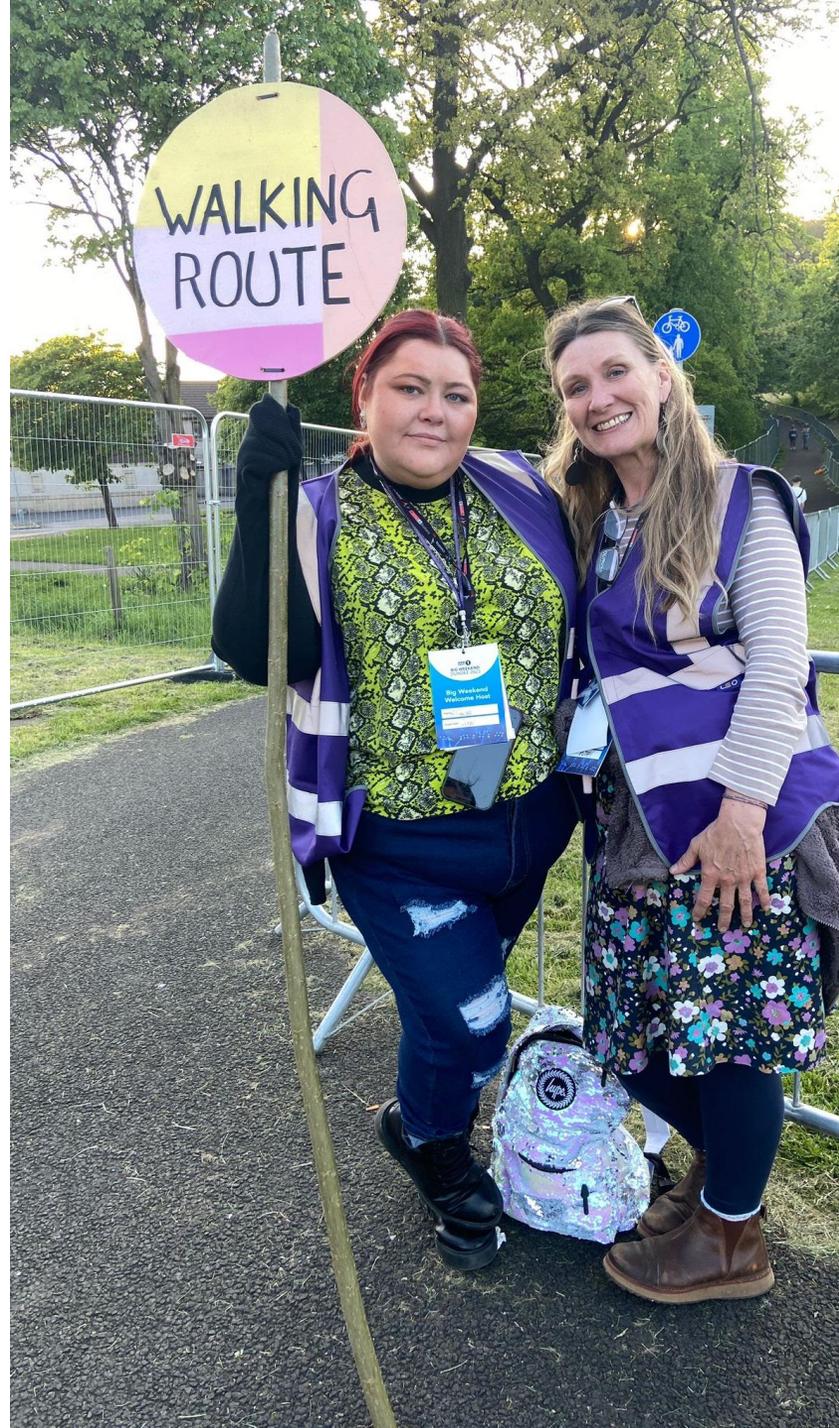


Base: 35

Care Experienced

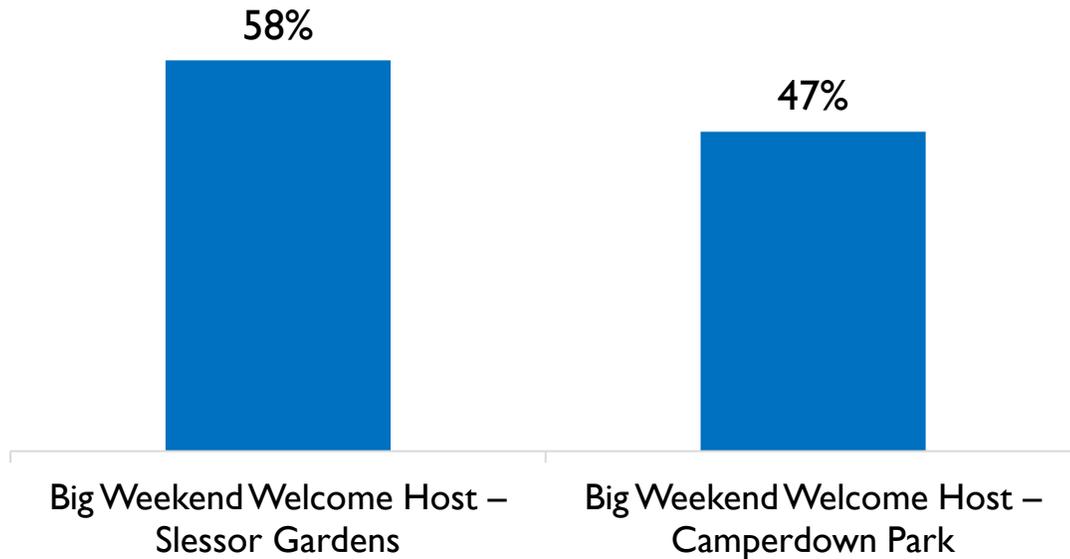


Base: 36



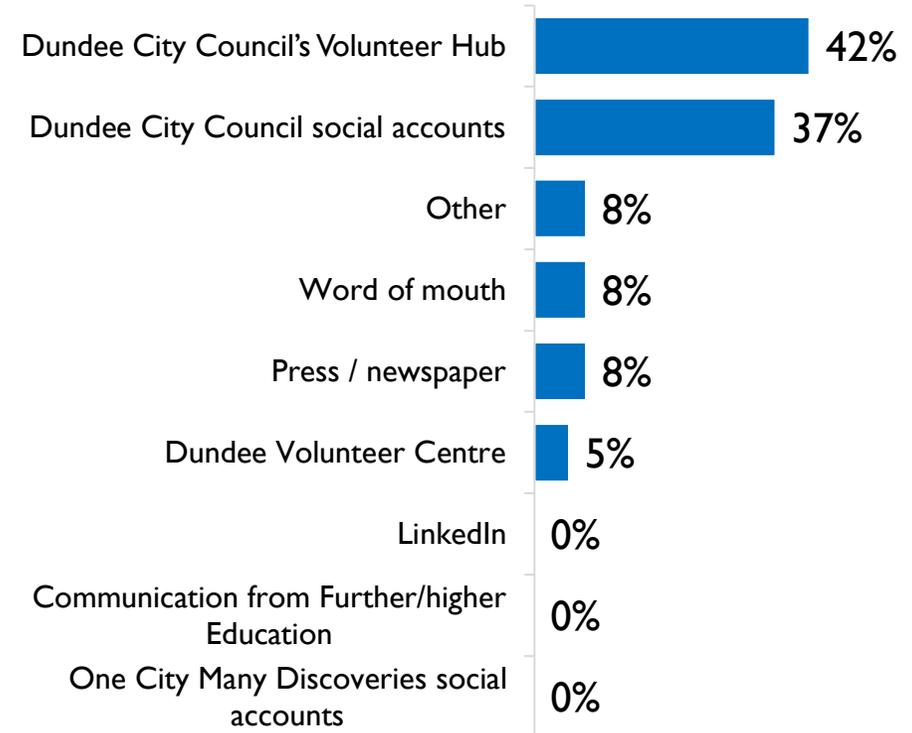
Volunteer Role & Awareness

Q1. In what capacity did you volunteer?



Base: 38

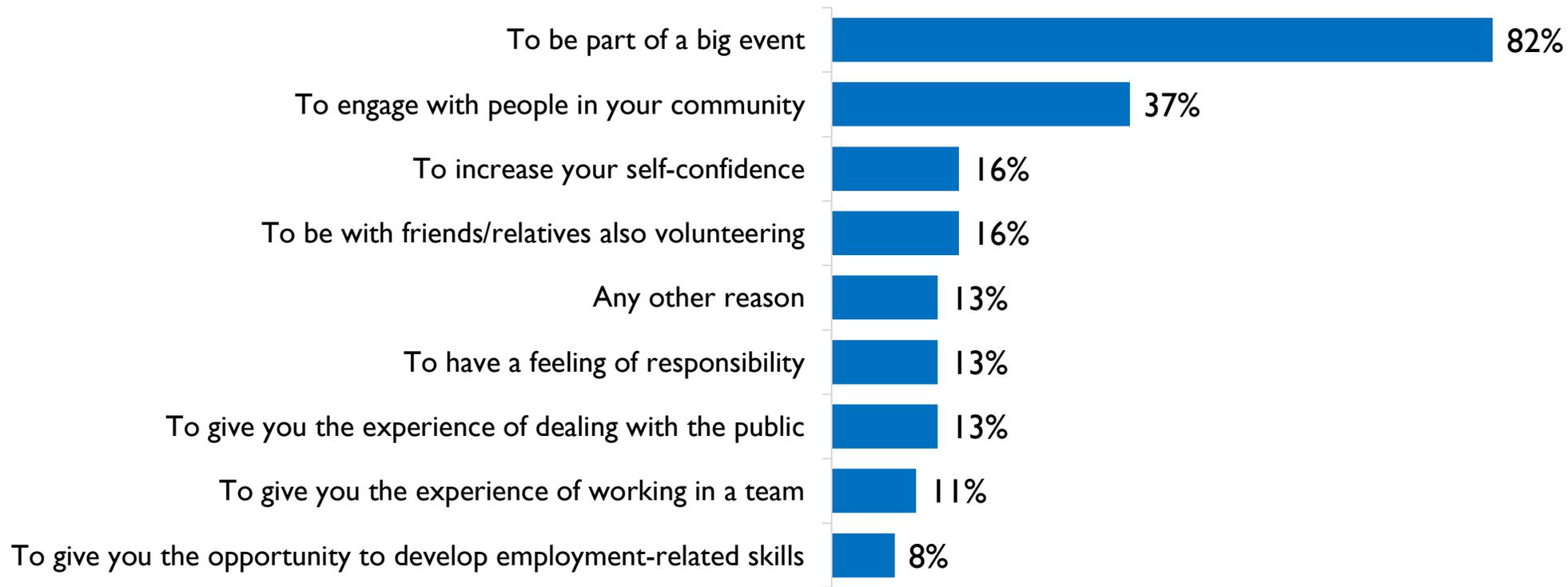
Q2. How did you become aware of the opportunity to be a Big Weekend Welcome Host at Radio 1's Big Weekend in Dundee?



Base: 38

Reasons for volunteering

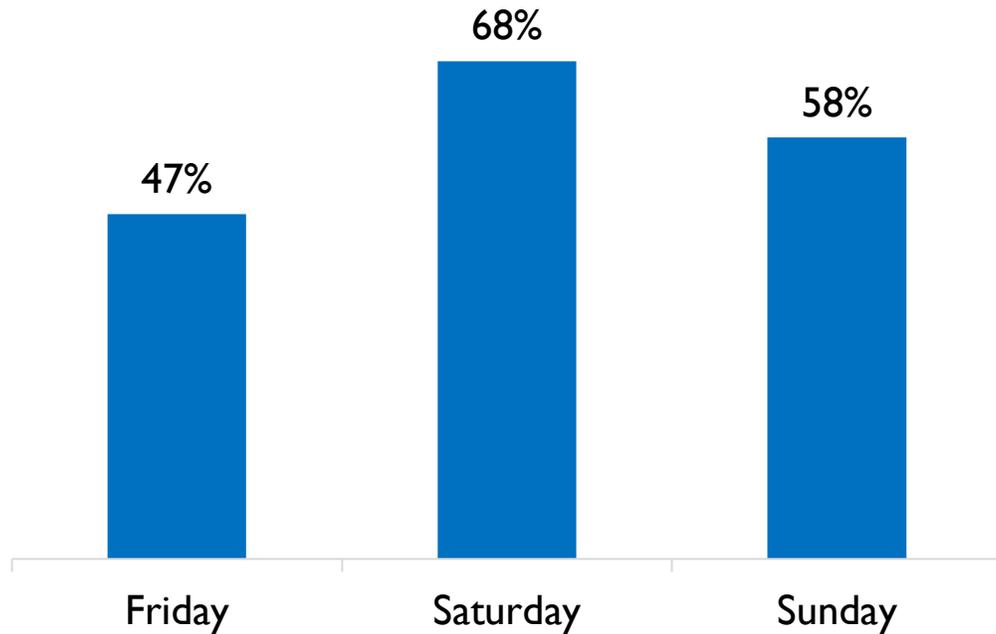
Q3. Which of the following reasons best reflect why you decided to volunteer at Radio 1's Big Weekend in Dundee?



Days volunteered

Q4. Which days did you volunteer?

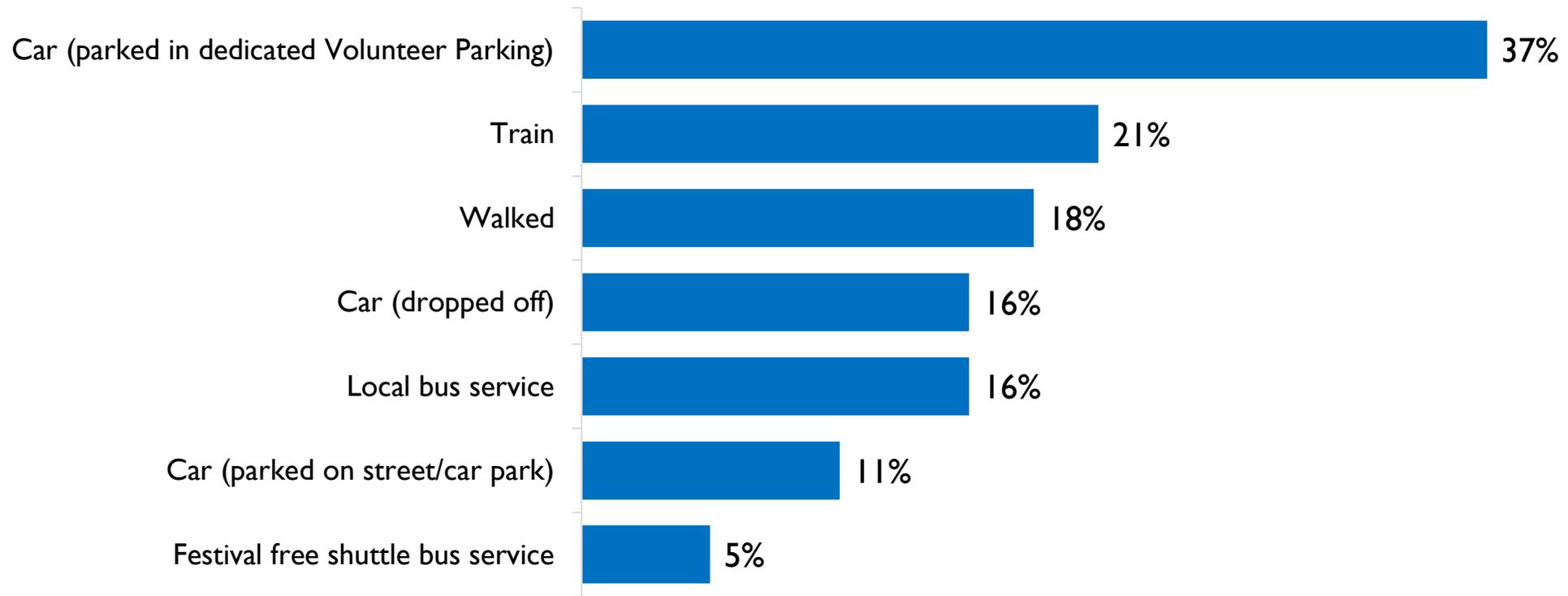
On average volunteers worked 2.1 days in shifts of around 5 and half hours.



| | |
|--|-----|
| Average number of days volunteered | 2.1 |
| Average Number of hours volunteered (Friday) | 4.8 |
| Average Number of hours volunteered (Saturday) | 5.5 |
| Average Number of hours volunteered (Sunday) | 5.4 |

Travel to shift

Q7. How did you get to your volunteering shift?



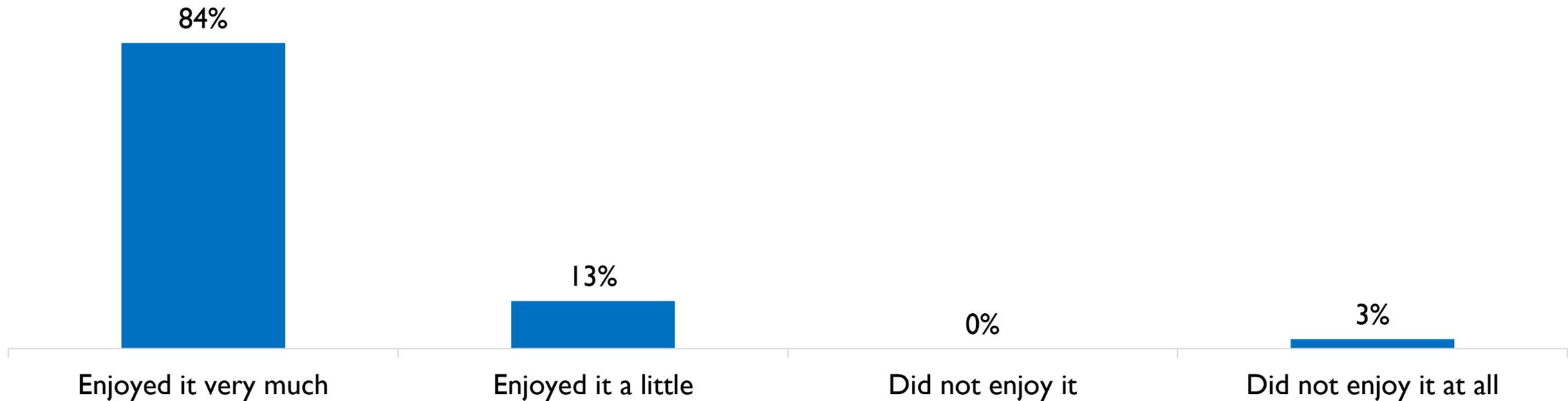
Base: 38

70

Overall experience rating

Q8. How would you rate your enjoyment with the overall experience of volunteering at Radio 1's Big Weekend?

All but one person enjoyed their experiencing of volunteering.



97% of volunteers had a positive experience

Key Themes from qualitative comments made by volunteers

Positive interactions and connections: Many enjoyed the atmosphere and specifically meeting new people and interacting with the public. They describe engaging in conversations, chats, and getting to know others.

City pride and community involvement: Volunteers expressed pride in welcoming people to their city and showcasing its attractions. They enjoy meeting and speaking to both local residents and visitors. Being part of a major event that highlights the city's significance makes them feel like an integral part of the local community.

Personal growth: Volunteers mentioned learning about event operations and processes during their participation. Overcoming challenges, solving problems, and developing skills in interacting with the public and working with diverse backgrounds are also highlighted as sources of personal growth and fulfilment.

97% of volunteers had a positive experience

Q9a. Please tell us what you specifically enjoyed about your experience

“Being empowered to do the role in our individual way depending on how busy the site was, it was a very relaxed and friendly environment”

“Meeting members of the public, other volunteers and volunteer co-ordinators. Supporting the public including vulnerable young people to ensure safe transfers and directions home. Supporting the effective flow of substantial numbers of citizens to and from the event”

“It was nice to meet and speak to local people as well as the many others who had travelled to Dundee for the event”

“It was amazing to be part of such a big event and to be able to welcome people from all over to our wee city. Lots of fun was had - and it's great meeting other volunteers”

“I enjoyed mixing with the crowds and having a chat with them. I also enjoyed dealing with some issues that occurred in the fact it made me so happy I was able to help and solve their problem!”

Volunteer: Case Study



Joanne,
Big Weekend
Welcome Host

Why did you decide to volunteer at Radio 1's Big Weekend in Dundee?

"Initially I was interested in taking part in one of the biggest music events Dundee has ever hosted. Furthermore, I also was keen to meet new people and to take part in something voluntary, a thing I have enjoyed in the past"

How did the experience of volunteering compare with your expectations?

"It was excellent-a pleasure to become part of a friendly team with great organisation. The city was absolutely buzzing throughout the whole weekend and it certainly made me proud"

How prepared did you feel for the role? Do you feel you were given enough training?

"I felt I was very well prepared. We had a clear idea of our roles and responsibilities-also it was apparent where these ended. We were made aware of what to do in emergencies and were confident in the support we were offered"

What was the best thing about volunteering?

"Just the happy and energetic atmosphere throughout the whole weekend. I remember watching the highlights on the iPlayer and I was so proud of Dundee!"

What do you think hosting Radio 1's Big Weekend has done for the city of Dundee's image?

"It certainly made Dundee's position in the music map more definite. It also showed to the rest of Britain that Dundee is a beautiful and friendly city"

Did you feel you were valued as a volunteer?

Incredibly so. For me the leaders were approachable and friendly and it was clear that our time and efforts were valuable. Also, the fact that we were gifted the tickets to the event was amazing"

Do you think your role has helped you develop any job-related skills?

"Teamwork, organisation, general confidence in working with the public"

Was there any particular aspect of volunteering that you feel will specifically help you in the future?

"Adapting to a new team and working with a vast range of people. Being confident enough to reach out to people I didn't know and remaining friendly . Helping to make their weekend amazing was a fabulous feeling"

Is there any advice you would give to other people who were considering volunteering in the future?

"Just do it! It's so worthwhile"

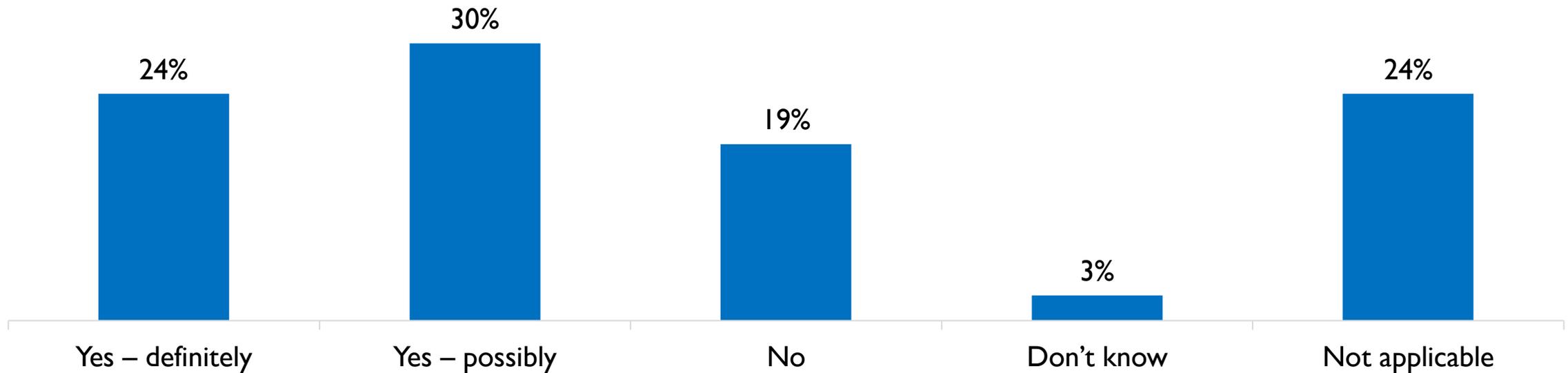
Do you have any further comments you would like to make about volunteering at the Radio 1 Big Weekend in Dundee?

"Thank you for the opportunity-it was a weekend I'll never forget"

Experience for future employment

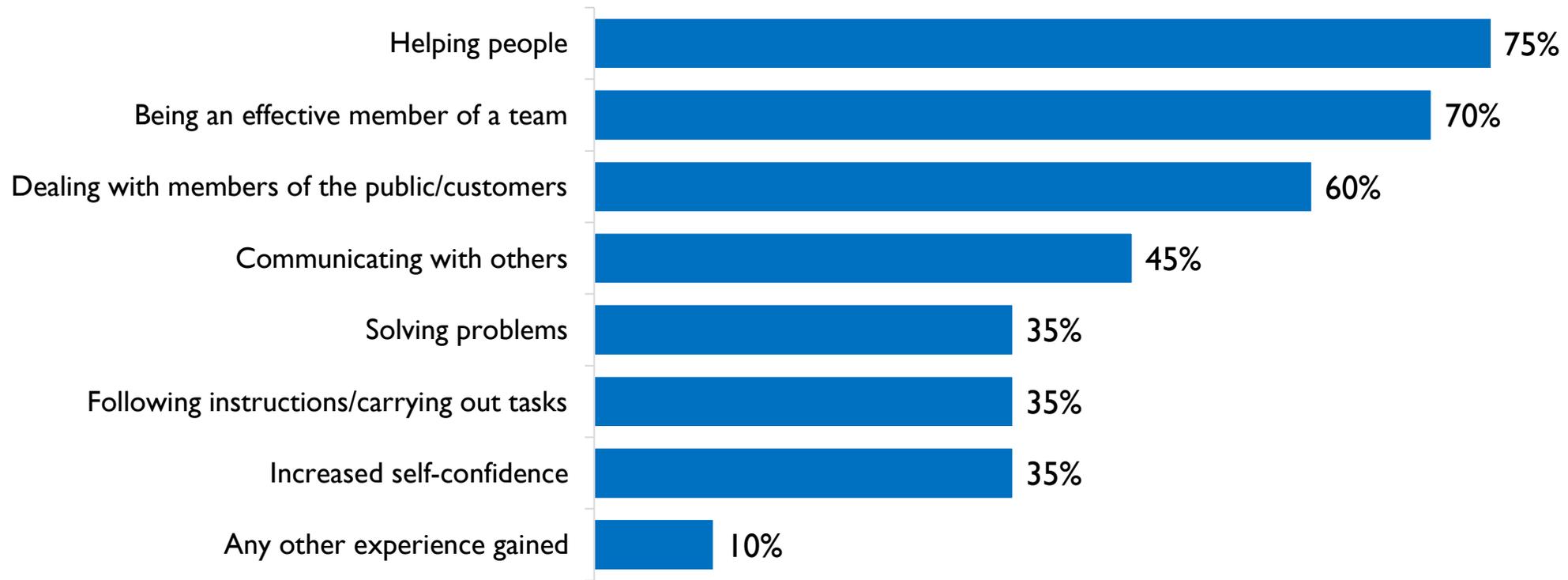
Q10. Do you feel you gained any experience that will be helpful in future employment?

Just over half of volunteers indicated the experience of volunteering would be helpful to future employment.



Experiences gained by volunteers

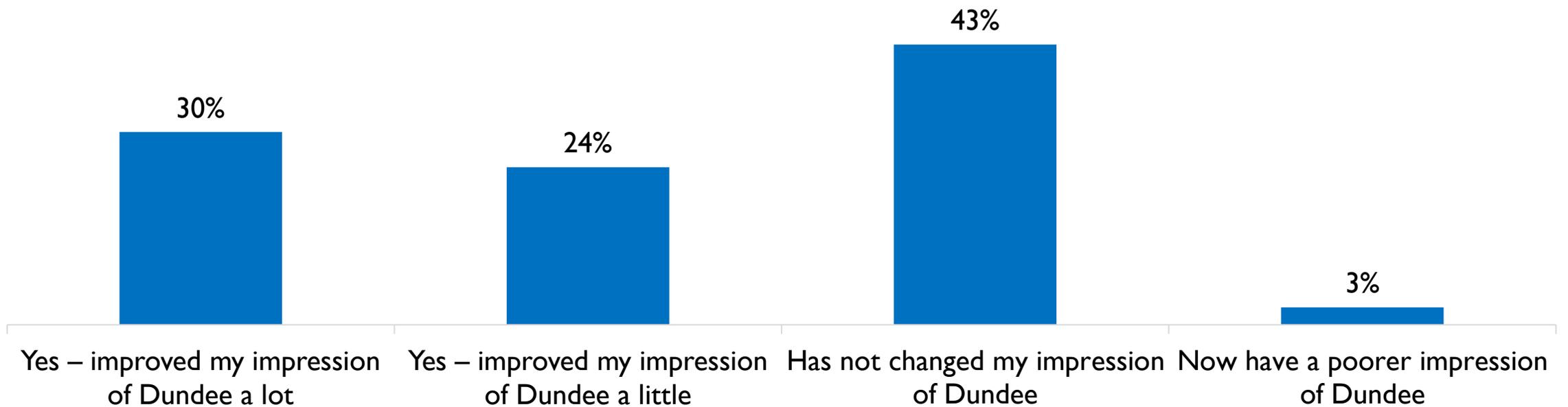
Q11. Which of the following experiences do you think you have gained?



Impression of Dundee

Q12. Has volunteering at Radio 1's Big Weekend in Dundee changed your impression of Dundee?

Over half of the volunteers consider that hosting Radio 1's Big Weekend has improved their impression of Dundee



Volunteer: Case Study



Elle,
Big Weekend
Welcome Host

Why did you decide to volunteer at Radio 1's Big Weekend in Dundee?

"I wanted to be part of the huge event that is the Big Weekend. I thought it was an opportunity to show how friendly and welcoming Dundee is"

How did the experience of volunteering compare with your expectations?

"It was even better than I thought it would be. I was hoping to have some fun and meet some new people, which I did, but the atmosphere was fantastic and I had a really good time during the volunteering session. It was great fun meeting and greeting people from all over to our wee friendly city"

How prepared did you feel for the role? Do you feel you were given enough training?

"Yes, our role was very simple - the walk could be quite long for people after they got off the shuttle buses, especially for people who didn't know Dundee. We had been told by the other volunteers that visitors were flagging at the end of their walk, particularly at the entrance to the park. We stationed ourselves there, put some music on and kept the crowds moving along"

What was the best thing about volunteering?

"Having the opportunity to welcome so many visitors to Dundee and getting to speak to people from all over the UK"

What do you think hosting Radio 1's Big Weekend has done for the city of Dundee's image?

"I think it helps to put Dundee on the map as a vibrant and welcoming city. It shows that Dundee is worth investing in and can cope with huge events and crowds. It definitely solidified our reputation as being a city worth visiting"

Did you feel you were valued as a volunteer?

"Yes - the team were very friendly and we were treated very well. The only thing that wasn't great were the food provisions. My friend and I are diabetic and had been told at the briefing that there would be good snacks. Luckily, we brought jelly babies and orange juice in case we needed it. When we got there for our volunteering shift, there were only bananas and water on offer"

Was there any particular aspect of volunteering that you feel will specifically help you in the future?

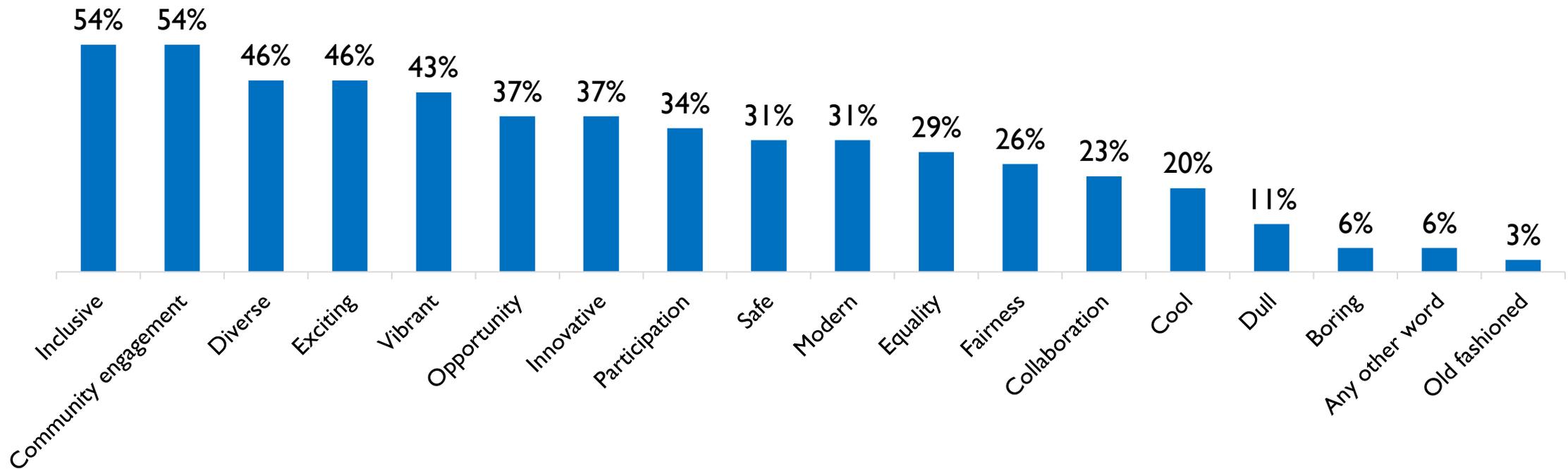
"Adapting to a new team and working with a vast range of people. Being confident enough to reach out to people I didn't know and remaining friendly. Helping to make their weekend amazing was a fabulous feeling"

Is there any advice you would give to other people who were considering volunteering in the future?

"Do it! Don't feel nervous - the team make you feel really welcoming and there is a sense of camaraderie. This is my second time volunteering and it won't be my last"

Volunteers: Dundee Image Attributes

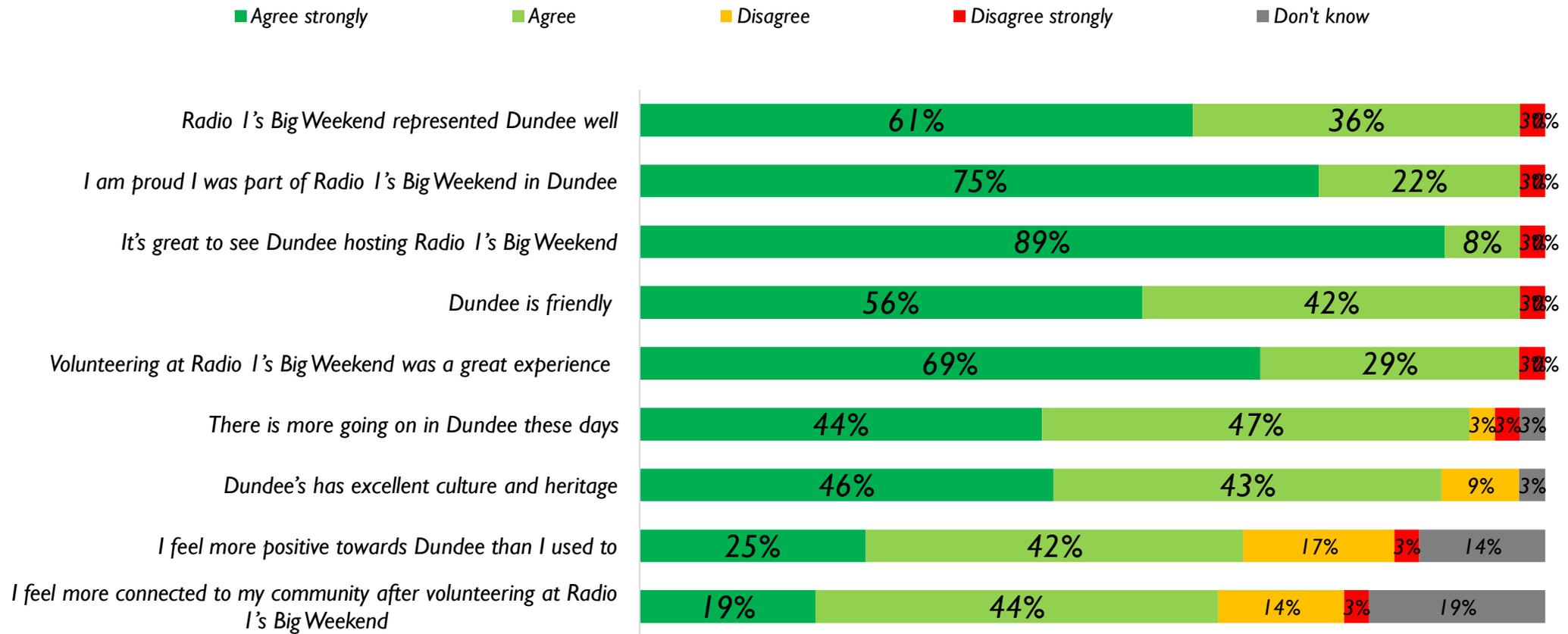
Q13. Which of the following words or phrases apply to Dundee?



Base: 37

Volunteers: Attitudes towards Dundee

Q14. To what extent do you agree or disagree with the following statements?



Base: 36

Evaluation of Dundee's hosting of Radio 1's Big Weekend 2023



Dundee City Council
www.dundee.gov.uk
CHANGING FOR THE FUTURE

James Law Research Associates Ltd.

W: www.jlral.co.uk

E: marion.dodds@jlral.co.uk

T: 07795955965

Appendix: Views on BBC / Radio 1

Q18a. Has attending Radio 1's Big Weekend made you regard BBC Radio 1 more favourably or less favourably?

Overall Average score: 7.6 out of 10

Base: 3659

16-24s Average score: 7.8 out of 10

| Q18a. | Dundee City (DD1>DD5) | Rest of DD (DD6>11) | Elsewhere in Scotland | Elsewhere in the UK |
|---------------|-----------------------|---------------------|-----------------------|---------------------|
| Average Score | 7.8 | 7.6 | 7.4 | 7.7 |
| base | 1581 | 503 | 1365 | 192 |

Q18b. Has attending Radio 1's Big Weekend made you regard BBC a whole more favourably or less favourably?

Overall Average score: 6.9 out of 10

Base: 3633

16-24s Average score: 7.1 out of 10

| Q18b. | Dundee City (DD1>DD5) | Rest of DD (DD6>11) | Elsewhere in Scotland | Elsewhere in the UK |
|---------------|-----------------------|---------------------|-----------------------|---------------------|
| Average Score | 7.1 | 6.8 | 6.8 | 7.0 |
| base | 1569 | 497 | 1358 | 191 |

Appendix: Radio 1's Outreach Programme in Dundee

Dundee's young people engage in mental health workshops with Radio 1 presenters

Events were held across the city from V&A Dundee to Abertay University.

by Sheanne Mulholland

May 18 2023, 4:40pm



Radio 1 presenters held mental health workshops across the city, including at V&A Dundee.

A series of mental health workshops have been held across Dundee by Radio 1 presenters in the run up to Big Weekend.

Events for young people took place in different locations across the city from Monday to Thursday to mark Mental Health Awareness Week.

The last in the series was held today at V&A Dundee, with the focus of 'why it's important to fail'.

Hosted by Radio 1 presenters Vick Hope and Katie Thistleton, the sessions give young people the opportunity to attend workshops and panel discussions alongside experts from local charities.

Radio 1's outreach programme was all about getting out into Dundee and talking to young people. As it was Mental Health Awareness week. A series of panels took place and were attended by young people in Dundee on topics that directly have an impact in someone's mental health.

The topics:

- Why do I feel like I don't fit in and how do I find my tribe?
- Dealing with pressure
- Handling Things You Can't Control
- Why it's important to fail

The panels were hosted by Vick and Katie from Life Hacks and went into a different venue every day. The venues were Abertay University, Dundee University, Hot Chocolate Trust and V&A.

The panellists were a mixture of young people with lived experience in Dundee, influencers based in Dundee and members of local charities.

Tickets were free, and they were distributed between local charities and partners in Dundee. This included local school Harris Academy bringing 15 different students every day. The audience ranged from aged 15 – 24 and over 200 individuals took part.

Life Hacks was live each night from outside the V&A, playing highlights from the talks and discussing the topic further with experts answering listeners questions.