

F.E.M. RESEARCH

Socio-Economic Study on Public Viewing Areas

Report 3: Audience Analysis

User

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This report is aimed at assessing the audience satisfaction at the various Fanjols conducted in the greater Western Cape area.

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FOREWORD

To celebrate the 2010 FIFA world cup the Department of Cultural Affairs and Sport hosted non-commercial public viewing areas. These public viewing areas were called fanjols and they would be hosted in districts in the Western Cape outside of the metropolitan area. The public viewing areas (PVAs) were subject to both local and national regulations as well as the FIFA regulations for non-commercial PVAs. After much planning and organisation the locations were chosen and five fanjols were produced. The objective of the PVAs was to provide people outside of the metropole with a world cup stadium experience. At each PVA there was a screen for world cup soccer match screenings and local entertainment for the audience. Not only did the DCAS want to provide a world cup experience but they wanted to provide the local economies with a boost and so local service providers and entrepreneurs were invited to tender for the fanjols. The Department of Cultural Affairs and Sport tasked FEM Research to perform an analysis of the financial performance of service providers and vendors, and the impact of the fanjol on these service providers, vendors, and the larger community.

The objective of this research is to assess the social and economic impact of the fanjols on the local economies and surrounding communities. This assessment includes an analysis of the quantitative data such as the financials and the qualitative such as the audience satisfaction survey responses. Through these analyses an indication of the success of the Fanjols can be ascertained at both an individual and economy wide level.

These assessments have been compiled into three reports. The first report is an economic impact assessment of the fanjols in general as well as an economic impact assessment of the fanjols for participating service providers. The second report focuses on the entrepreneurs or vendors that participated in the fanjols. This report discusses both their experiences and the economic impact of the fanjols on them. The third and final report is a satisfaction assessment of the audiences that attended the fanjols in the various districts.

1. INTRODUCTION

The objective of the overall report is to assess the social and economic impact of the World Cup Fanjols, as well as to provide an indication of the customer satisfaction levels achieved by the implementation of the abovementioned Fanjols. The purpose of the following section of the report is to provide an analysis of the consumer satisfaction level for individuals attending Fanjols across the designated areas in the Western Cape.

This research report is structured as follows. The initial sections assess data pertaining to the targeted market, venues and overall effectiveness of project implementation and customer satisfaction. The subsequent sections will present a set of recommendations which follow directly from the analysed data as well as an analysis on a venue by venue basis.

In making inferences from the data, it is vital that other critical factors which may have contributed to the survey responses are considered. For example, there are significant disparities in service provision across the various Fanjols, which may have a direct influence on the comparative analysis of the data, and in turn affect the overall conclusions and/or recommendations. As such, while the analysis has been deals with satisfaction on a broad basis effort has been taken to also deal as closely as possible with each specific venue.

1.1. LOCATION OF FANJOLS

Within the Western Cape there are six local districts; these are the metropole, the Cape Winelands, the Overberg, the central Karoo, the West Coast and the Eden district. The five fanjols were hosted outside of the metropolitan area and the following towns were chosen as hosts;

1. Beaufort West (Central Karoo)
2. Bredasdorp (Overberg)
3. George (Eden)
4. Louwville, Vredenburg (West Coast)
5. Worcester (Cape Winelands)

The choice of the location was based on the following criteria;

- Security
- Size
- Proximity
- Access points- both entry and exit
- Ability to meet FIFA regulations

Added to this, towns within each district lobbied for the opportunity to host a fanjol and while some towns were obvious choices due to resources and proximity to the target audience others were

determined¹ by the effectiveness of lobbying activities. Examples of this were: Beaufort West which was the only option for the central Karoo, while Bredasdorp had a good infrastructure in place although they were not ideally situated. George however was not the first choice but due to a number of deciding factors, the fanjol was hosted there. Prior to the fanjol in Vredenburg the Louville stadium received an R 1 000 000 upgrade and the Worcester venue was chosen over Paarl as the Winelands venue.

1.2. PLANNING AND PROCESS

The planning period for the fanjols was a three year process and the total cost was an estimated R 16 000 000. Each venue was provided with a sum of R 1000 000 from DCAS and a standard list of requirements was produced for each. The screens for the matches were provided by the department and four of the five fanjols had sponsorships. The main sponsor was Coca Cola, sponsoring a stage and equipment for three venues, namely Bredasdorp, Vredenburg and Worcester. George was sponsored by MTN South Africa and a stage and crew was provided.

Local municipalities were responsible for marketing and attracting audiences to the events as well as selection of local artists and entrepreneurs. The local entrepreneurs were invited to tender for the fanjols and the final applicants were selected from the process. The municipalities were also given the option of closing down any fanjol that was not attracting numbers and audiences; however none of the fanjols were closed for this reason. Each fanjol was open for eight days and it was noted that the fanjols received higher numbers on South African match days and after their elimination the attendance figures dropped significantly.

Due to the FIFA regulations² the fanjols had to pay licensing fees as well as adhere to certain rules and regulations pertaining to non commercial PVAs. An overview of the regulations is;

- No entrance or admission fee to be charged
- No sponsorships or endorsements or commercial rights of association with FIFA
- No commercial gain from the event for the organisers
- Broadcasts of matches must be in real time (live) and relevant licenses must be obtained by organisers
- Sale of beverages and food by third parties are permissible

Transport was also provided for members of local surrounding communities and areas in each district to increase the access to fanjols. The numbers of people that were expected to attend the fanjols was far greater than the actual figures and the attendance is discussed in the following section.

¹ M. Worsnip "Appendix A"

² FIFA Regulations for non-commercial public viewing exhibitions accessed at www.fifa.com on 2010/09/23

1.3. ATTENDANCE AT FANJOLS

The total number of people that attended the five fanjols was 121 240. The fanjol that received the highest number of people was Worcester with a 39 percent of the total attendance. This was followed by Vredenburg with 19 percent and George with 18 percent. The fanjol that performed most poorly in attendance figures was Beaufort West. The percentage of the attendance per fanjol is illustrated below;

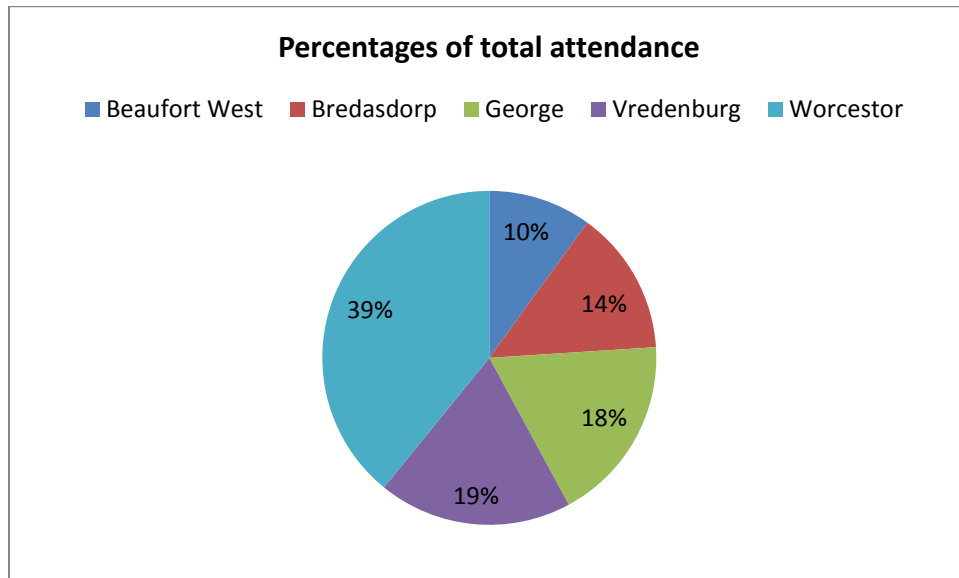


Figure 1: Percentages of total attendance per venue

The attendance figures per fanjol can be seen in the graph below;

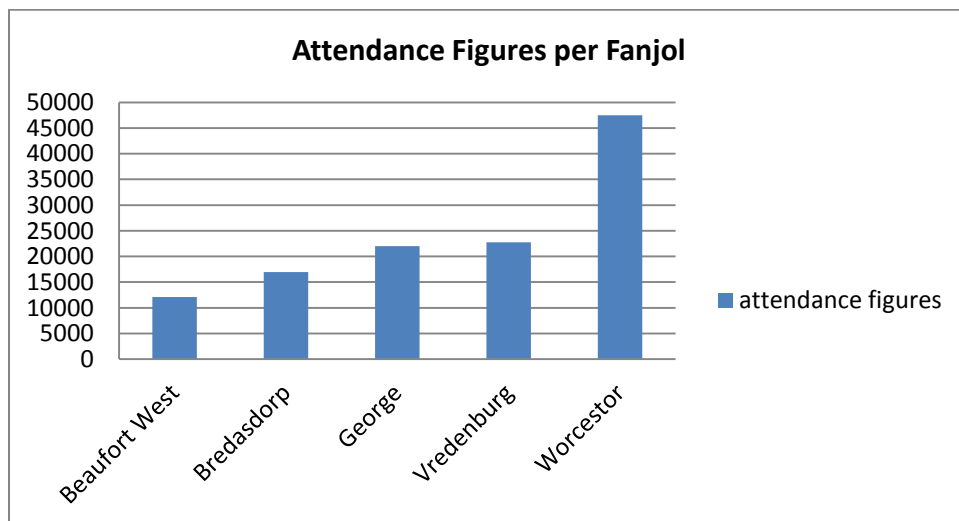


Figure 2: The total attendance figures per venue

The attendance figures for the fanjols varied per venue and per match screening day. It was noted that attendance was higher on the days that the South African team were playing and that after they were

eliminated the figures dropped drastically. The one venue that experienced a relatively constant attendance figure was Worcester.

The number of people attending the fanjols was recorded by means of a clicker system. People entering were clicked in and people exiting were clicked out, the total leaving was subtracted from the total entering and the figures were recorded at 1PM, 4PM and 8PM. The following tables provide a breakdown of these totals for each venue. These figures were recorded for the eight days that the fanjols were open.

Beaufort West attendance figures can be seen in the graph below:

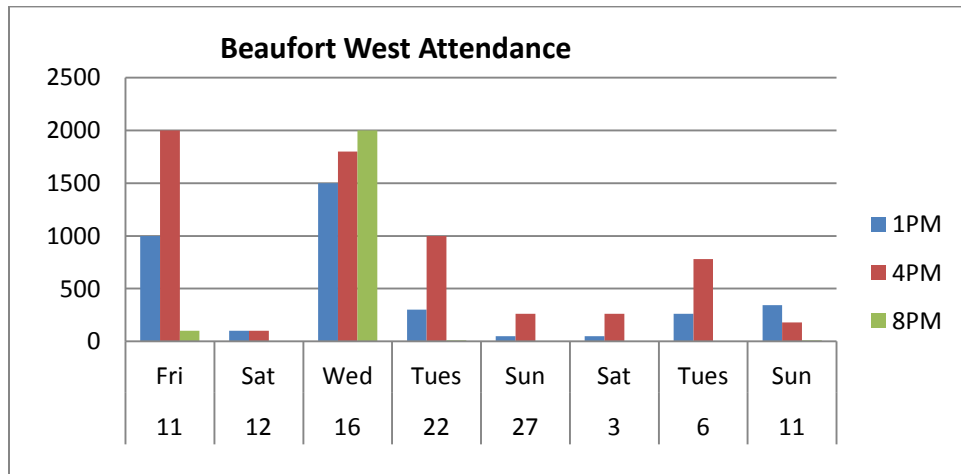


Figure 3: Attendance figures for Beaufort West

Bredasdorp attendance figures can be seen in the graph below:

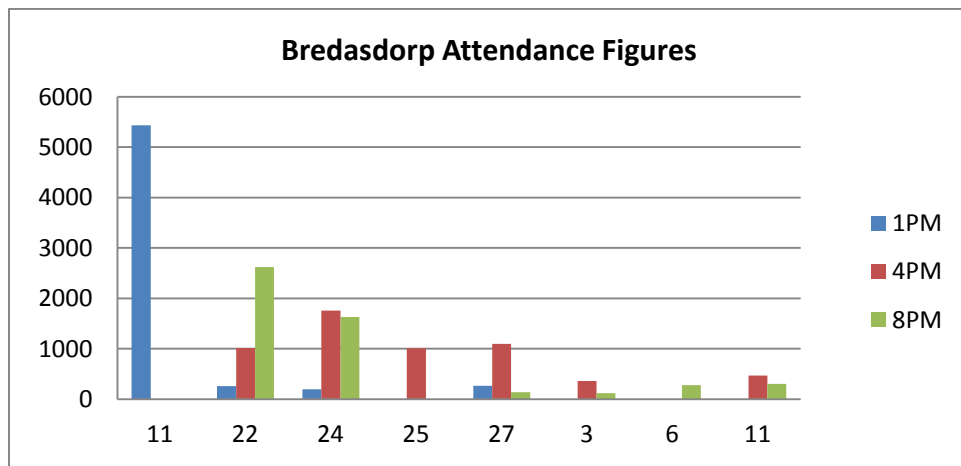


Figure 4: Attendance figures for Bredasdorp

George attendance figures can be seen in the graph below:

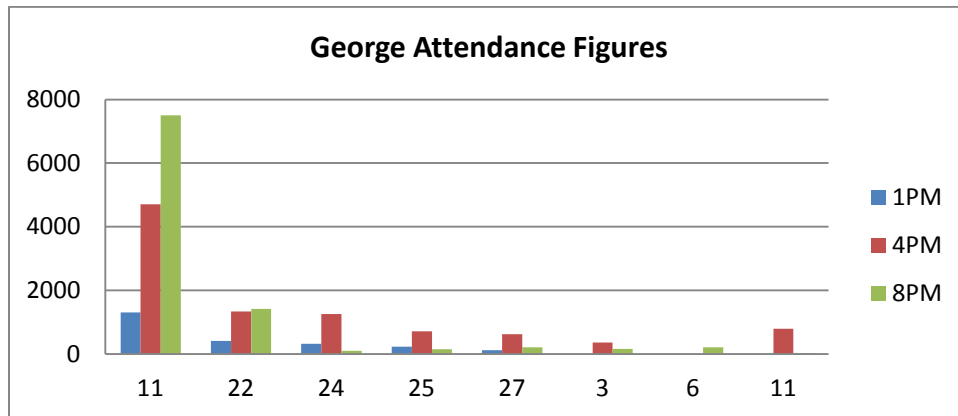


Figure 5: Attendance figures for George

Vredenburg attendance figures can be seen in the graph below:

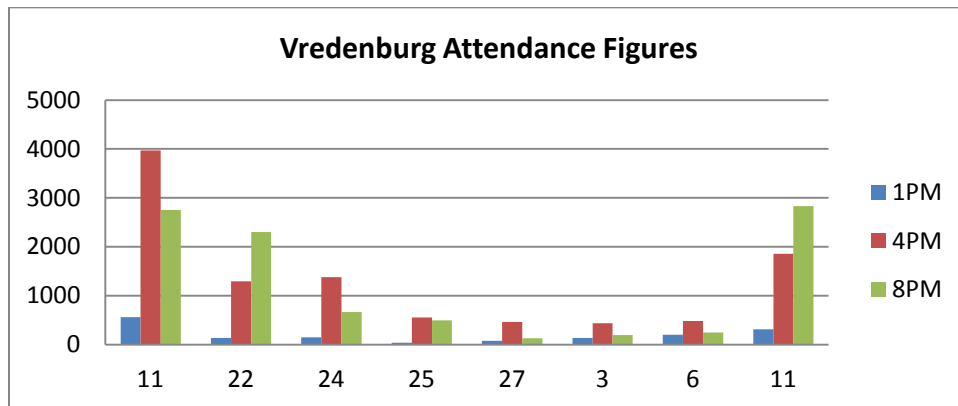


Figure 6: Attendance figures for Vredenburg

Worcester attendance figures can be seen in the graph below:

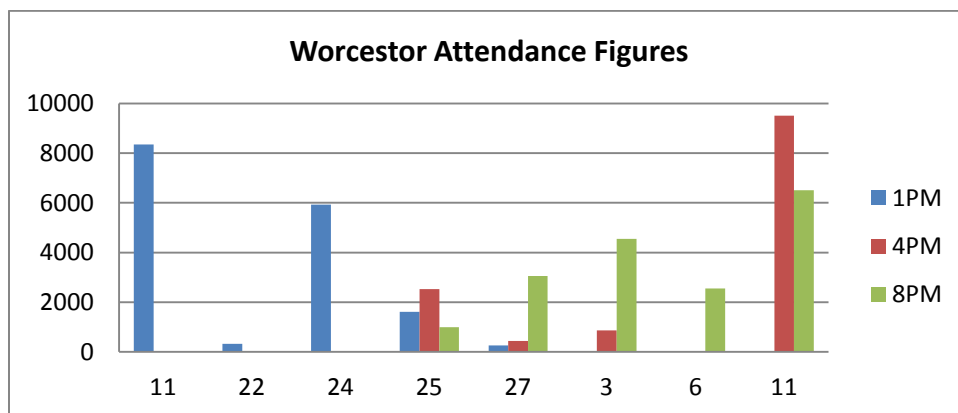


Figure 7: Attendance figures for Worcester

During the fieldwork process it was noted that a significant amount of people were leaving the fanjols before closing and thus a analysis of the reasons for this action was undertaken. Lists of reasons were compiled and the people leaving were asked to pick a reason for their departure and the numbers leaving was noted. Reasons given for leaving the fanjols;

- 1. Transport
- 2. Security
- 3. Family Responsibility
- 4. Dissatisfaction
- 5. End of Day
- 6. Food
- 7. Weather
- 8. Work
- 9. Other

Of the number of people that were willing to answer the questions the majority (37%) stated other as the reason for leaving. When asked to explain further, two reasons were provided, the first was smoking and the second was alcohol. Another reason for leaving that received a large portion of the responses (34%) was the weather. The end of day, food and dissatisfaction made up the rest of the responses. The graph below provides an illustration of these percentages:

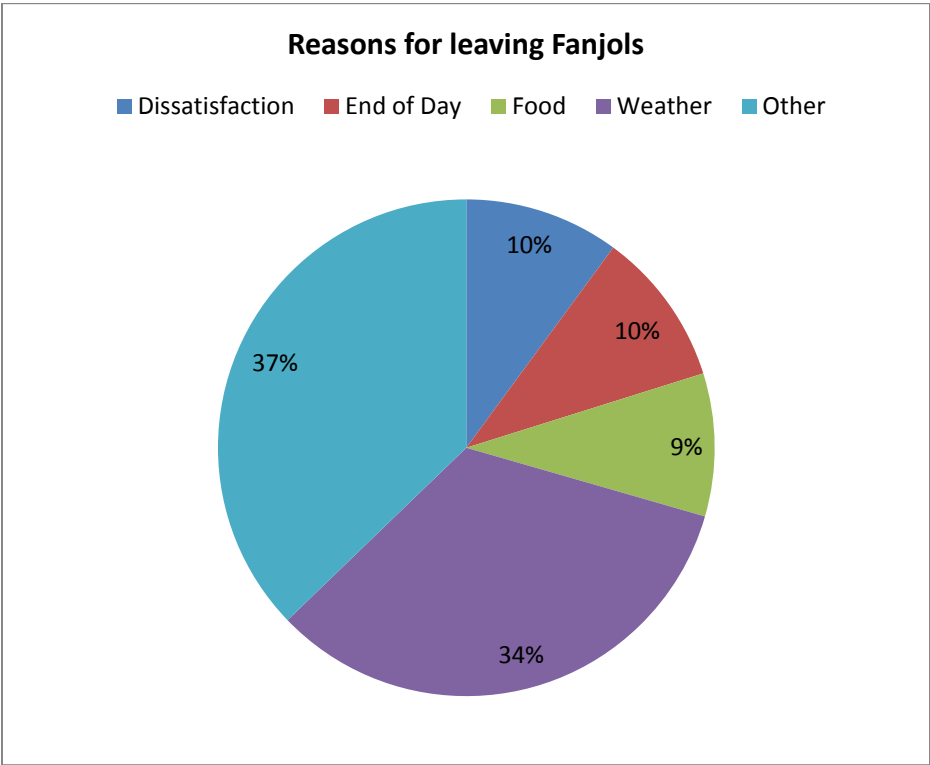


Figure 8: The reasons given for leaving the fanjols early

2. RESEARCH METHODOLOGY

The research methodology that was employed in this project consisted of three fieldwork phases. The first phase of the fieldwork was the audience satisfaction surveys; these were conducted at the various fanjols during the soccer world cup.

In collecting the relevant data relating to the Fanjol audience, a detailed and structured questionnaire was utilised. The data obtained from the questionnaire details the number of people at each venue, as well the opinions of Fanjol goers on issues relating to access, transport and areas of the fanjol which may be improved upon. The data was collected and captured and then analysed to assess the satisfaction levels of audiences at the fanjols.

The second phase of the fieldwork was to contact the entrepreneurs who included the service providers and the vendors. Both sets of entrepreneurs were interviewed using a structured questionnaire that had been developed for the fieldwork. The data was then captured and analysed to determine the economic impact of the fanjols for the entrepreneurs. The third and final phase was to obtain the budgetary information from the department and analyse the information. Once the information had been analysed and compiled it was possible to determine the social and the economic impact of the fanjols on the local communities and surrounds.

The information supplied by the audiences attending the fanjols has been compiled in this report.

2.1. SCOPE AND LIMITATIONS

The objective of this report is to determine the economic and social impact of the fanjols on the local communities; this was done through interviewing the relevant people and assessing the information that was collected. The project however was limited by the low numbers of people that attended the fanjols and the willingness of people to participate in the surveys and interviews.

3. AUDIENCE (FAN) ANALYSIS

3.1 FINDINGS

The following sections in the report provide analyses of the data that was collected from the respondents at the fanjols. Through these analyses it was possible to determine the level of customer satisfaction of the audiences that attended the fanjols.

3.2 DEMOGRAPHIC PROFILE

The number of respondents interviewed at each venue differs as the attendance figures at fanjols varied as was seen in the previous sections outlining the attendance figures. The number of respondents per venue has been illustrated in the graph below.

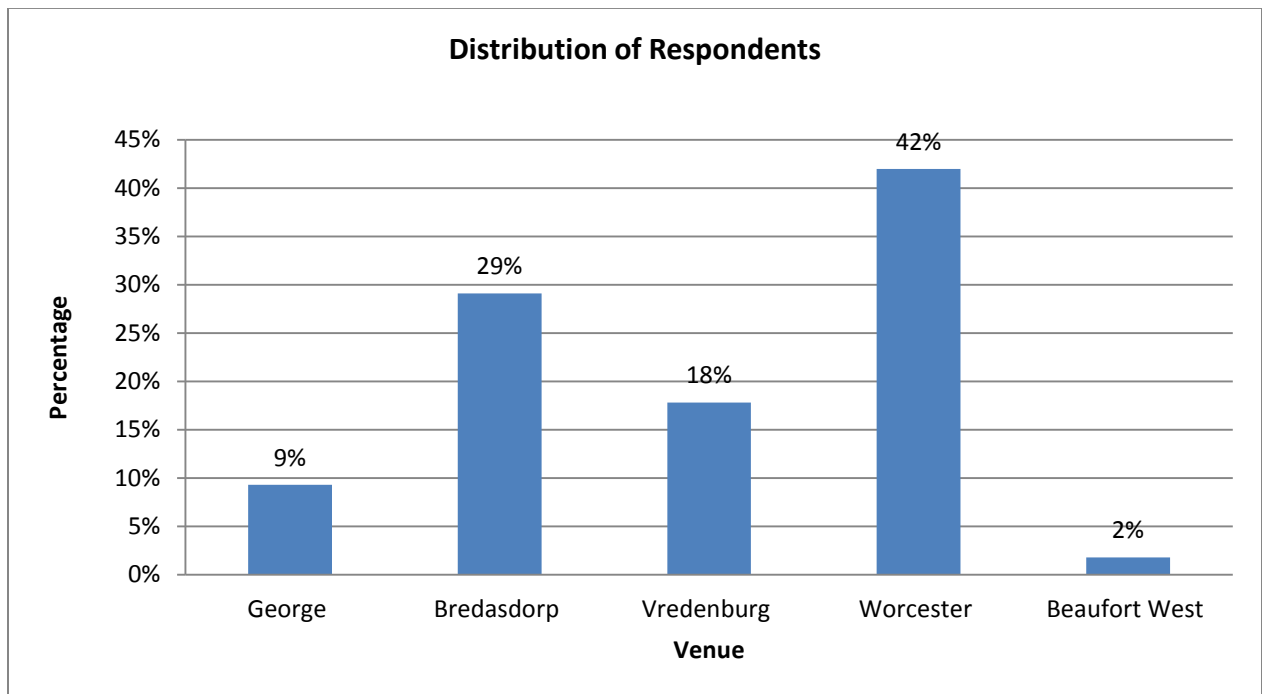


Figure 9: Percentage of the total respondents per fanjol

An overview of the demographic profiles of the respondents interviewed is provided in this section of the report. From the information that was gathered it was found that, the fanjols were attended by more men than women and this was the general trend across the five venues. Of the questionnaire respondents 60% were male whilst 40% were female, illustrated graphically below;

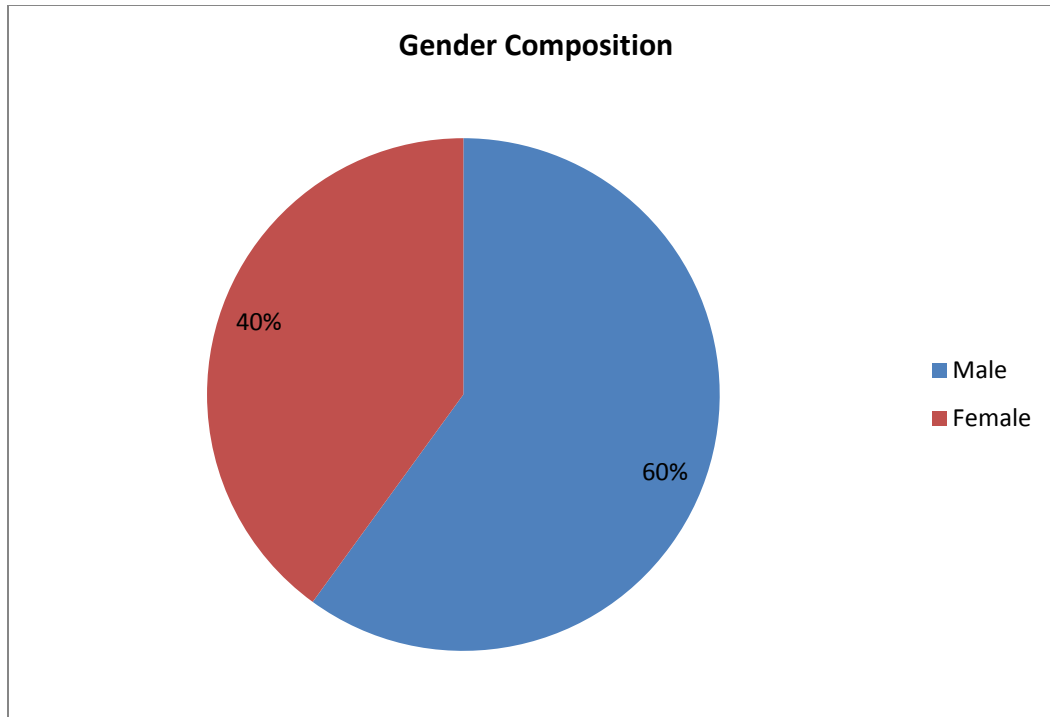


Figure 10: Gender composition of respondents at the fanjols

The majority of the people surveyed at the Fanjol venues were South African citizens (99.19%) only a small proportion of the sampled population were visiting from other countries (0.81%). The countries of origin of the surveyed respondents not of SA citizenry were Namibia, Zimbabwe and Malawi.

When assessing demographic spreads it is evident that the major race group in the Western Cape is the coloured race group thus it was not surprising that the fanjols were held in venues within the predominantly 'coloured areas'. Given this fact the highest proportion of respondents were from the coloured population group (73.4%). The second highest number of respondents (24.95%) was African, while only 1.03% was white.

To ensure that the surveys were directed at the correct target market for the fanjols, only respondents were above the age of 12 years of age were permitted to answer the questionnaire. The effective of this can be seen in the fact that the average of the respondents was 28 years old.

3.3 TRANSPORT

Transportation to the fanjols was provided by the municipalities at no cost to the communities to maximise the potential number of people who attended the fanjols. To assess the utilisation and impact of the free transportation on the attendance figures at each fanjol, respondents were asked to indicate the mode of transportation they had used to attend the fanjols. The information provided by the respondents showed that the municipal buses and walking were the most utilised modes of transport. 30% of the respondents had made use of the free bus services, while another 29% had walked to the venues. A further 24% has used their own transport to attend the fanjols and 6% had arrived with the free municipal taxis, while less than 5% had utilised paid transport.

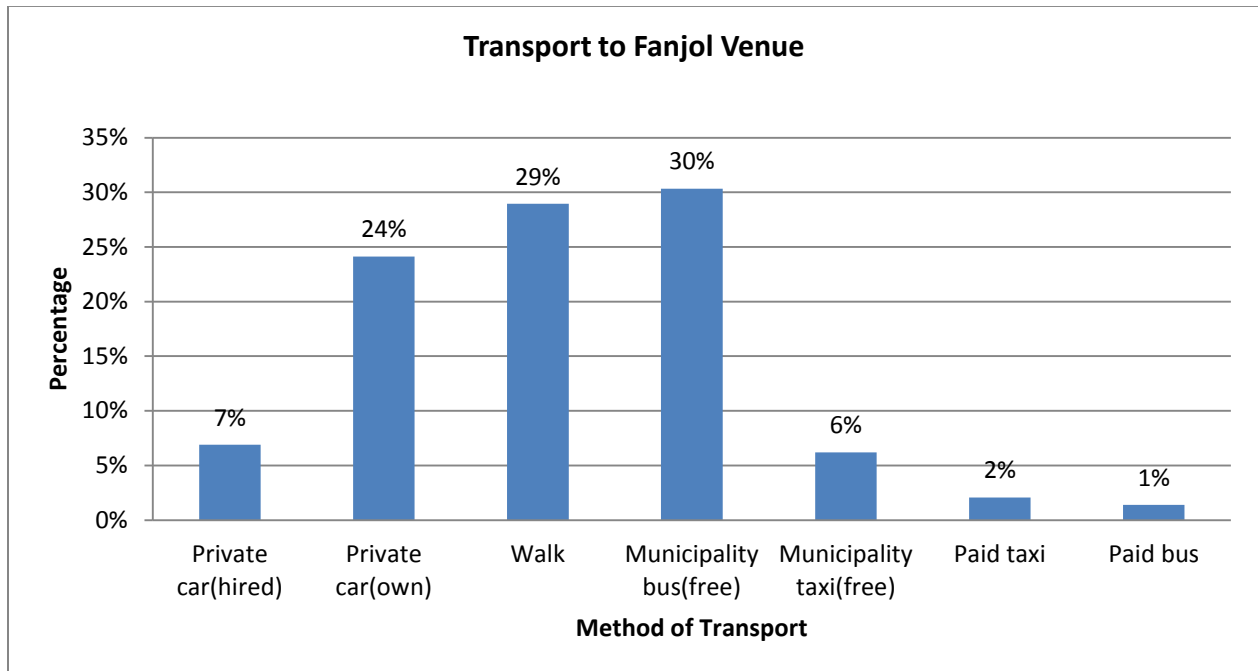


Figure 11: Modes of transport utilised by the respondents

3.4 ANALYSIS OF CONSUMER SATISFACTION

Respondents were asked to indicate whether or not they had attended any prior Fanjol venues. 42.23% of the respondents had in fact attended previous fanjols, while 57.78% were first time attendants. Although this does not necessarily indicate the level of consumer satisfaction, it does provide a proxy as to whether or not the Fanjols provided pleasurable enough experience to warrant repeat visitation.

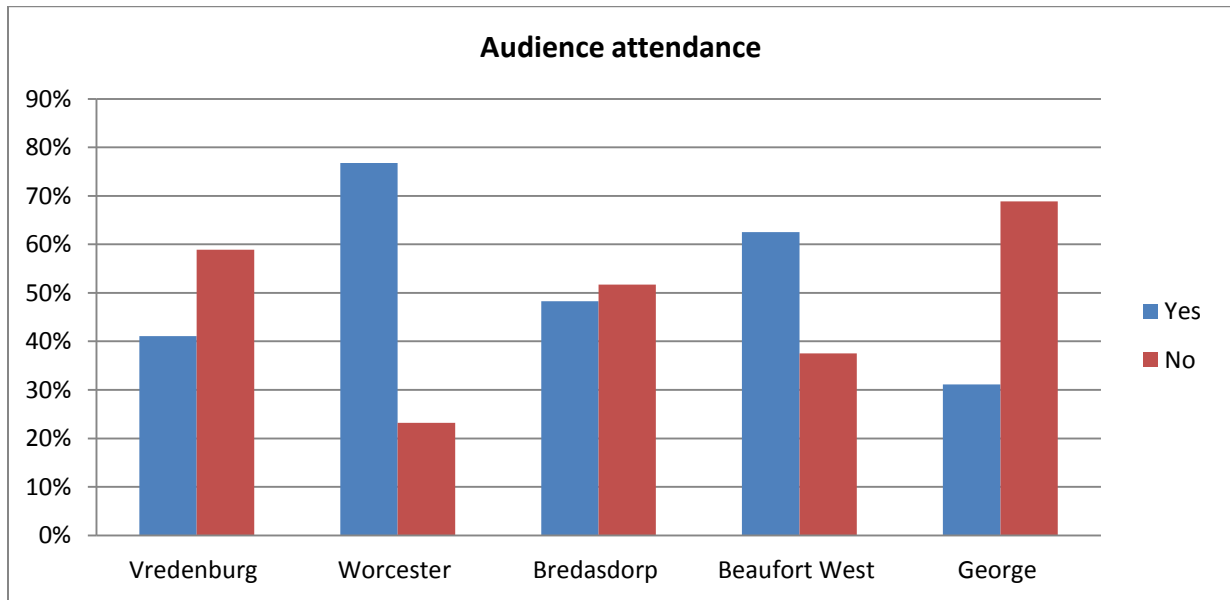


Figure 12: First time attendances vs repeat attendances

The above graph indicates that the fanjol venue which received the highest repeat visitors was George and Vredenburg, followed by Bredasdorp and Beaufort West.

3.5 ORGANISATION

This section of the report focuses on the organization and the implementation of the fanjols as perceived by the respondents. The aim is to assess whether, in the view of the public the fanjols had been managed or organised more effectively. Also it provides an indication as to whether respondents felt that all the necessary factors were considered in the organisation process.

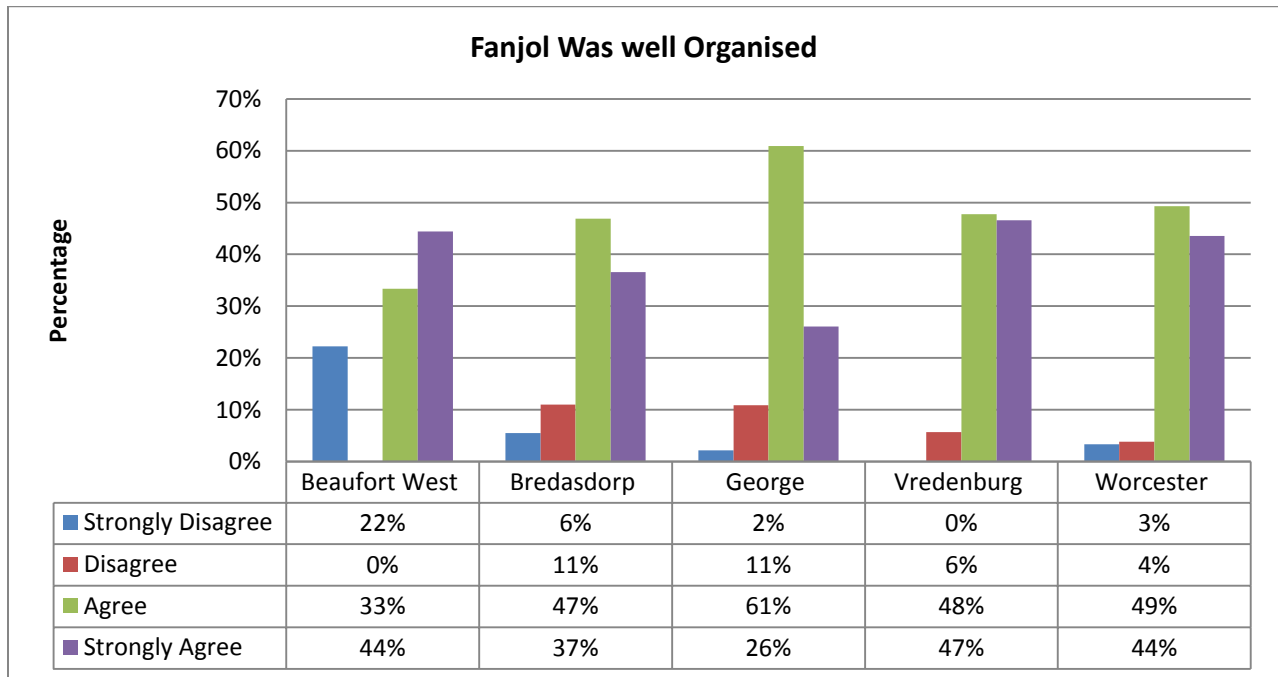


Figure 13: Satisfaction levels of respondents

The table above illustrates the levels of satisfaction with the event organisation, as perceived by the respondents at each venue. Majority of respondents were satisfied with the standard of organisation, with some stating that the Fanjols exceeded their initial expectations. The respondents at Worcester and Bredasdorp experienced the most satisfaction with the organisation of the fanjol. The overall level of satisfaction in the organisation and implementation of the fanjols is further indicated by the low numbers of negative responses from respondents.

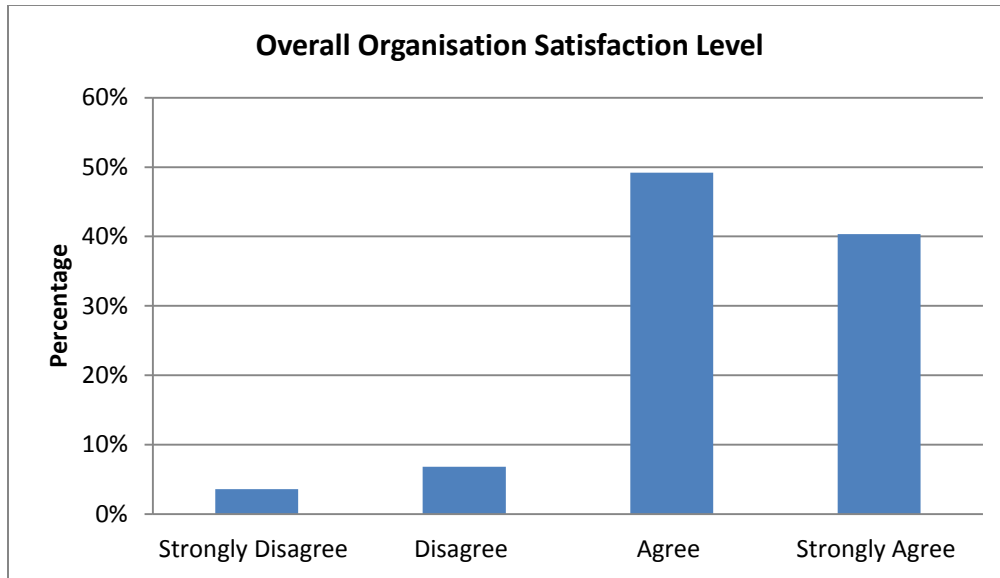


Figure 14: The overall levels of satisfaction with the organisation of the fanjols

The levels of satisfaction between the first time attendees and the repeat attendees can be compared to determine the continued levels of satisfaction with the organisation of the fanjols.

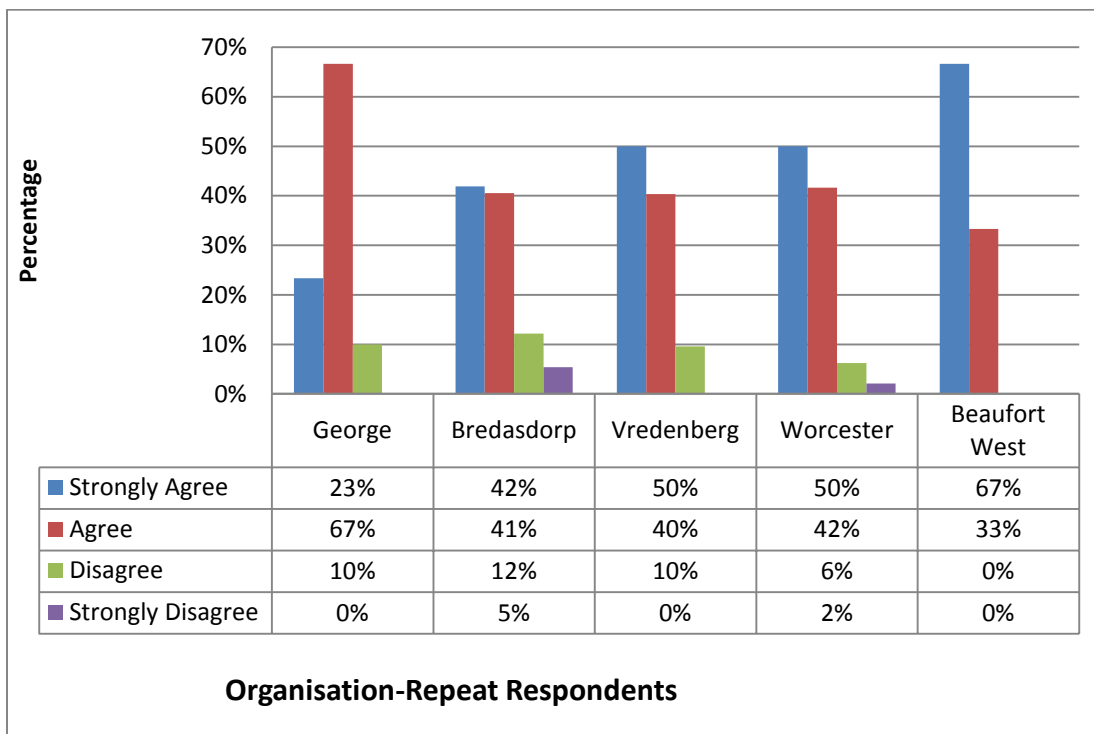


Figure 15: satisfaction with the organisation for repeat attendees

Of the repeat attendance respondents the fanjol with highest levels of satisfaction with the organization of the fanjols was Beaufort West with 100% satisfaction. Following this was Worcester (92%) and then Vredenburg and George with 90% each. The levels of satisfaction with the organisation of the fanjols

differed for first time attendance respondents. The fanjol with the highest level of satisfaction in the organisation of the fanjol for first time attendance was Vredenburg with 97%, followed by Worcester with 93% and Bredasdorp with 85%, the lowest levels of satisfaction of the organisation of the fanjols was experienced in Beaufort West with 66%. The lower number of first time respondents that were satisfied with the organisation of the fanjols in Beaufort West compared to the repeat attendances could explain the overall low numbers in attendance at Beaufort West. With less first time attendance satisfaction, the number of repeat attendees would decrease and so the attendance figures would be lower on average in Beaufort West.

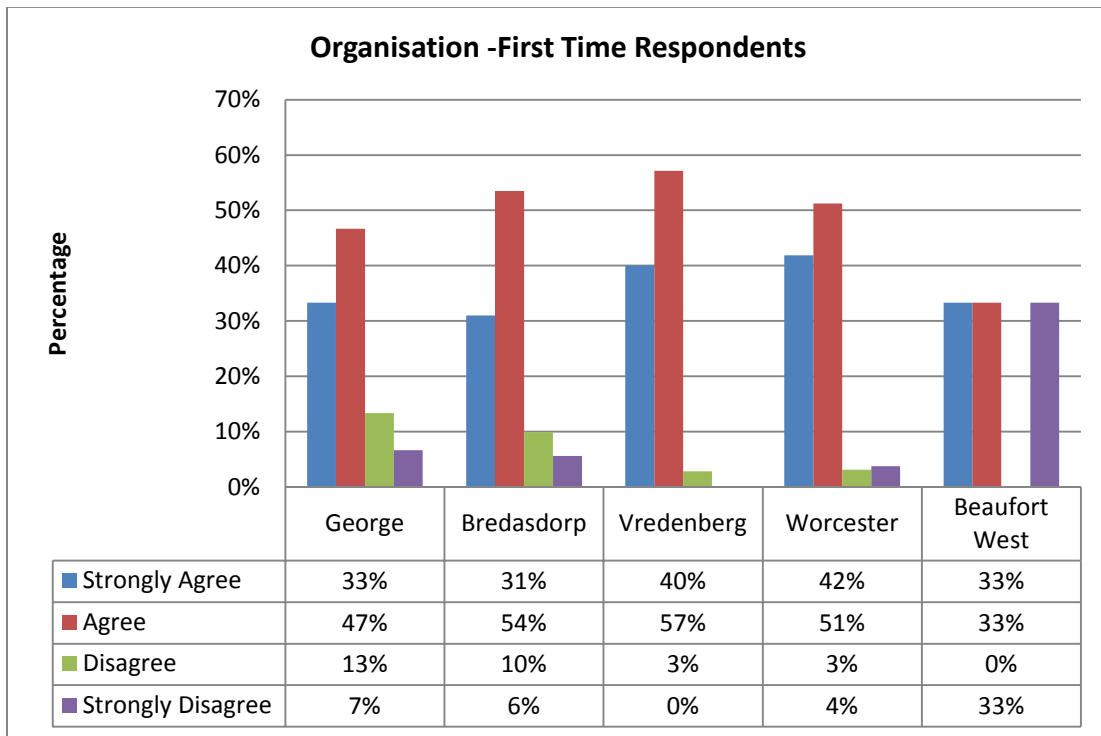


Figure 16: Satisfaction levels of first time attendees

3.6 MATCH SCREENING

As the primary focus of the Fanjol was to provide the World Cup screening to the areas, it was important to assess the effectiveness of the match screening. Overall, 47% of respondents were satisfied with the match screening; 39% agreed particularly strongly, whilst 11% revealed dissatisfaction with the match screening. The graphs below indicate the level of satisfaction in terms of match screening and commentary, relating to each of the Fanjol venues.

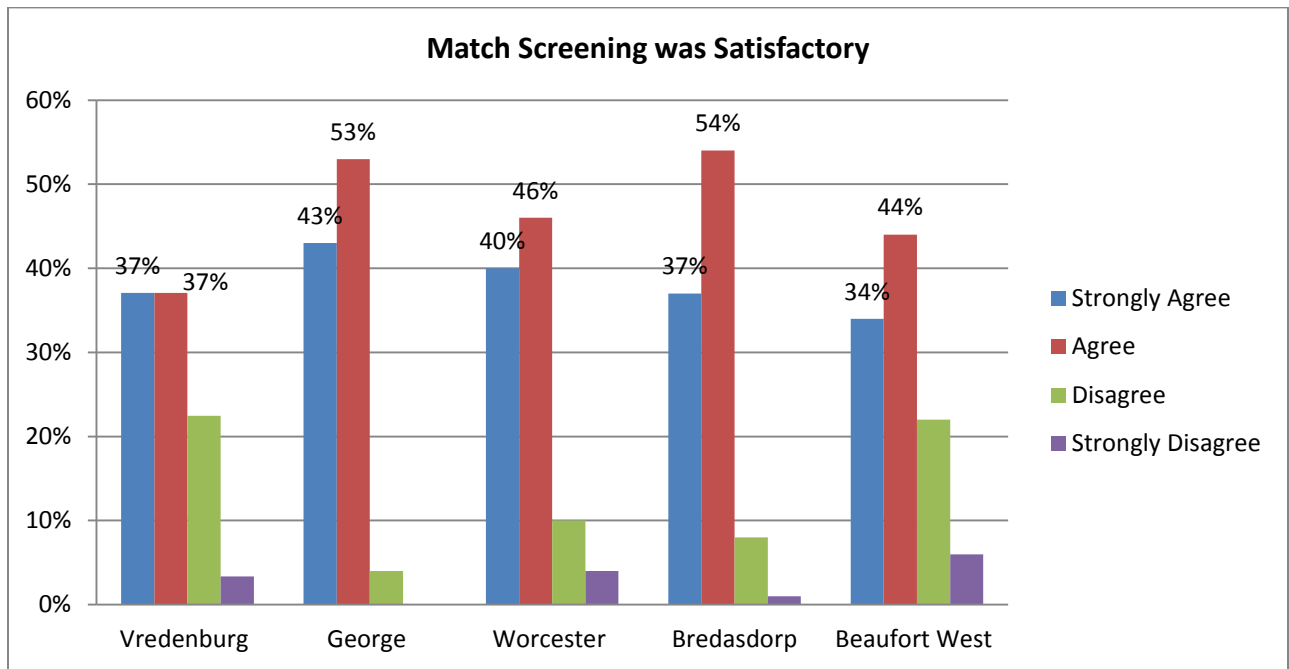


Figure 17: Satisfaction levels for the match screening

3.7 FOOD

This section of the report assesses the satisfaction of the respondents with the availability of food at Fanjol events. Respondents were asked to indicate their level of satisfaction with the number of food stalls, and variety of food available.

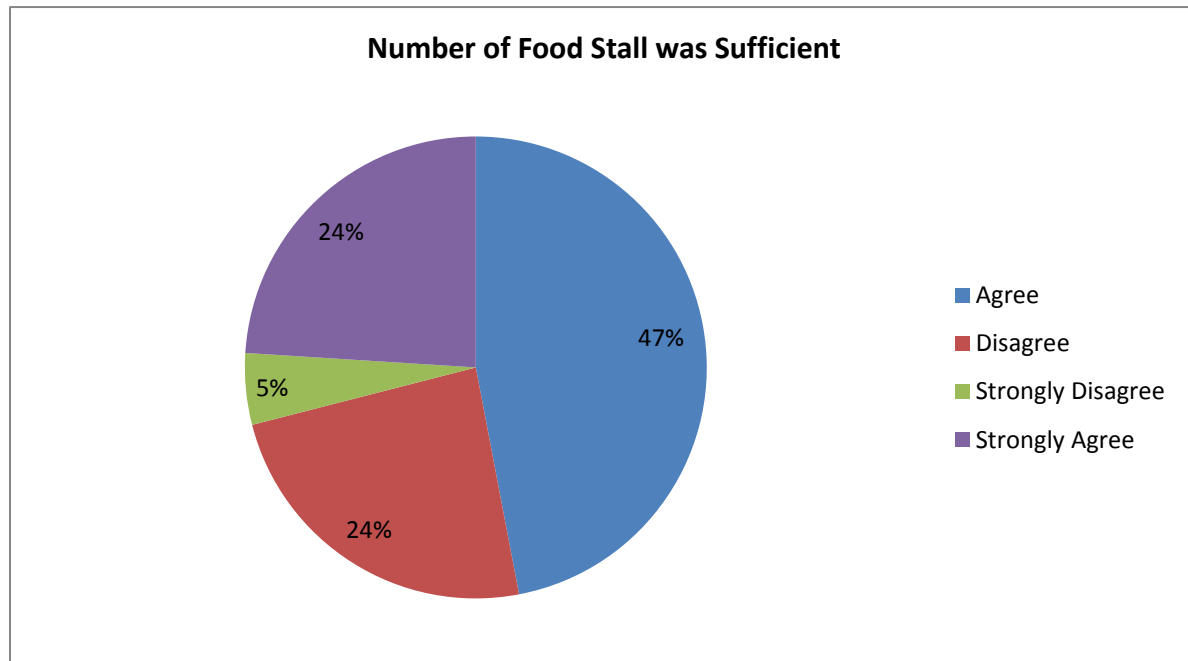


Figure 18: Overall satisfaction with food availability

As can be seen in the chart above, 47% of the total respondents were satisfied with the food available at the Fanjols. On the other hand, 24% disagreed, and were displeased with the provision of food. According to the survey, respondents were unhappy with the number of food stalls and the prices charged at the available stalls.

Furthermore, a significant number of respondents were of the opinion that food should have been provided at no cost to people attending the Fanjols.

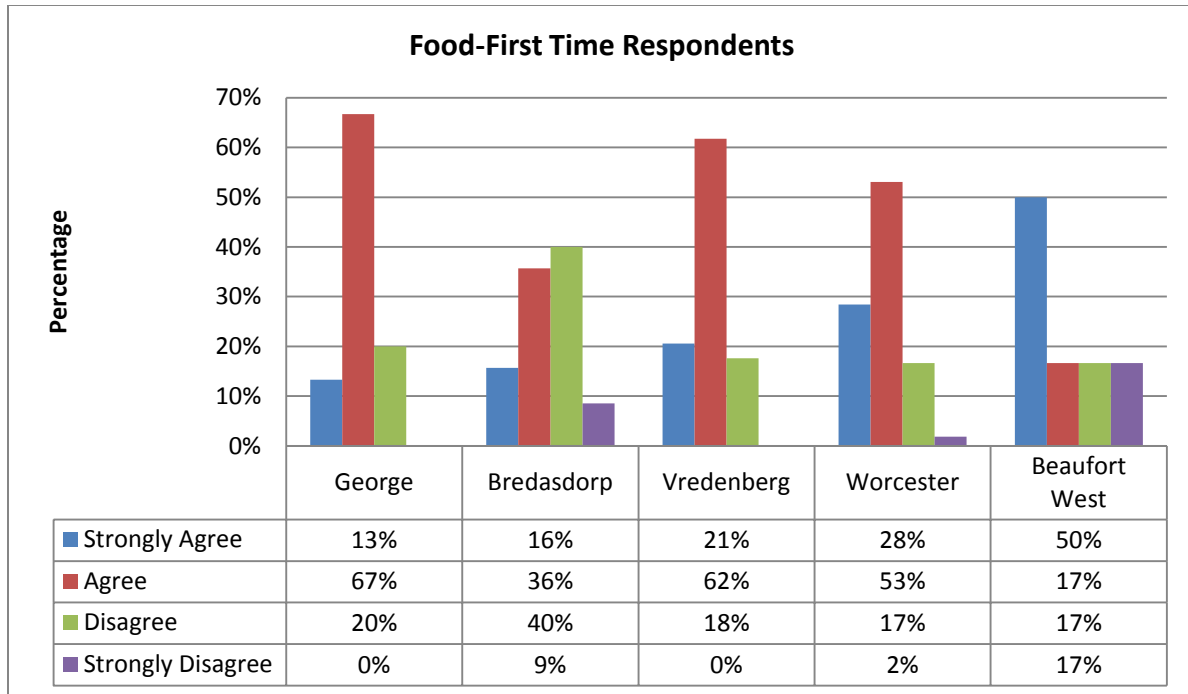


Figure 19: Satisfaction levels of first time attendees

Of the respondents who were attending a fanjol for the first time, the respondents at Vredenberg and Worcester were most satisfied with the availability and variety of food stalls at the Fanjol Venue. Beaufort West and Bredasdorp had the lowest levels of satisfaction. This represents an area in which the fanjols may have been improved upon, especially given the poor evaluation of food availability by respondents visiting the fanjol for the first time as this would affect future attendance.

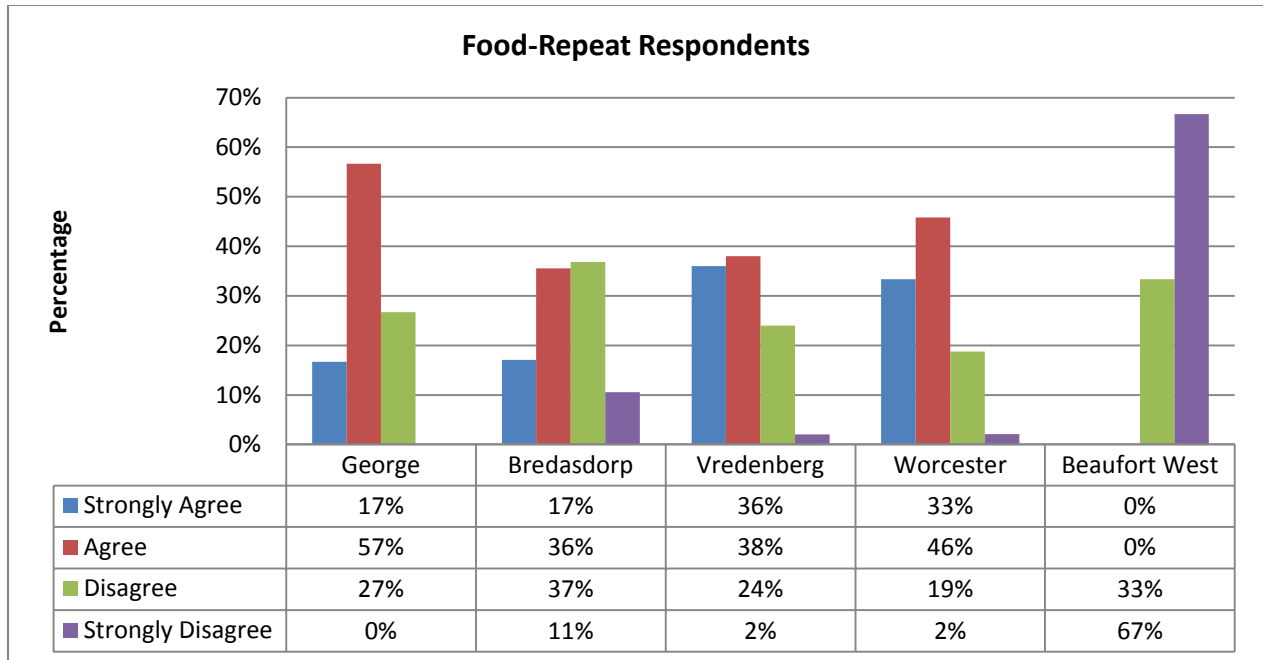


Figure 20: Satisfaction levels of repeat attendees

From the above graph, it can be seen that amongst the repeat respondents, Beaufort West fanjol had the highest levels of dissatisfaction with the provision and availability of food. George and Worcester experienced the highest levels of satisfaction with the provision and availability of food. Again it should be noted that the venue with the lowest attendance figures was Beaufort West, while Worcester had the highest attendance figures. This further signifies the importance of improving the variety and availability of food at fanjol events, so as to ensure a positive experience for attendants.

3.8 ACCESS INTO THE FANJOLS

In terms of access into and out of the Fanjols, 45.8% of total respondents (i.e. across all five fanjol venues) agree that access was not a problem, whilst a small number of respondents (0.09%) were dissatisfied. Issues that came up regularly with regard to access had to do with the search process implemented by security at the gates, where some respondents felt particularly violated or uncomfortable.

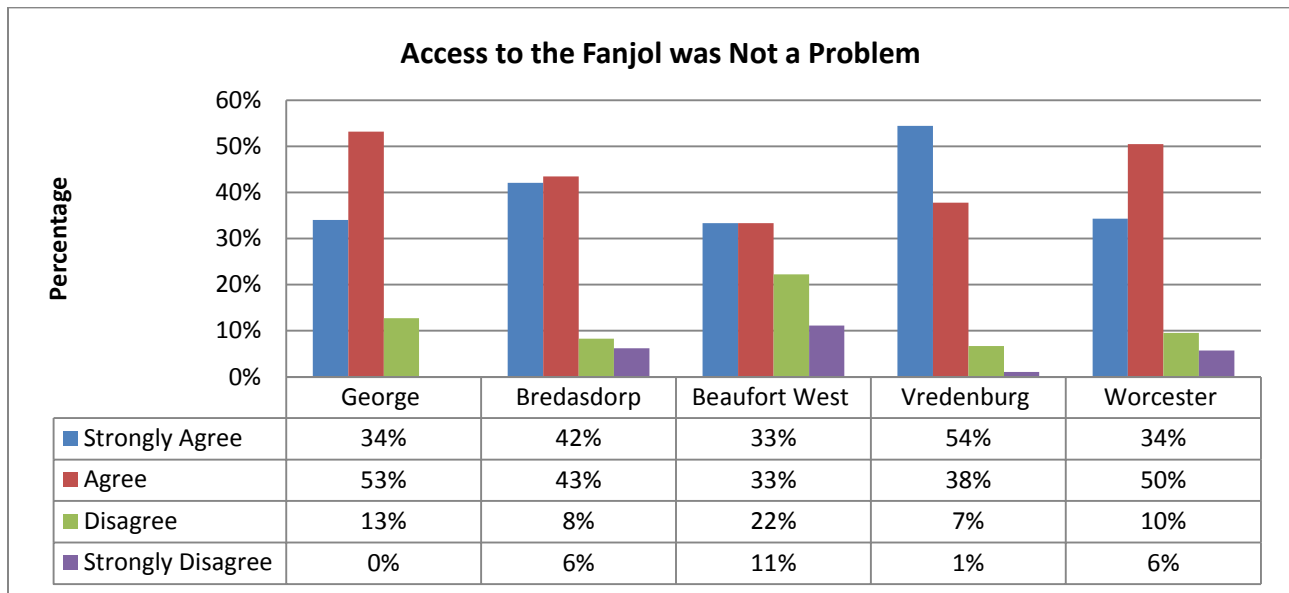


Figure 21: Access into the fanjols

In terms of the analysis related the satisfaction levels surrounding access to the various fanjols, the fanjol which reported the highest level of dissatisfaction was Beaufort West (11% disagreed with the proposition that access was not a problem), followed by Worcester (6%) and Bredasdorp (6%). In general, this dissatisfaction was with the inappropriate nature of the search process at the gates. Nevertheless, the overall evaluation of the satisfaction pertaining to the safety and security at fanjol venues was indeed positive.

3.9 ENTERTAINMENT

Entertainment generally contributed positively to the Fanjol experience; 43% were in strong agreement in terms of the entertainment living up to their expectations.

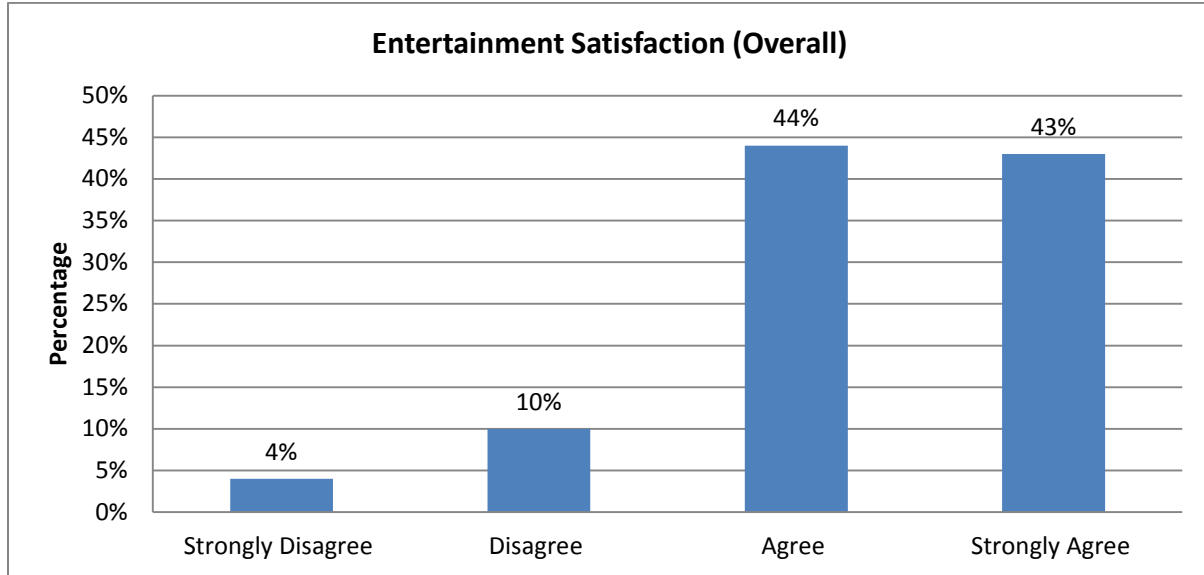


Figure 22: Satisfaction with the provided entertainment

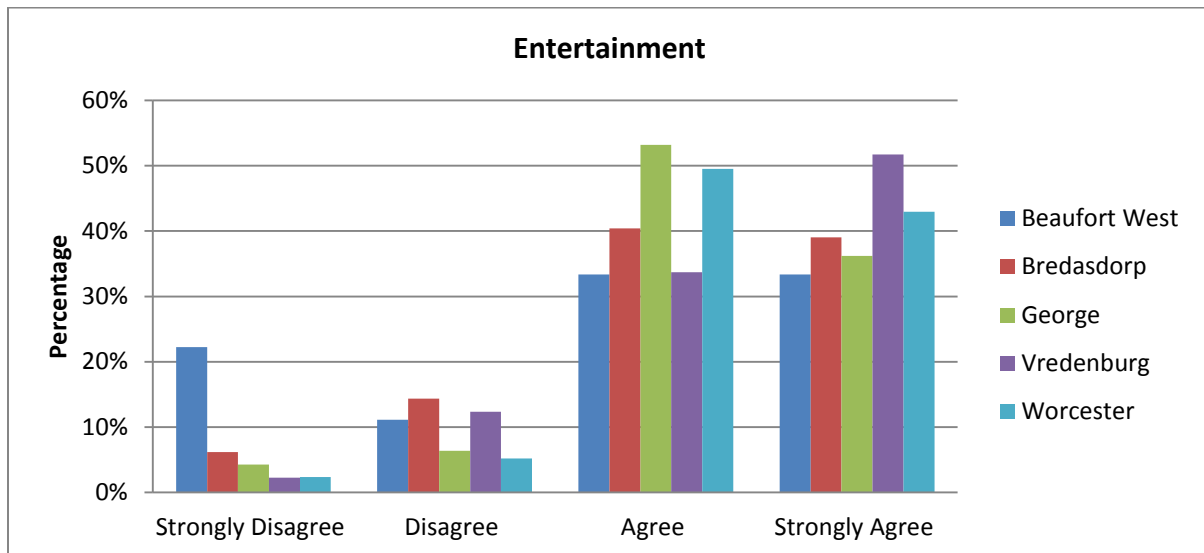


Figure 23: Satisfaction with entertainment in each fanjol

In providing an analysis of the venues according to the level of satisfaction associated with the entertainment, it is evident that Worcester and Bredasdorp fared relatively better than the other fanjol venues. The difference in satisfaction levels may be attributed to the difference in entertainment offerings at each fanjol. The differences are important to note as the success of the fanjols was affected by the satisfaction in the entertainment provided. Future fanjols should incorporate the activities and

types of entertainment that provided the highest levels of satisfaction. For example, George was better organized and offered a wider range of outdoor, fun activities in addition to having the jumping castles. In addition, not all fanjols had a beer and wine tent, as Bredasdorp did, which may contribute to the major disparities in satisfaction levels across all fanjols. Sponsorships at the fanjols also contributed to the entertainment provided, MTN for example only sponsored the George fanjol and as a result, respondents at that venue benefitted from free giveaways and various other sponsored extras and experienced higher levels of satisfaction with the entertainment.

3. 10 AREAS FOR IMPROVEMENT

This section of the report focuses on the various ways in which the implementation of the Fanjols may have been improved upon. The results of the section and the recommendations that follow come from the analysis of the respondents' experiences and comments.

There are a number of factors that may have been improved in the fanjols. Respondents indicated that the main areas of concern were the size and number of the screens displaying the matches, with some indicating room for improvement in terms of the match commentary. Typically, such complaints were associated with audio quality.

Respondents further expressed dissatisfaction with the fact that there was insufficient seating available; as the Fanjols were mainly located at stadia within each respective town, the public had to stand on the field in order to view the match. A large proportion of respondents indicated that there was a need to improve the venue at which Fanjols were held. To add to the discomfort, the poor weather conditions influenced the responses to the questionnaire. As the World Cup was held during the winter months and hence the rainy season in the Cape, the fanjol venues were characterized by rainy and wet conditions, often leading to water-logged football pitches. Although the weather is an uncontrollable factor, it does need to be considered in the planning of future public viewing areas.

Another recurring comment related to Parking, where respondents felt that parking could have been indicated more effectively; furthermore, interviewees expressed their dissatisfaction with not being permitted to park on the grounds on which the fanjol was held.

Importantly however, as shown in the graph above, a sufficiently large proportion of the surveyed population were unable to identify any areas for improvement, which further contributes to the success of the Fanjols.

3.11 RESPONDENTS VIEW OF THE BEST ASPECT OF THE FANJOL EXPERIENCE

Looking at a more positive aspect, the respondents were asked to reveal what they liked best about the Fanjol, and the factors that had particularly positive impact in their minds, and which would serve to attract them to such an event in future. Respondents were simply asked what they liked best about the Fanjol. The results are provided below;

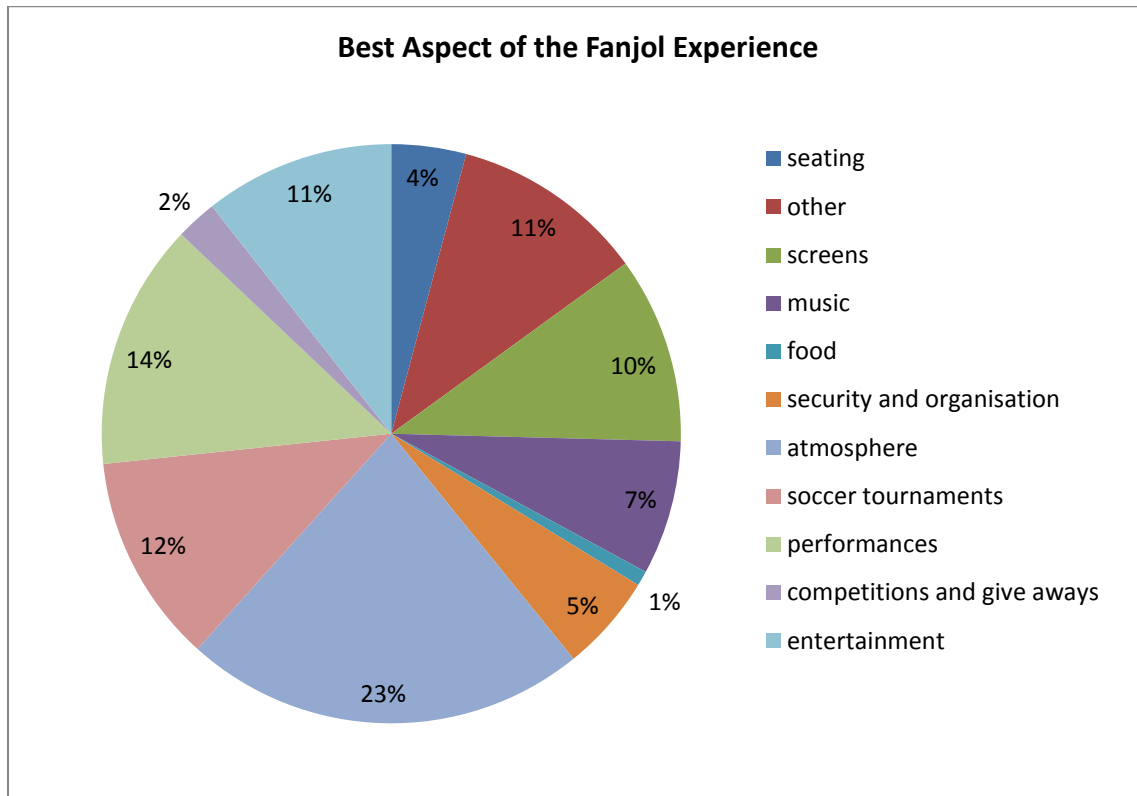


Figure 24: The best aspects of the fanjol overall

As shown above, the prominent features of the Fanjols, and what contributed to creating a positive impression on Fanjol goers was the atmosphere exuded at the event. Specifically, respondents attributed the positive atmosphere to a sense of 'togetherness', and sense of community, which was created by meeting new people and sharing the World Cup experience.

Second to that were the performances, the soccer matches and soccer tournaments. Also rated highly by the respondents were the entertainment provided and the scheduled performances.

The term 'other' encompasses some further aspects which were favourable to the Fanjol experience; this included children's entertainment, the beer/wine tent and meeting celebrities. In particular, interviewees at the Vredenburg venue were satisfied with the fact that seating was provided for the match screening.

4. VENUE SPECIFIC ANALYSIS

The following section of the report provides an analysis of each of the fanjol venues. Consumer satisfaction for each is provided and the specific issues and complaints relating specifically to the venue are addressed.

4.1 WORCESTER

When asked what they enjoyed most about the fanjol, respondents at the Worcester Fanjol venue rated the atmosphere (20%), entertainment (15%) and performances (27%) as the main attributes that contributed positively to their fanjol experience.

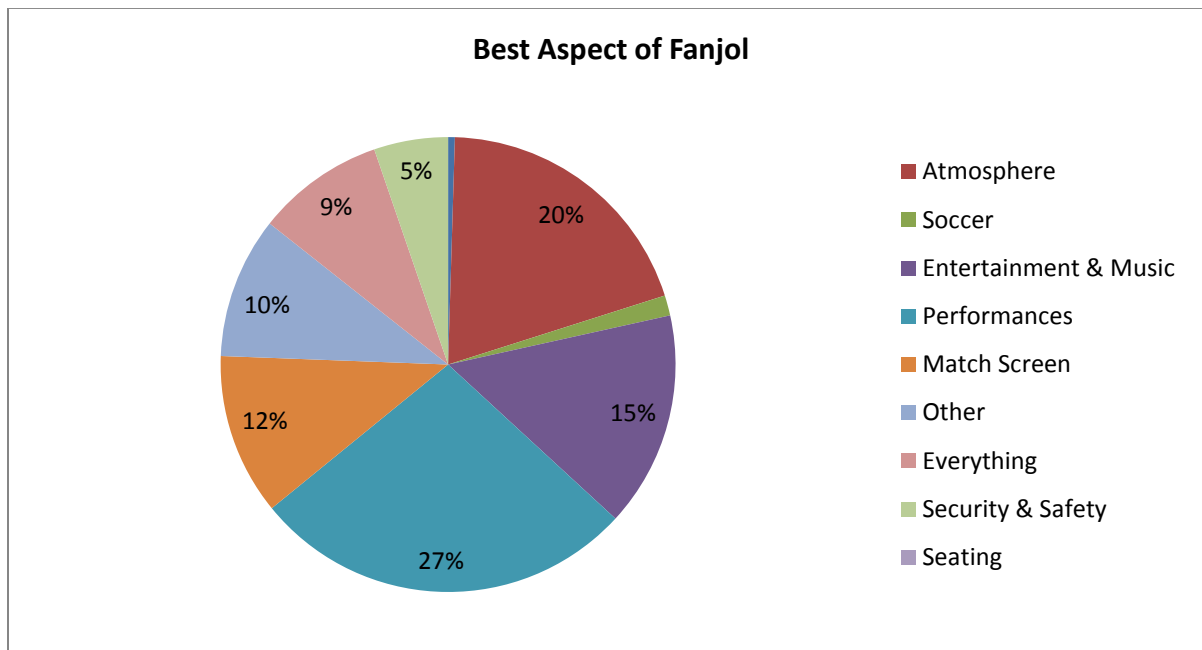


Figure 25: The best aspects of the Worcester fanjol

In terms of variety of entertainment and activities, the Worcester Fanjol fared relatively better than other fanjol venues. This was due to the fact that compared to the others, the fanjol had a beer garden, a photo booth and furthermore, organisers utilized name tags for children as part of ensuring their safety and security. These features were commented on by the fanjol respondents.

4.2 GEORGE

Respondents at the George fanjol venue were most satisfied with the MTN Giveaways, and the entertainment and music. 16% of the respondents enjoyed the atmosphere at the fanjol while 14% associated their best aspect of the fanjol experience with the various performances.

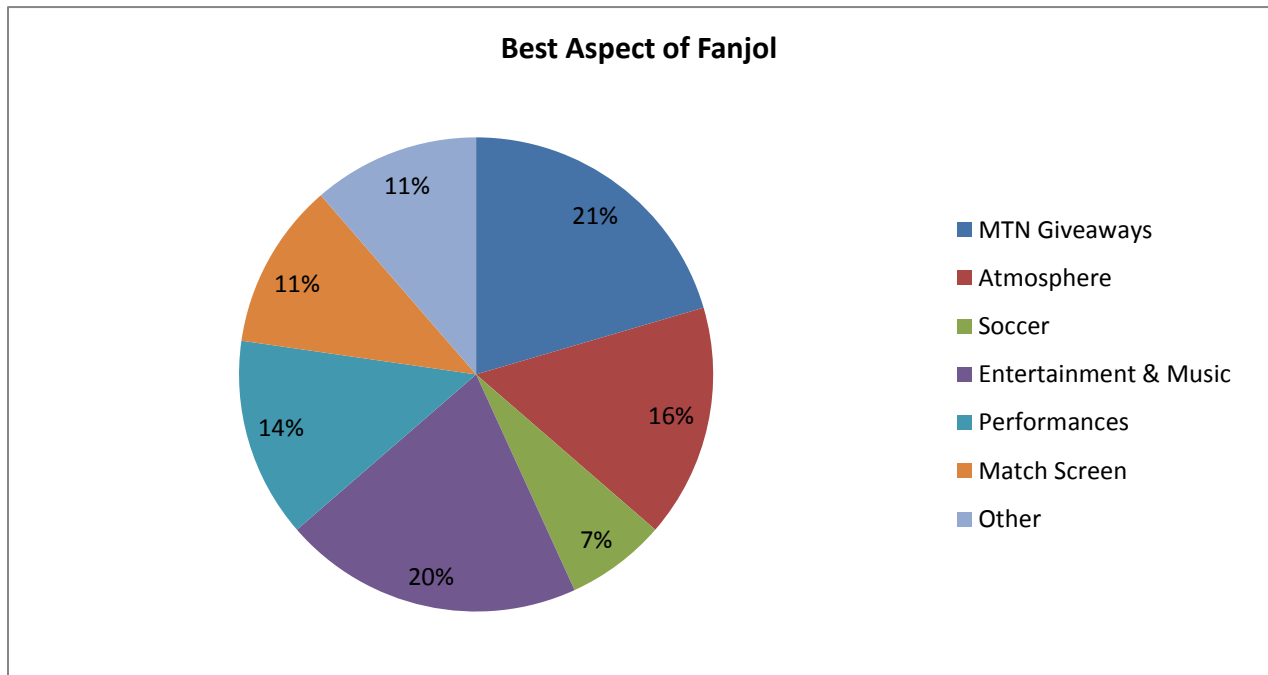


Figure 26: The best aspect of the George fanjol

Some negative comments were noted alongside these positive aspects. In particular, 11 % of respondents noted the low levels of attendance at match screenings of non-Bafana Bafana games.

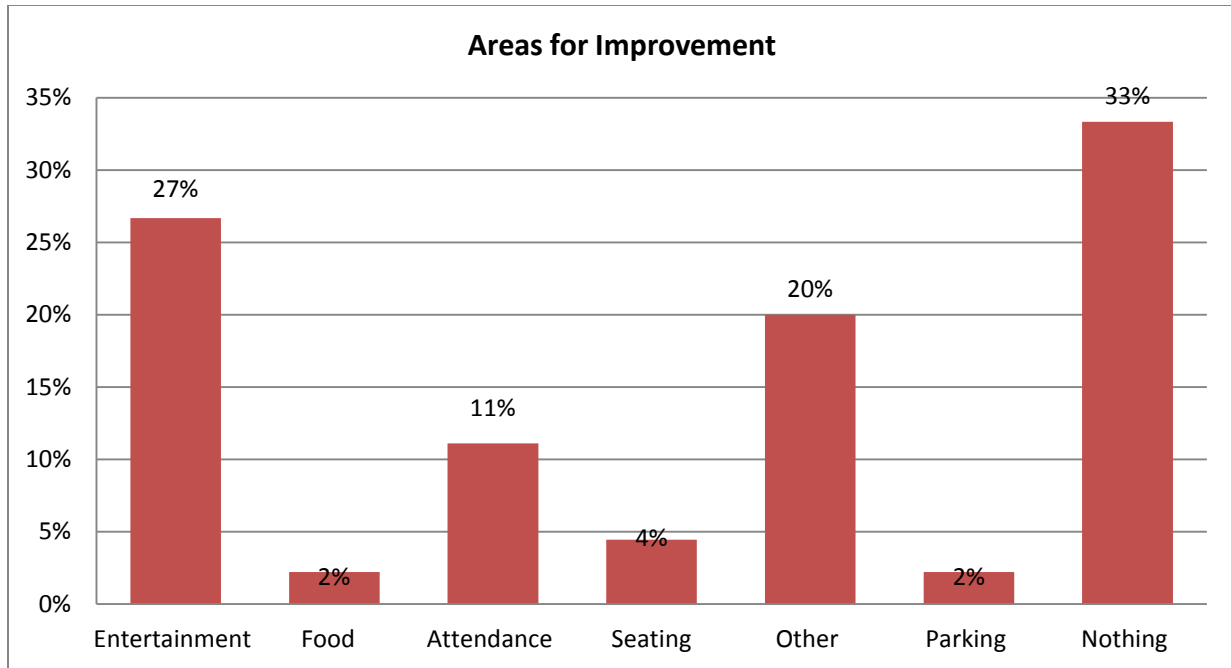


Figure 27: Areas for improvement in George

As shown in the graph above, a larger proportion of respondents were unable to identify areas in which the fanjol could be improved upon, which provide an indication of the overall level of satisfaction derived from the fanjol experience.

Other complaints related to poor communication of the fanjol, poor advertising and an insufficient indication of parking. A small proportion of respondents were of the opinion that the fanjol fell short of delivery in terms of transport arrangements.

Furthermore, there were some respondents who felt that the entertainment fell short of their expectations. In particular, respondents noted the following with regard to entertainment in George;

- The lack of seating available for viewing
- Poor weather conditions and minimal measure to protect viewers from the harsh weather conditions.
- Poor attendance

4.3 BREDASDORP

The Bredasdorp fanjol respondents were particularly pleased with the beer tent and the attendance of some of the local celebrities.³ Majority of the respondents (22%) revealed the atmosphere at the fanjol to be the best part of their fanjol experience. Respondents were also satisfied with the variety of entertainment and music, as well as the soccer (12%). As can be seen below, only 3% expressed satisfaction with the safety and security of the fanjol.

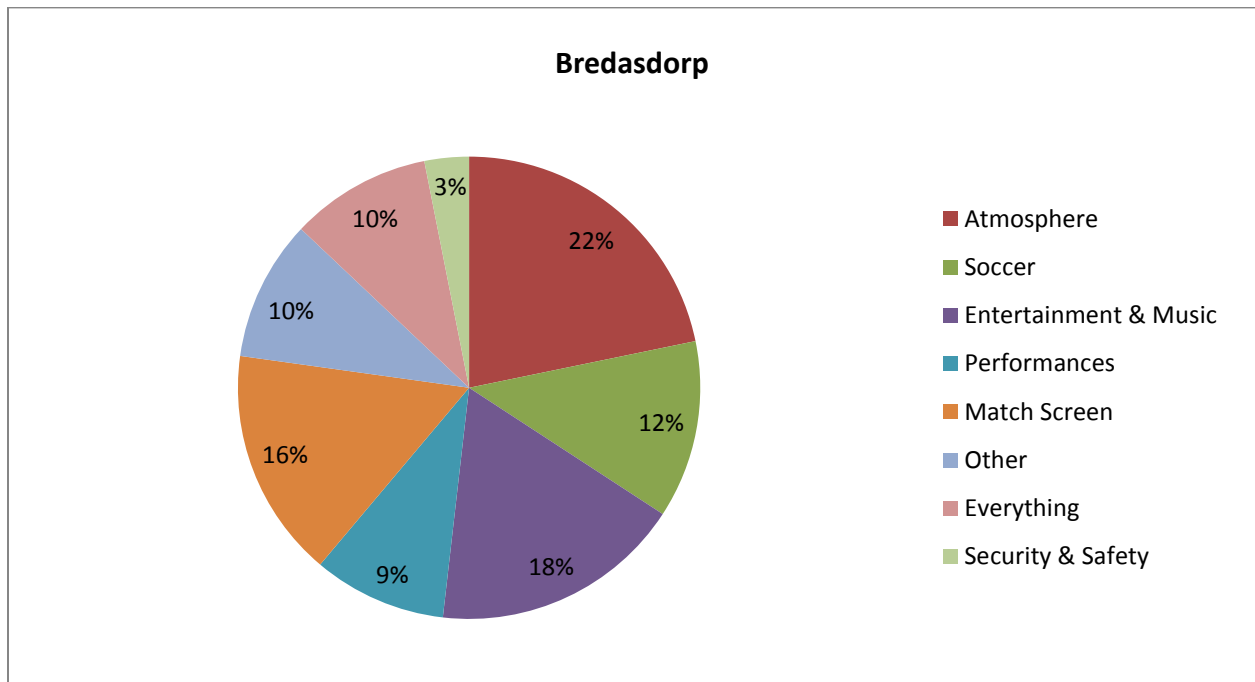


Figure 28: The best aspects of the Bredasdorp fanjol

When asked to reveal the aspects of the fanjol which could be improved upon, the common responses were those relating to entertainment, food stall and ablution facilities (9%). Importantly, a large majority of respondents were unable to identify areas that were in need of improvement, stating that the fanjol either met, or exceeded their expectations.

The comments given by respondents in Bredasdorp were generally positive and many respondents enjoyed the fanjol in its entirety. These respondents are identified as having answered “other”. Aspects of the Bredasdorp fanjol which had a positive effect on the overall experience, and that were not necessarily present at the other fanjols included having a beer tent.

³ The Bredasdorp fanjol was visited by several celebrities from the national Television show ‘7 de Laan’

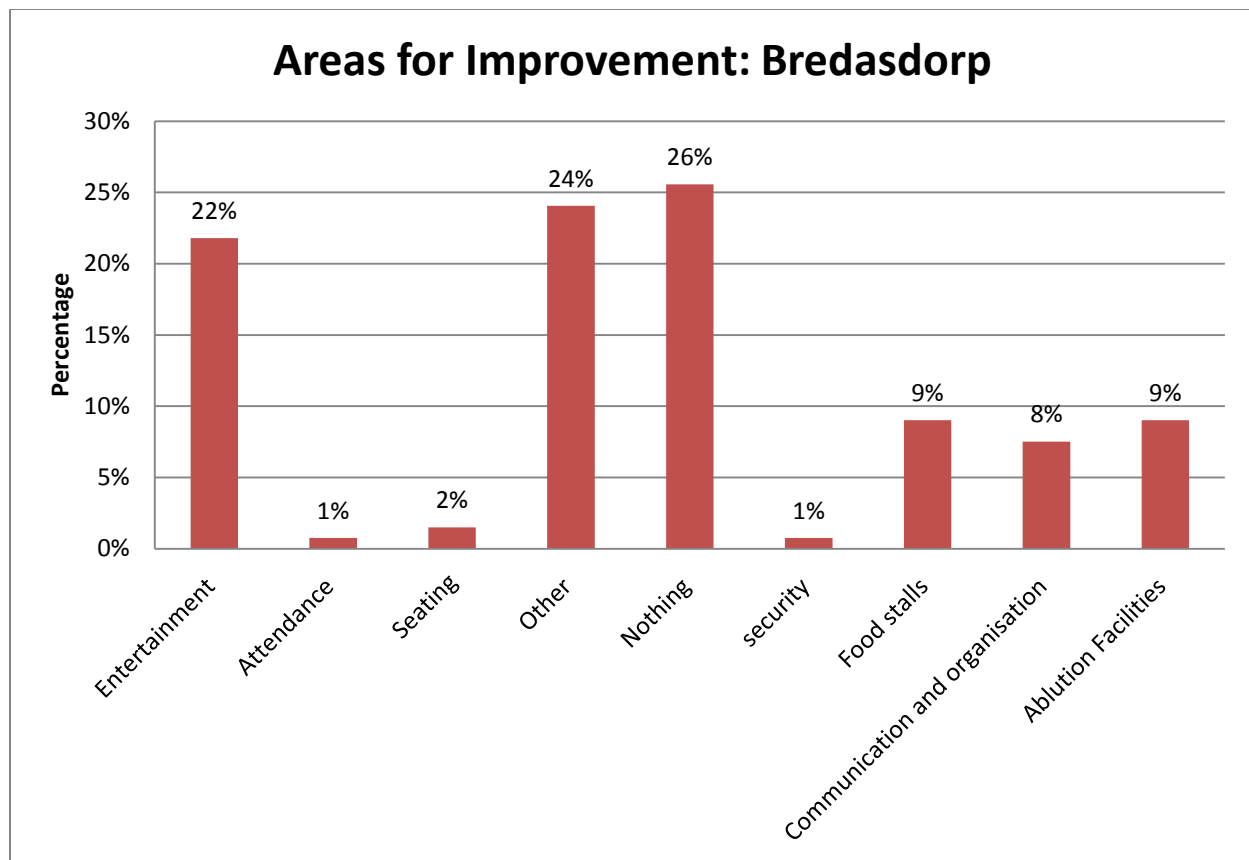


Figure 29: Areas of improvement for Bredasdorp

General comments and complaints noted in Bredasdorp were the following:

- The number of toilets provided at the event were insufficient
- The need for more stalls, particularly food stalls. Respondents were also of the opinion that food should be provided at no cost and the need for an improvement in the availability of a variety of beers.
- A bigger screen for match viewing or more than one screen
- An improvement in the collaboration between relevant stakeholders
- Security checks; a number of respondents expressed dissatisfaction with the searching process, arguing that it was unnecessarily invasive
- More entertainment for the adults, as well as having more soccer tournaments. Respondents also complained that children's entertainment was particularly badly organized. Furthermore, complaints on entertainment included the fact that the DJ did not play music which was tailored to the community.

4.4 VREDENBURG

In Vredenburg, the best aspect of the fanjol, as revealed by 38% of the respondents was the various performances and the atmosphere. Thirteen percent (13%) of the respondents revealed other aspects of the fanjol were enjoyable; these include a combination of the following;

- The presence of a beer and wine tent
- The availability of chairs for viewers
- The 'gees' and atmosphere with community members being able to enjoy the experience together

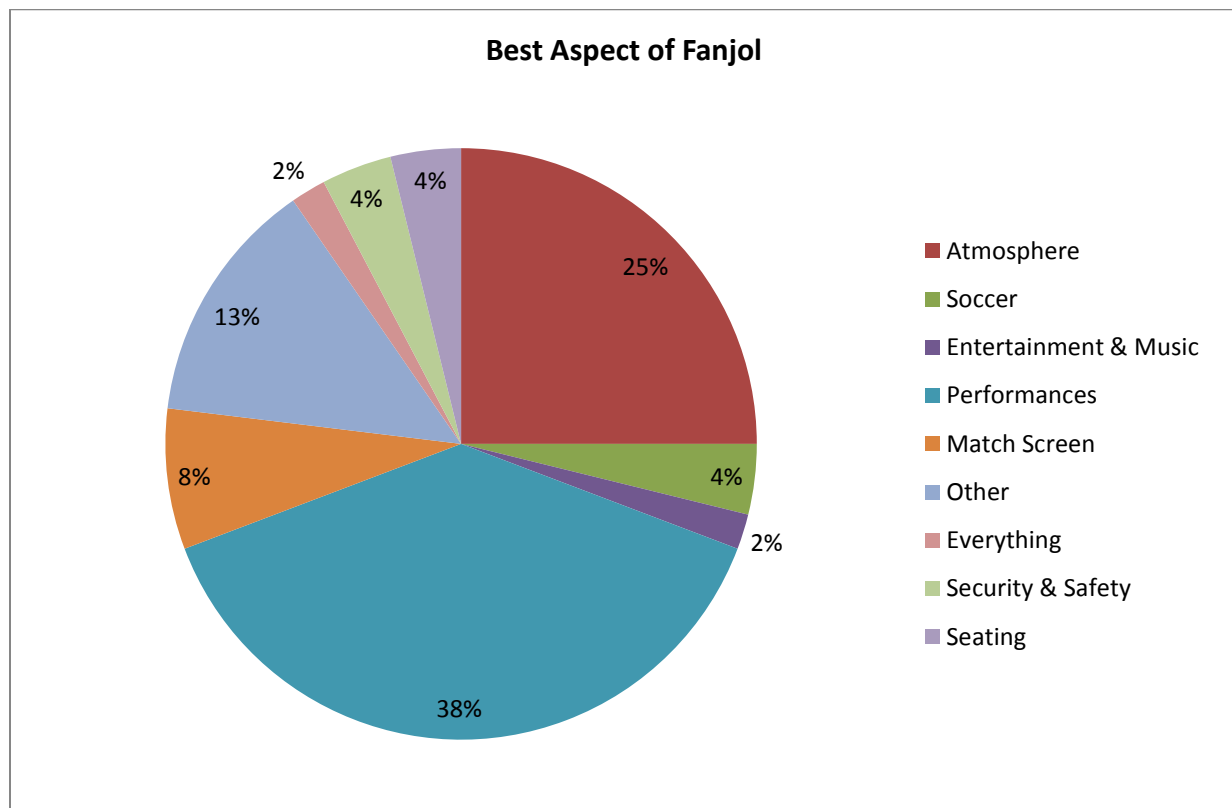


Figure 30: The best aspects of the Vredenburg fanjol

On the other hand, respondents were of the opinion that the areas of the fanjol to be improved upon are mainly entertainment, safety and security. Furthermore, 21% of respondents mentioned other factors that would need to be improved. This included having the fanjol open more days and for more matches, improving the drainage of rainwater, as well as providing a cover from the rain, and finally a bigger beer tent.

Complaints related to entertainment included; having more entertainment for children, and importantly, having bigger viewing screens. Ablution facilities were another common complaint amongst respondents, who expressed the need for separate toilets for male and female attendants, as well as having more toilets available. Several respondents noted their discomfort in having younger children having to use the same toilet facilities as older people and of the opposite sex. Importantly, none of the respondents mentioned the transport system as an area which needed to be improved upon.

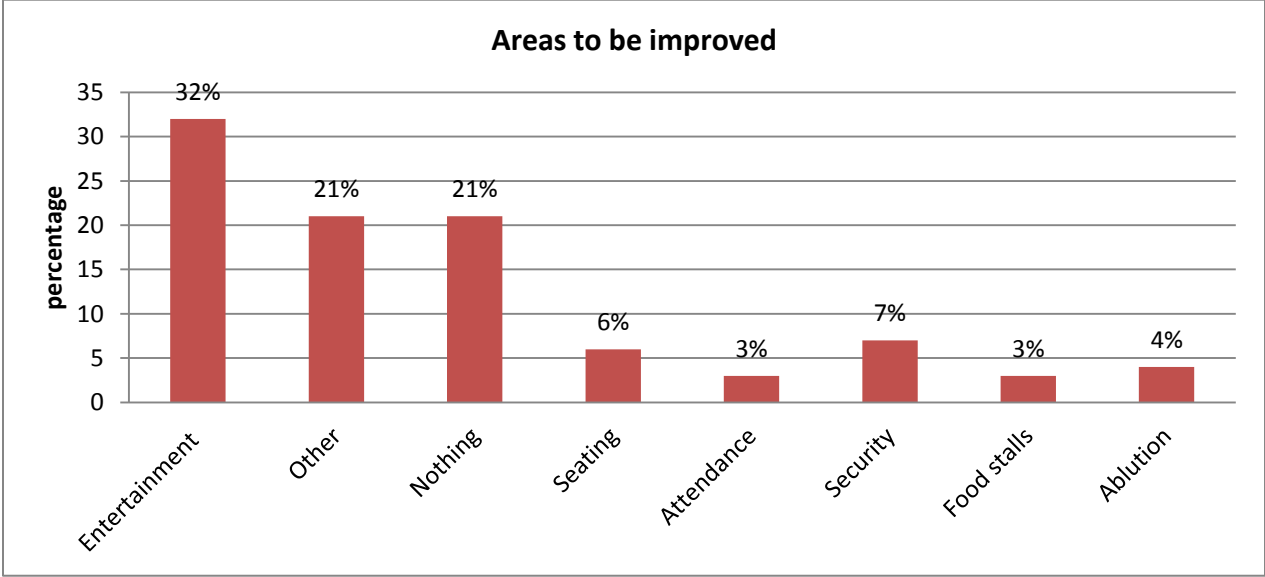


Figure 31: Areas of improvement for the Vredenburg fanjol

The graph above illustrates the areas that could be improved in the fanjol; these are entertainment, other and seating and security. With reference to 'other', this mainly includes complaints relating to the weather and access into the fanjol.

4.5 BEAUFORT WEST

The following section briefly assesses the satisfaction level of Beaufort West Fanjol goers, based on the aspects of the fanjols that they were most satisfied with.

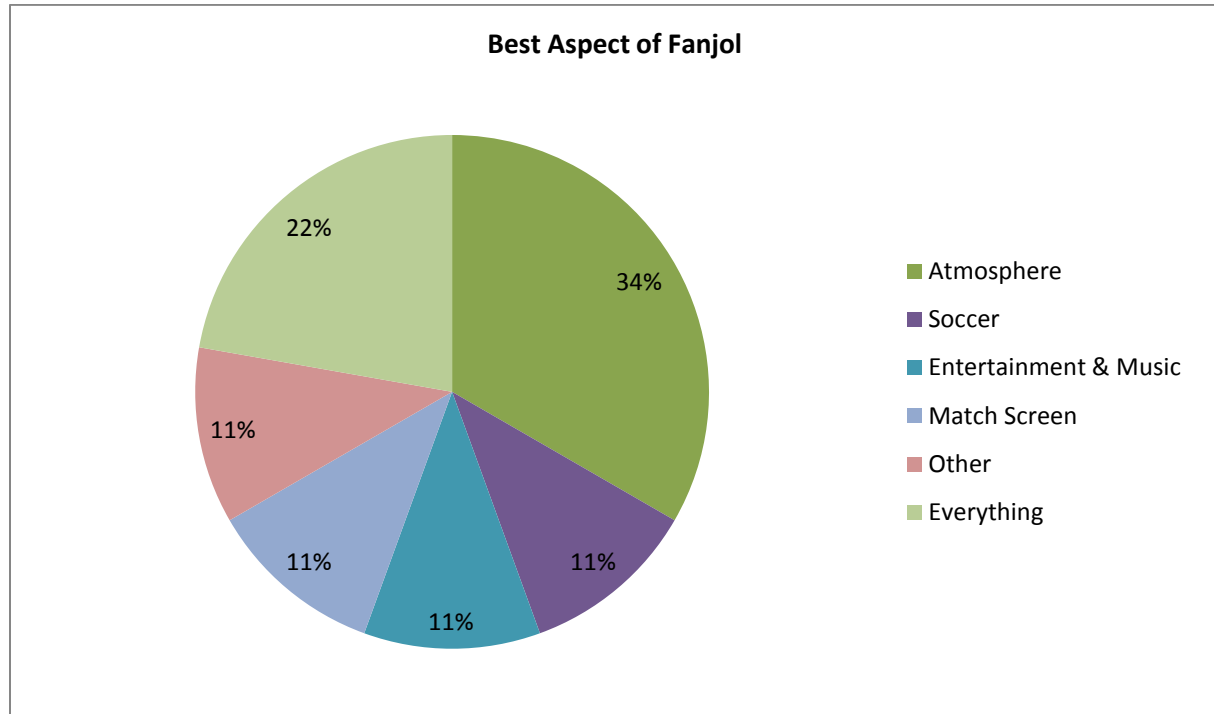


Figure 32: the best aspects of the Beaufort West fanjol

The Beaufort West fanjol had the lowest attendance figures for the fanjols. In particular, there were only 9 respondents on the day the research was conducted. Nevertheless, the satisfaction levels of those respondents were positive, with a number of respondents being particularly pleased with 'all' aspects of the fanjol. Overall, respondents in Beaufort West were satisfied with the atmosphere of the fanjol. Respondents also mentioned the dancing as a positive part of their fanjol experience.

Complaints expressed by fanjol goers in Beaufort West centered on authorities allowing the audience to bring their own alcohol and food into the venue. When local events are staged at the venue, the audience usually brings their own alcohol onto the premises. Due to FIFA regulations however, and in order to adhere to safety and security guidelines, this was prohibited, and did not sit well with the community. Other complaints surrounded the music, and the size of the screen; one respondent thought that a bigger screen would go far in improving their fanjol experience.

5. SOCIAL IMPACT OF THE FANJOLS

The socio-economic impact of the Fanjols has been positive. First and foremost, it has instilled or invigorated a sense of community upliftment and feelings of collaboration between residents of the areas concerned. This has been carried through even after the World Cup has come to an end, helped by the nationwide initiative 'Fly the Flag'.

Soccer development was one of the key outcomes for the fanjols but unfortunately there has been no evidence of soccer or development initiatives during the fanjols. It may be assumed however that the fanjols created an environment to support soccer and possibly create interest in the sport and through this there may have been some forms of development.

Soup kitchens provided some support to the communities' through feeding of the children, however the impact of this would only have been relevant on the days of the fanjols. Should this initiative have continued after the world cup there may have been a significant social impact on the local communities.

The overall satisfaction levels of the audiences attending the fanjols suggest that the fanjols were a success. Furthermore the satisfaction levels of the audiences indicate the desired impact for satisfaction amongst audiences was achieved. However the one issue that should be addressed is social cohesion amongst the audiences, the fanjols need to be deracialised, from the surveys we can see that the largest proportion of the audience was coloured members with a smaller portion of black audience members and very few white members. Future PVAs would need to address this issue to promote social cohesion and racial integration of audience members.

6. CONCLUSION

The overall evaluation of the FIFA Fanjols presents a relatively positive picture. All in all, fanjols afforded lower income citizens of the country, the opportunity to get a sense of the ultimate feeling and experience of being at the major stadia within the country for the period of the world cup.

The transport system proved to have a positive impact on drawing crowds into the fanjols, evidenced by their widespread usage across the various venues; and in particular the predominantly poorer communities. Furthermore, the fanjols can be said to have provided a platform for social cohesion, as well as its potential economic contributions.

Despite the variations in sample size between the various fanjol venues, the overall results appear to favour George and Worcester, in terms of providing the greatest overall consumer satisfaction. This result is strongly linked to the entertainment provision and other attributes which were absent at other venues.

Main issues experienced by audiences at the fanjols:

- Toilets
- Food
- Weather
- Shelter
- Seating
- Entertainment
- More children's entertainment
- More soccer tournaments

With the amount of money that was spent on chemical toilets it would be expected that there was sufficient number of toilets provided, the main complaint however was toilets were not separate for men and women. This would need to be addressed in the planning of future PVAs. Furthermore the only venue to complain about the number of toilets provided was Bredasdorp. The lowest number of toilets provided was in Bredasdorp however the venue had its own facilities. The only way to address this complaint in future PVAs would be to compare the total of the number of toilets provided and the facility's number to the number of people that attended the fanjols daily. The average ratio used for the fanjols was 1 toilet to 100 people. On average over the eight days, 2119 people attended the Bredasdorp fanjol daily. The required number of toilets would have been 22 per day to accommodate for the daily figures. The Bredasdorp spend on toilets was R 16 416, with an average cost of R 400 per toilet, so it would be safe to assume that 5 chemical toilets per day added to the existing facilities would have been sufficient to accommodate the people in attendance.

Food was supplied by vendors and the number of vendors and variety of foods was determined by the tender application process. In many cases the number of vendors decreased over time as the attendance figures dropped. In future tender processes it would be better to allow vendors to

determine food types and pricing and rather limit the number of vendor per food type than determine the type of food to be sold by each vendor. Soup kitchens at each venue provided a free meal for the children at the fanjols and a number of respondents commented on the availability of free food, if more food had been provided, the attendance figures may have been higher.

Complaints about the weather cannot be addressed as the world cup was held in winter, however provisions can be made to increase the shelter provided for the audiences. Although shelter was provided at three of the venues, it was not sufficient to protect the audiences from the wind and rain. Another issue that was raised by the audiences is that there was either no seating provided or insufficient seating to accommodate the audiences. The venue that did not receive complaints about seating was Vredenburg; there seating was provided in front of the screens whereas other venues provided seating in the marquees and not near the screens. Should a PVA be held in winter again, it is recommended that more shelter and seating should be provided.

Entertainment was a big spend for the fanjols and the total amount of money spent was R 976 340. Complaints about the entertainment included the need for more adult centered entertainment as well as more entertainment for the younger children. It would appear that in general, the entertainment provided was geared towards the youth more than the rest of the population. Although the fanjols were meant to provide a venue to view the soccer it is apparent that more people were interested in the entertainment that was provided. In many cases the audiences left once the entertainment was concluded. There are two recommendations that can be made, the first is that the target audience should be defined before the event and the entertainment can be arranged accordingly, in general though the majority of the audiences were satisfied with the provided entertainment. The second is that more money can be spent on the children's entertainment, as a large part of the audiences were families and young children. The total spend on children's entertainment was R 75 340, this accounts for only 7.7 % of the entertainment budget. A larger children's entertainment section may have helped to boost the attendance figures.

The only venue that hosted soccer tournaments was Bredasdorp. The general comments from the audiences were that they would have like to have seen more soccer development and tournaments. Although soccer development was a high priority for the department and a key objective of the fanjols, no money was set aside in the budget to promote soccer development.

In ending it is important to note that the aim of DCAS was to provide 5 world class Fanjol venues for the greater Western Cape community. While as with any large event there will be some problems in general it can be said that the aim of the DCAS has been fulfilled; this being evident to the high levels of satisfaction of Fanjols goers across the province.

