



REVIEW OF WARMINSTER AREA HEALTH AND WELLBEING FAIR 2026

Executive Summary

Word cloud of public feedback

<https://www.wordclouds.co.uk/>

- Expenditure on the Health Fair 2026 amounted to £1,747, an underspend of £53 – cash costs £4-81 per attendee;
- Expenditure on the Health and Wellbeing booklets amounted to £1,291, an underspend of £59. Cash cost per booklet was £2-15 per issue;
- Voluntary effort expended was estimated as £1,500 across both projects, 80 man-hours on the booklet; and 70 man-hours on the Fair.

Conclusion

A valuable and popular event welcomed by attendees and exhibitors alike with relatively high reach and impact at a reasonable cash cost per beneficiary.

DETAILED REPORT

Background

In 2018, Health and Wellbeing Warminster held its first Health and Wellbeing Fair which was followed in 2019 by a Volunteer Fair. Following the Covid epidemic, an enhanced event was held in April 2023 which proved popular and well-attended.

Resources

In 2025, Health and Wellbeing Warminster obtained project approval and funding for the Fair and the booklet totalling £3,150, kindly funded jointly by Warminster Town Council (£1,500) and the Warminster Area Board (£1,650). Consideration was given to charging an entry fee for exhibitors but the HWB Trustees did not want to deter smaller entities from benefiting from attending. Project planning and implementation was exclusively carried out by David Reeves from October 2025 to the event date, with additional volunteer help at the event itself.

Pre-event Promotion

Over 150 posters were distributed to willing shops and business across the town of Warminster and the Area Board councillors for the villages were sent this information to pass on to Parish Councils. A Warminster Community Radio Community Chest slot was used to inform the public and a full-page Journal advert was employed four and two weeks prior to the Fair. Social media was blitzed by our marketing and comms partner and this accounted for well over a third of attendees. To further attract the public, two VIPs attended (Dr Andrew Murrison and Kate French MBE) kindly agreed to attend and two national retailers based in the town (Morrisons and Waitrose) combined to donate six healthy food bags as raffle prizes. Exhibitors Aqua Sana Forest Spa and Snap Fitness also donated handsome prizes while other raffle prizes were funded from the budget. As with Fair entry, the raffle was free to the public to incentivise individuals wishing to browse.

The Fair itself

45 exhibitors registered to take part covering health support, sports gyms, and advice groups with one pulling out on the day itself. Over half the exhibitors were new to the Health Fair and the Fair ran on Saturday 16 May with public opening from 1000 hours until 1300 hours. Of the 62 public attendees surveyed, a quarter heard about the event from printed media; over a third from social media; and a third by word of mouth.

The Booklet

Since 2023, the Health and Wellbeing Booklet has been an important source of information for the Warminster Area community, being used by groups, community spaces and individuals alike. Some 1,100 copies were printed and distributed and, given

its obvious value, the Trustees decided to revalidate the information and content and redesign aspects of the booklet for a 2026 version to be launched at the Fair. The real value of this booklet lies in its showcasing the myriad opportunities available within the Warminster Community Area

For the 2026 Fair some 600 booklets were printed – as at the end of June 2026, most of these have been distributed via key points including the library, surgeries, information point, the Hub; the Civic Centre, the Sports Centre, Open Door, Warminster Action Group, Army Welfare Service and the like – to spread the impact further. And the updated version is also available on our entry on Wiltshire Together as well as on our own website healthwellbeingwarminster.org.uk

Public Feedback (details at Annex A)

From the issue of free raffle tickets and the number of booklets issued to the public, we estimate the public attendance of around 258 people plus an estimated 110 exhibitors who also viewed the Fair making a **total of 368 people across the three hours**. Of the public attendees, 62 exit surveys (37% of the households) were conducted giving us good confidence in the accuracy of our survey data.

Public attendees were **overwhelmingly positive about the event** and **86% of those who expressed an opinion indicated that it was likely or very likely that they would follow up** with one or more exhibitors.

Attendance from the villages was significantly up from 2% in 2023 to 12% thanks to proactive promotional work by their County Councillors and parish associates.

Exhibitor Feedback (details at Annex B)

All exhibitors who responded in the post-event survey said they would **wish to participate again in a future event. Satisfaction levels were high** with scores of 4.4/5 for perceived value and 4.9/5 for communication and organisation. The decision to reduce the number of stands in the upper Cley Room was welcomed and the “figure of eight” layout recommended by Lucy Guy at the Civic Centre also proved popular.

Health and Wellbeing Costs

Financial support was via grants from the Warminster Area Board (£1,650) and Warminster Town Council (£1,500) and we are most grateful for their financial and continuing support.

Expenditure on the **Health Fair 2026 amounted to £1,747 against the anticipated £1,800 budget, an underspend of £53 – 3% of budget**. Significant costs were: the use of professional support to revive and manage the website content, Facebook and Twitter pages; two quarter-page ads in the Journal; and the hire of the Civic Centre for the event.

Expenditure on the **Health and Wellbeing booklets amounted to £1,291 against the allocated £1,350 budget, an underspend of £59 – 4% of budget.** Significant costs were: design costs of a professional designer, an additional 4 pages to accommodate more entries and printing costs. Since our grant request to Warminster Town Council was reduced by £150 to allow other applicants to benefit, the Trustees decided to limit the initial print run to 600 booklets to stay within budget and to seek additional funds later in 2026 for a further print run.

In addition to the cash costs, significant **voluntary effort was expended on this project with an estimated 130 man-hours for the organiser** (80- man-hours on the booklet; 50 man-hours on the Fair) from October 2025 to the event itself, **plus 20 volunteer man-hours on the day itself, totalling 150 man-hours.** Costing this a minimum wage (£12-71 an hour) gives a nominal additional project cost of £1,906 across both projects.

Conclusion

The feedback provided – along with learning during the process – has offered a number of suggestions for change and improvement that will be taken forward to future events. There is an evidenced **local appetite for another Health and Wellbeing Fair** in 2028 – this will be considered by the Trustees and is subject to funding availability as well as organiser resources.

In summary, **a valuable event welcomed by attendees and exhibitors alike with relatively high reach and impact at a reasonable cost per beneficiary.**

Annex A

ESTIMATED ATTENDANCE

172 booklets were issued to the attending public on the day, one per household. Estimating 1.5 people attending per household gives 258 public attendees. Exhibitors have dual roles and most toured the stands at the ends of their respective shifts. If we assume 2.5 exhibitors per stand multiplied by 44, we get 110 exhibitor attendees - making **a total of 368 attendees**. We surveyed 65 public attendees via an exit poll, 37% of the estimated footfall giving good confidence that the survey results represent the overall views.

PUBLIC EXIT POLL FEEDBACK

Question: How did you find out about this event?

	Warminster town	Villages	Elsewhere	TOTAL	%
Printed media	14	3	0	17	26
Social media	21	1	2	24	37
Word of Mouth	14	4	3	21	32
Other inc radio	1	0	2	3	5
TOTAL	50	8	7	65	100
%	77	12	11		100

Question: How useful have you found this event?

	Warminster town	Villages	Elsewhere	TOTAL	%
Very useful	26	4	5	35	56
Useful	21	2	2	25	41
Not useful	1	1	0	2	3
TOTAL	48	7	7	62	100

Question: How likely are you to follow up with any of the exhibitors?

	Warminster town	Villages	Elsewhere	TOTAL	%
Very likely	20	1	3	24	39
Likely	21	5	3	29	47
Not likely	7	0	0	7	11
Very unlikely	0	1	1	2	3
TOTAL	48	7	7	62	100

Question: Do you have any comments or suggestions for future events?

Brilliant; good selection; covered all that I needed; maybe more about exercise; extremely useful; would like an annual event running for up to six hours; great; great; very, very useful; support organisations for hearing impairment missing; all exhibitors were good; more exhibitors on therapy and fitness; fantastic; fantastic; extremely useful; Warminster Action Group absent; more on sports and leisure please; just great!

Annex B

EXHIBITOR FEEDBACK

Exhibitors were asked to rate the **value of the event to them** on a scale of one to five (1 being not at all valuable and five being extremely valuable). The average score was 4.4 with all exhibitors rating the event a 3, 4 or a 5.

Exhibitors were the asked to rate the **organisation of and communication about the event** on a scale of one to five (1 being very poor five being excellent). The average score was 4.9 with two exhibitors giving a 4 and the remainder a 5.

All exhibitors who responded said they would definitely want to take part in another such event in the future except for three who said it was very likely.

Finally, **the event attracted interest in HWB Warminster** with attendees and exhibitors wanting to find out more about wat we do.

David was very helpful regarding any information required for attending the event, even in short notice. He followed up afterwards which was much appreciated. Our favourite thing is being able to get out into the town and meet the community, we thoroughly enjoyed it; it was lovely to see that the event was so well attended; it was our first wellbeing event so I can't compare to anything, but it seemed like a suitable number of hours and a variation of services represented; a well organised event. Pleasant atmosphere and good feedback for the Lions Club; just wanted to say how well organised the Warminster Area Health Fair was. I had a very successful day and managed to speak to around 10 families in detail about our volunteer roles particularly Puppy Raising and supporting the local Fundraising Group for Guide Dogs. I would welcome the opportunity to attend again in the future; really enjoyed the event and the opportunity to network with others; the event was very well organised and promoted. It had a wonderful atmosphere and it was really worthwhile attending as an organisation and also being able to have a wander round and find out loads of information about health and well-being the town and surrounding areas has to offer; great event, especially loved networking with similar organisations and charities. **Maybe for future events offer workshops.** We would be happy to help; it was a great opportunity to meet fellow health care professionals and connect with local services. Thank you; a fantastic event and great place to network too. Thank you; Very well organised and publicised event, which aided good footfall. Lots of variety for participants in terms of exhibitors; A valuable and enjoyable day. Well organised and worthwhile; a very well thought out and organised event. Thankyou Dave & Debs; very well organised helpful and friendly staff. Excellent! Well done to everyone involved; it was a great opportunity to network professionally! **I would be interested to see how we could add more for younger**

families, young people and children. Maybe some holistic, yoga or independent counselling services? I would think about ourselves providing a quiet mindfulness corner with colouring, space to relax - promoting self-care in simple ways through daily family life; my colleague who attended reported that it was a brilliant day, and his only comment was that our information stand was in a position which was hard to access for people with poor mobility, meaning some of our potential visitors may have missed out on talking to us; the networking before the event started was an excellent idea, getting the exhibitors there early, for this opportunity, was perfect. thank you; our first Fair, we may be better organised next time; it was very well organised and well attended. A great way to showcase what Warminster has to offer for the residents; his is very minor, but because I received this comment from 2 people, I am passing it on; I think the times were good - it seemed busier earlier; Just a thank you from me to you and Nic and all the volunteers who made the event happen. I realise the amount of hard work it takes to make something like the HWB Fair happen, and it all happened seamlessly on Saturday. So, it's a big thank you from me; just wanted to thank you and the team for all the work that went into putting the event. I was very impressed with not only the organisation and actual event but the number of visitors was excellent; thank you so much for allowing us to promote the library services at the Health and Wellbeing fair at the weekend. It really was a wonderful event, and we had so many beneficial engagements with people from the community. The hard work and dedication of the team behind the scenes was clear to see in the smooth running on the day and truly excellent organisation. We can't thank you enough. We joined new customers and spoke to existing customers who weren't fully aware of our full health and wellbeing offer. For example, some existing customers were not aware that the library loans blood pressure monitors and smart watches to members for free. We were also able to promote some of our health and wellbeing activities/events in the library and we were able to talk about different types of membership available. We helped one existing customer by changing her membership to a carer membership which gives a few more benefits such as longer borrowing times and free reservation requests; just to say thank you to you and the team for organising the wellbeing fair and allowing Wessex to be part of the day. I had many good conversations with both members of the public and other organisations. The atmosphere was wonderful and the organisation of the day fantastic; thank you for inviting us to the event, it was lots of fun!

For future event

Swim Academy Puddleducks bristolandbath@puddleducks.com

Wonder Wards (Leigh Gilles) WonderWards@outlook.com

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Lessons learned from 2026 event

Good layout which worked really well

Consider who we place in upper room (e.g. Wessex MS Centre?)

Does a free raffle really make a difference to footfall?

Should we bother with sports clubs? Only three showed any initial interest and none attended.

Consider redesigning booklet cover to distinguish it more clearly from previous versions?

Make sure that someone declares the Fair to be open?

Possible share out of self-contained roles – someone to source and organise the raffle; a Team to distribute posters etc (suggest one person does the booklet and liaises with Nic)