

**The Forum for  
Equality & Diversity in  
Somerset  
(FEDS)**

**One Somerset**

**Held on 27 April 2007  
At Taunton Racecourse**

**Evaluation and Report  
on the Event**

## Overview

One Somerset was held on 27 April 2007. For a first event of its kind in Somerset it was highly successful and achieved its aims, and this report shows many of the positive responses to the event. It also shows where improvements could be made for a future event.

A decision now needs to be made about the practicalities of running another 'One Somerset'. There is no doubt that the general opinion is that it should be run again, but will this be possible? How will it be funded? Will it be in the same format? Should it be as large, or larger? Where should it be held? This report is intended to inform these decisions and also provide a record of how things were done in 2007.

## Aim

The Forum for Equality and Diversity in Somerset is established, amongst other things to promote equality of opportunity and to encourage cohesion between different groups of people in Somerset. It is felt that the acknowledgement of groups of people with different beliefs, lifestyles, cultures difficulties and histories and the sharing of these will aid understanding and help our community embrace difference, thus having a positive effect on the relationships between groups and individuals. One Somerset therefore aimed to bring together people from different groups to learn about one another, to understand and to celebrate our differences and the richness they bring to our County.

## Resources

### Money

It was important that the event was free to enter in order to attract maximum attendance and also in the spirit of equality of opportunity.

The budget has been amended as the event grew in size during the planning phase. A full Income and Expenditure Account is shown at appendix 1.

A successful bid was made to the Lottery Awards for All fund for £10000. As planning of the event progressed, it was realised that more funding would be needed. Additional funding was therefore sourced as follows:

|  |       |
|--|-------|
| Somerset County Council Partnership Fund | £5000 |
| Clydesdale Bank                          | £800  |

Income was raised by charging the statutory bodies and other commercial businesses for stands and for adverts in the programme of events.

Sponsorship was sought in exchange for banner spaces. This was however not very successful.

|                              |                        |
|------------------------------|------------------------|
| Income from Stand Holders    | £1340                  |
| Programme Advertising income | £1645                  |
| Banner Sponsorship income    | £150 (banner cost £50) |

In addition, sponsorship in kind was received from:  
 Berry's Coaches in the form of a free bus service from and back to SCAT,  
 Taunton Town Centre and Richard Huish College, and;  
 Orchard FM in the form of a free advertising campaign.

The total event expenditure was £19912  
 This did not include any human resources (see below).

An overspend was anticipated, therefore donation buckets were positioned on the information kiosks near the programmes on the event day, however this only raised £94  
 Total loss £133

Separate sponsorship was given by Somerset County Council for a commemorative mosaic to be produced by people attending the event.

## People

SAIN are funded to provide a development worker for FEDS, but the level of funding did not cover the level of human resource commitment.

A steering group was formed with the aim of maximising input ideas to the project, making the development worker accountable and sharing the work. The following organisations were involved on this steering group:

- Somerset Access and Inclusion Network
- Somerset Gay Health
- Somerset Racial Equality Council
- Somerset Rural Women's Network
- Somerset County Council
- Taunton Deane Borough Council

The aim was to have representation from both voluntary and statutory sectors and across each of the equality strands, in order to be able to disseminate information out to the relevant communities. The voluntary sector's usual shortness of resources meant that the Faith and Age sectors were not represented and that the Race and Gender representatives were either not able to be present for all meetings, or did not give extra time to the project outside of meetings.

It is estimated that the salaries of SAIN employees alone on this project (including the FEDS development worker) was approximately £20000. Human resources were also provided for free by other charities, such as Somerset Gay Health, and by local councils, namely Somerset County Council and Taunton Deane Borough Council.

The event team on the day of the event consisted of 23 people, this was made up of staff from Somerset County Council and staff and volunteers of SAIN and Somerset Gay Health.

### Photocopying etc

As the administration of the event happened at the SAIN offices, the photocopying, paper and computer costs were borne by SAIN.

### Comments/ Problems and Notes for next time

- There was not enough help on the day (23 people)
- A full time year round employee is needed for an event of this size
- The main staff for the event should all be paid post holders for this size event, and the organisation providing them needs to be funded for their time
- The work leading up to the event was greater than anticipated and cost SAIN approximately £20000 in salaries
- All members of the steering group need to commit to a known level of involvement before joining the group in future
- Written action points should be sent to each person at planning meetings to ensure there is no misunderstanding about what is required of each person
- A staff briefing is needed one or two days before the event, on site
- On the day, all staff members need a walkie talkie and a lesson on how to use it
- The main team that will be involved on the day need to attend regular meetings during the previous weeks
- The chief car parker should not be involved on a post

### **Method**

In order to attract maximum numbers and present a range of interest, we planned the following:

### Workshops

The initial plan was to use three rooms for workshops, having three or four one hour workshops in each. To find suitable workshop leaders an email was sent to all FEDS contacts, thus covering all of the equality strands, advertising the event and asking for input. We asked each FEDS contact to forward the email on to all relevant contacts and so spread the word. The popularity from people wanting to run workshops meant that the original plan was expanded to 6 sets of 6 workshops. In addition we had a tepee, which housed a story teller giving four one-hour performances during the afternoon.

Once the maximum number of workshop leaders had been found, and to ensure reliability on the day, we sent a one page set of details about the workshop to each leader, asking them to sign and return it. This acted as an unofficial contract. We also asked each person to complete a description of their workshop, which was then used in the programme and for advertising purposes.

Two weeks before the event we wrote to every workshop leader with their 'joining instructions'. They were asked to arrive 35 minutes before the start of their workshop so that any equipment could be set up. Each person was given the organiser's mobile telephone number so that contact could be made on the day if there were any problems.

The day before the event we were able to gain access to all workshop rooms to set up technical equipment. This equipment was mostly borrowed from councils and charities in order to save hire charges.

On the day we had one person in charge of all workshops, to ensure the smooth running, with one person on each workshop room ensuring equipment worked, leaders turned up, help with signing people in, etc.

#### Comments, problems & notes for another time

- The workshop schedule that we used in the programme did not appear to be very user friendly for the general public, a more simple table might be better understood
- 'Fun' workshops might be better supported if held in the evening
- More than one hour to be allocated for some workshops
- The leader of the workshop team should not be allocated a workshop room to supervise, enabling them to float between all rooms and deal with problems as they arise
- Workshop leaders should be asked to arrive to their workshop room more than 30 minutes before the workshop is due to commence
- The proximity of some workshops to the stage caused noise problems at times
- There were problems with some workshop equipment (CD player) not turning up on the day, in future everything must be in place the day before
- Borrowed equipment needs to be fully labelled (some was not)
- Booking forms should only be used for groups over a certain number

#### Performances

We planned to have one stage with continuous performances. These were sourced in the same way as the workshop leaders. Having filled this stage there were other people interested in performing, and some of these performances led themselves to outside demonstrations and so a schedule of these was also put on.

The 'contracts' were also sent out to performers for signing, and 'joining instructions' were sent out as above. Performers were asked to arrive on site at

least 30 minutes before their performance time and report to event HQ, and then to report to the stage manager 15 minutes before their performance time.

The marquee was set up two days before the event, so that the electrics, stage and PA system could be installed the day before. One band arrived on site the evening prior to the event for general sound check purposes and another act came early on the morning of the event as they were the first band to be using the system fully.

Event HQ had a stage schedule of times and act names for when acts were reporting in, they were also provided with a list of contact names and telephone numbers so that they could be contacted if they were late.

#### Comments, problems & notes for another time

- It would be helpful if SBDA could assist with transport arrangements for groups, as this caused a huge last minute problem
- Having a compere was considered essential to the smooth running of the stage, everyone agreed that Matt Harvey was very professional and well received. Martin Jevon of Somerset Gay Health has been suggested for a future event
- Written specification is needed from the PA team for the electricians in future to avoid misunderstanding
- Grapevine should be used for future PA – they were fantastic
- The outside demonstration area should have been cordoned off

#### Information Fair

Invitations to take part in the information fair were again sent out through viral email. Booking forms were returned by anyone interested, booking the size of the space required and other needs such as electricity. We capped the number of exhibitors at 100, thinking that these would fit into the two rooms allocated and into half a marquee, with the stage at the other end. However, when we came to plan the positioning of the stands we realised that they did not fit in to this space and we therefore had to double the number of marquees. This had a major effect on the budget, but the number of stands paid for almost covered the cost of the second marquee.

#### Comments, problems & notes for another time

- The information fair would have been more effective if it was all in one place, as many people reported that they didn't realise there was more outside (or inside)
- Information stands need to be central to the event and more highly visible
- Refreshments should have been provided for helpers and stand holders during set up (8 am – 12 pm)
- Access for stall holders was difficult (too far to transport equipment from car unloading area to designated stands)

- If we unload and transport equipment again it was considered that using identity stickers on the equipment might have been useful and avoid some confusion
- It may have helped on the morning of the event if some of the stand holders had been allowed to set up the day before

### Rural Craft Fair

We hoped to attract small local enterprises to sell their goods. These tend to be run by women working from home and this therefore fitted with the aims of the day. We made a small charge of £25 per stall.

Very few stalls signed up and we had to combine the craft fair with the information fair. It is thought that it was the uncertainty of the size of the event that stopped people from signing up.

### Comments, problems & notes for another time

- Craft stalls need to be separate from the information fair and all together

### Food

In order to keep people at the event for as long as possible, we wanted to ensure there was sufficient food and refreshments on site. This was also intended to add to the atmosphere of the event and it was hoped to have the provision of as ethnically diverse food as possible. Again, we initially found it difficult to attract people as local traders seemed to already have business commitments. We were eventually successful by advertising our requirements on the Nationwide Caterers Association website ([www.ncass.org.uk](http://www.ncass.org.uk)). Through this we found three food stands. This was in addition to the site caterers at the racecourse, two other caterers from the strands and an ice-cream van.

### **Advertising and Promotion**

#### Word of Mouth

With two councils and four charities represented on the steering group, and two more charities having contact through being the FEDS strand representatives, it was thought that the news of the event would easily and quickly spread through the statutory sector and the equality strands.

Somerset County Council supported the event well. Alan Jones, Chief Executive, committed to inviting 2007 County Council employees to spend their working day at the event. News of the event was put in the internal staff newsletter 'Propergander' and also in Your Somerset, which is delivered to every household in Somerset. Taunton Deane 'bosses' also gave permission for any member of staff to attend, provided cover was ensured for each post.

It is unclear how much advertising happened through the strand representatives. SAIN promoted it to all members through their newsletter 'The Networker', and through the magazine for disabled people 'Livewire', and through emailing all members, both individuals and organisations. Rural Women's Network promoted the event by email and at events and meetings, including their AGM. It is not known what other organisations did to promote the event to their strands (please advise), but within some strands there is little evidence that any promotion happened. In particular members of SBDA, who heard about the event at late notice, said that they had not heard via SREC/SBDA until a mailing was organised by SAIN.

### Posters and Flyers

Mark Rowland of Somerset Gay Health designed a poster. These were printed in the following quantities: 10000 A5, 1000 A4 and 200 A3 posters. Flyers were left with a space at the bottom, so that marketing could be targeted, saying what time a particular act or workshop would be on. Various combinations of these were sent to all performers and workshops leaders. A pack was given to each person involved in the planning of the event in any way. Posters and flyers were also sent to every school in Somerset, to the colleges and to other key places such as resource centres, community centres and youth clubs. Flyers were handed out in Taunton town centre during the two weeks prior to the event and left in libraries, pubs etc. Large A1 posters were made for the rotundas in Taunton town centre also.

### Comments, problems & notes for another time

- Different designs and methods of advertising would be better for different ages
- Not necessary to leave a blank space at the bottom of all posters for targeted marketing, although it was considered a useful exercise for some of the smaller flyers

### Websites

A website was developed with all the event information and with links to other sites to increase its position on searches. Website updates were sent to all contacts, who were asked to include it on their websites. Searches at the time showed that at least 6 or 7 other sites did this, including SREC, VISTA and Equalities South West. The event also had regular entries and updates on Somerset County Council Schools Information web pages (the SiX site).

### Comments, problems & notes for another time

- The onesomerset.info website might have been more useful if it was more interactive, for example if users were able to complete booking forms online, or click to be able to send an email directly rather than having to find contact details
- Phoning schools at an early stage will work better than posting info on the SiX site

## Media

Great effort was put in to getting as much media coverage as possible, including emails, phone calls and visits. The help of the media team at Somerset County Council was also enlisted. Orchard FM produced an advert, which was played many times in the two preceding months. They also included coverage of the event on news items during the day and sent a reporter to the event. Somerset Sound did a telephone interview three days prior to the event and again early on the day of the event. We were also interviewed on Apple FM (Musgrove Hospital). The Taunton & Somerset Gazette ran a very small column a week before and a week after the event and had a few photos on their website. The piece following the event totally missed the point. No other media coverage is known.

## Comments, problems & notes for another time

- We have received a great deal of criticism for the lack of publicity both before and after the event, however due to the lack of budget for this expense and the lack of man-power available in the immediately preceding weeks of the event we consider that no more could have been done. In addition, the fact that this was a first time event and many people were unfamiliar with the FEDS and One Somerset names they (newspapers, tv, etc) were reluctant to commit resources. We hope that a possible future project might be better supported by the media as now we have something to build upon and refer back to.
- Some advertising (e.g. local newspaper adverts) need to be paid for. This was in the original budget, but had to be used elsewhere

## Other general problems and comments

- Programmes were not distributed well. It has been suggested to use racks another time so they are more visible, or consider not having a programme.
- More and larger signage, preferably professionally produced next time
- Disabled parking needs roping off
- Opening talks needed to be more formal and on stage if the audience are standing
- Need to do some research around what would have got members of the public in
- On the day everyone needs to assume that participants have not read their joining instructions

## Results

It was estimated that 2500 to 3000 people attended the event. An exact figure is not known.

## Feedback

A good deal of positive feedback has been received from people at the event, and it has been mentioned at many meetings since. Comments include:

- “extremely ambitious in its scale, demanding an enormous amount of organisation that you managed successfully, and was profound in its concept. An extraordinary idea of the whole community of Somerset valuing, sharing and enjoying our exciting Diversity together; discovering each other in the information fair, learning together in the workshops, enjoying different cultures and having fun together in the information tent. Simply wonderful, respecting our beautiful environment and every human being within it, old and young, civil dignitaries and business leaders with followers and workers of all walks of life. I think the concept was brilliant.”  
Chris Plaster, Chard, Ilminster & Crewkerne Pensioners Forum
- “the programme was very varied and certainly there was something there for everyone ... it is important to bring all organisations and groups together to show the general public what there is available and what organisations there are around to be accessed in Somerset and we cannot do enough to spread the word.”  
Tony Lock, Mayor of Yeovil
- “Many congratulations on the success of One Somerset!”  
Jeremy Browne, Member of Parliament
- “Thank you for all the work you did to turn your dream into a reality ... congratulations on a wonderful event – the organisation was amazing and the amount of work undertaken was extraordinary”  
Rev Bruce Thompson
- “It was a great day to be a part of ... It’s rare for the timings [of the stage] on such a long event to come in so close to the programme, it’s almost unheard of. The quality of performances was great too.”  
Matt Harvey, One Somerset’s Stage Compere
- “Congratulations on One Somerset, I hope it was all you envisaged. We had a great time and thoroughly enjoyed ourselves.”  
Toni Robinson, One Somerset Workshop Leader
- “It was good to meet partners ... and also a whole range of people with whom it was very positive to share stories and viewpoints, whom we hadn’t encountered in our particular niche. The practical arrangements were all very supportive too. Thank you, again please?”  
John Stow, Somerset Rural Youth Project

- “I am looking forward to developing our existing strong relationship in the future [as a result of One Somerset]”  
Inspector Roger Tolley, Taunton Neighbouring Policing Team

### Wonderwall

A ‘wonderwall’ was situated at the centre of the event on which people were free to write any comments of the day. These included:

- I loved the dances that people performed
- All sorts of fun – it was a LOL’tastic gr8 day
- Great event. Hope to see it next year. Rethink – supporting people with mental health
- Great day, really enjoyed it
- Made new friends and have learnt loads
- We had a lovely day – we really enjoyed it, Wellington Junior School
- Great to see such diversity – thank you
- What a great event ... thanks to everyone
- Great to see inclusive dance
- What a fantastic day. We are proud to support you. SCC
- Great fun, thank you. Frome Enterprise Centre

### Comments, problems & notes for another time

- The wonderwall was not very well publicised on the day/was it clear enough that people were free to write anything they liked on it?
- A person ‘manning’ the wonderwall and asking people to make contributions as they walked past may have seen a significant increase in the number of comments, however this may also lead to less accurate expressions as people may feel they are being watched and then not want to comment at all

### Evaluation

Two different types of evaluation forms were created for One Somerset. One for attendees and one for participants (stand holders, performers, workshop leaders etc). This was considered necessary due to the varying nature of why these different groups of people would have attended the event.

## Attendee Evaluation Forms

In total, 78 attendee evaluation forms were completed.  
The attendee data collected from these evaluation forms at the event is listed in full at appendix 2.

### Summary

#### Workshops

The most popular workshops from this data is shown as 'Bullying & the Bystander' with Rhiannon Prys-Owen and 'Introduction to Disability Equality' with Sue Rickell.

The words from the 'word wall' on the form most used to describe the workshops attended were Informative, Interesting and Thought-provoking.

#### Performances

The stage act that attendees most frequently stated as having seen were 'Luminous' and 'Colores di mi Tierra'.

The words from the 'word wall' most used to describe the stage performances were Fun and Interesting.

#### Information Fair

Most attendees found the information fair Very Useful (52%) and the rest said they thought it was Useful (48%). None of the attendees that completed an evaluation form thought that the information fair was No use at all.

When asked which stand they thought was most useful or interesting, 17 different stands were stated. These can be found listed at appendix 2 containing the attendee results.

12 different organisations were listed where attendees were asked if they thought any information stands were missing. These can be found listed at appendix 2 containing the attendee results.

#### Catering

The Cornish Pasty Company was the most frequently named caterer, followed by The Saffron Kitchen.

The caterers were described as delicious, excellent, expensive, good choice and yummy!

#### General Information

Most attendees stated that they found event staff Helpful (50%), and Very Helpful (47%). No-one said that they event staff were No Help At All, and two stated that they Did Not Need Help (3%).

Most attendees (71%) stated that they found it easy to find their way around the event.

Most attendees (76%) stated that they were offered a programme.

Most attendees (81%) stated that they found the programme informative.

When asked 'Who or What was a Star for you?' 22 different responses were recorded. This list can be found listed at appendix 2 containing the attendee results. The 'stars' are mostly workshop leaders or stage performers. The most frequently used word to describe how the attendee felt overall about the day was Informative (31%), followed by Educational (17%) and Loved It (15%).

Most people stated that they first heard about the event through work (34%).

#### Comments, problems & notes for another time

- Need to be more proactive about getting evaluation forms filled in. In terms of workshops it has been suggested that it could be the responsibility of the allocated workshop staff member to encourage evaluation forms to be completed rather than leave it to the workshop leader. It is clear from the results which workshop leaders encourage the use of the forms.

#### Participants Evaluation Forms

In total, 71 participant evaluation forms were completed.

The participant data collected from the event is listed in full at appendix 3.

#### Summary

The breakdown of participants that completed evaluation questionnaires is as follows; Stand holders (79%), Workshop leaders (10%), Performers (10%) and Caterers (1%).

Most participants (94%) stated that they had hoped to be able Provide Information at the event, as well as Publicise their Service (92%) and Raise Awareness of their Organisation (89%).

45% of participants thought they had been Very Successful in Providing Information, and 43% thought they had been Successful.

58% of participants considered they had been Successful in Challenging/Changing Attitudes at the event.

53% of participants thought they had been Successful in Raising Awareness of an Issue at the event, and 52% thought they were Successful in Raising Awareness of their Organisation.

54% considered they had been Very Successful in Publicising their Service and 40% thought they were Successful in Publicising an Event.

60% thought the event was 'OK' for Recruiting Members, however only 28% of all participants that completed an evaluation form had stated this as a purpose of the day.

Only 15% of participants stated 'to sell goods' as an aim of the day, of this number 56% considered the level of sales to be 'OK'.

44% thought the event was Very Successful in creating high levels of enjoyment; along with 40% thinking it was Successful.

Most participants (86%) were happy with the situation/timing of their stand/performance.

Most participants (82%) considered that they had received sufficient information before the event.

Most participants (59%) thought that event staff were Very Helpful and 38% thought they were Helpful.

Participants were asked how they felt overall about the day. A full list of these comments can be found at appendix 3. Of these comments, 58 (88%) were positive, 3 were neutral and 2 negative.

Most participants stated that they first heard about the event via Email (37%), and through SAIN (27%).

Participants were asked if they had any further comments to make, again this full list can be viewed at appendix 3. Of these comments, 16 were positive and 17 negative, although some of these could be considered constructive criticism.

#### Comments, problems & notes for another time

- The forms do need reviewing before being used again
- The forms were not readily available at the beginning of the day to be passed to all workshop allocated members of staff, to encourage workshop leaders to complete these forms
- These forms could also have been made available backstage, for performers to complete

#### Monitoring

A monitoring section made up the final component of the evaluation forms, for both Attendees and Participants.

The full data can be found at appendix 4.

#### Summary

##### Ethnicity

Most Attendees declared themselves as White British (82%), as did Participants (75%); however 8 other different Ethnicities were also identified within each category.

##### Faith

63% of Attendees declared themselves as Christian, 5% stated that they had No Religion and 18% chose not to answer this question.

44% of Participants also declared themselves as Christian, 15% said they have No Religion, 4% were Muslim and 27% of participants chose not to answer this question.

##### Disability

9% of Attendees consider themselves disabled.

13% of Participants consider themselves disabled.

It cannot be assumed that all other people do not consider themselves disabled as we cannot distinguish between those that chose not to answer the question and those that do not consider themselves disabled.

### Gender

Our statistics tell us that the majority of people at One Somerset were Female, 68% of all Attendees and 61% of all Participants.

18% of Attendees were Male and 1% Transgender. 8% of all Attendees chose not to answer this question.

28% of Participants were Male and 1% Transgender. 9% of all Participants chose not to answer this question.

### Age

Of all Attendees 22% were aged 26 – 35 and 15% of all attendees were represented by the Under 16s, 36 – 45s and 46 – 55s.

Within the Participants group the majority were aged 46 – 55 (31%) and 23% were aged 36 – 45. Across both categories ages ranged from Under 16 up to 76 – 85.

### Sexual Orientation

77% of all Attendees identified themselves as Heterosexual, 1% stated that they are Lesbian and 22% chosen not to answer this question.

68% of all Participants stated that they are Heterosexual, 3% Gay, 1% Bisexual and 28% of all Participants chose not to answer this question.

### Comments, problems & notes for another time

- More participants need to be encouraged to complete the forms in the future, as there were more diversities present than are reflected here

### Debrief Meeting

A debrief was held the week after the event, to which all people involved in the event planning and work on the day were invited. The comments made have been included in this report at the appropriate point.

### Comments, problems & notes for another time

- The debrief date should be put in the calendar earlier so that more people can be available to attend

## One Somerset' - Budget

|   | Budgeted Expenditure<br>£ | Allotted<br>£ | Spent<br>£   | Income         | £            |
|---|---------------------------|---------------|--------------|----------------|--------------|
| Venue                                     | 2000                      | 2000          | 2350         | Awards for All | 10000        |
| Tables, projectors etc                    |                           | 600           | 705          | Prog Donations | 94           |
| Marquees                                  | 2000                      | 4360          | 4360         | SCC            | 5000         |
| PRS licence                               |                           |               | 26           | TDBC           | 500          |
| Staging                                   | 1000                      | 693           | 545          | Clydesdale     | 800          |
| Lighting/PA etc.                          | 3000                      | 3616          | 2982         | Berrys         | 250          |
| Performers and Workshop Fees              | 5000                      | 4945          | 4061         | Stand Income   | 1340         |
| Refreshments                              | 500                       | 500           | 578          | Advertising    | 1645         |
| Media, Advertising, Promotion & printing  | 2500                      | 2996          | 3055         | Banners        | <u>150</u>   |
| Extra toilet facilities and support costs | 1000                      | 690           | 538          |                | <u>19779</u> |
| Transport from town centre and colleges   | 250                       | 250           | 250          |                |              |
| First Aid                                 |                           | 502           | 463          |                |              |
|   | <u>17250</u>              | <u>21153</u>  | <u>19912</u> |                |              |

Large mosaic costing £600 was covered by SCC sponsorship.

| Performers and Workshops            | Inv amount         |              | Marketing Costs            |                        |
|-------------------------------------|--------------------|--------------|----------------------------|------------------------|
| Creative Journeys                   | 150                | 150          | Invites                    | 27      27             |
| Sue Rickell                         | 350                | 391          | Posters                    | 594      594           |
| GLADE                               | 200                | 200          | Wess Muse                  | 110      129           |
| Shallal                             | 300                | 300          | Programme                  | 1700      1,497        |
| SUCH                                | 75                 | 50           | Banners                    | 357      456           |
| S Aston                             | 200                | 200          | A2/A0 posters              | 148      180           |
| 3 x workshops through Toni Robinson | 200                | 250          | Videos                     | 19                     |
| Hidden Voices                       | 180                | 180          | Bus timetables & mon froms | 60      153            |
| 2 x Acts through Tribe of Doris     | 400                | 400          |                            | <u>2996      3,055</u> |
| Carla Shiels                        | 90                 | 110          |                            |                        |
| African drumming and dancers        | 160                | 100          |                            |                        |
| Egyptian Drumming and Belly Dancing | 200                | 220          |                            |                        |
| Taunton Deane Male Voice Choir      | 25                 |              |                            |                        |
| Luminous                            | 200                | 200          |                            |                        |
| Simon Kohli                         | 200                | 160          |                            |                        |
| Matt Harvey                         | 400                | 400          |                            |                        |
| Adrian Beckingham                   | 250                | 250          |                            |                        |
| Sukh Kaur                           | 250                | 385          |                            |                        |
| Hamp Jnr School Coach               | 100                | 100          |                            |                        |
| FFLAG                               | 15                 | 15           |                            |                        |
|                                     | <u>3945</u>        | <u>4,061</u> |                            |                        |
| Travel estimate                     | <u>1000</u>        |              |                            |                        |
|                                     | <u><u>4945</u></u> |              |                            |                        |

## ATTENDEE EVALUATION FORMS: DATA

**Workshops**

Please list any workshops you attended and choose two words to describe how you felt about them

| <b>Name of Workshop</b>                          | <b>Number of People</b> |
|--|-------------------------|
| Ageism, That's So Yesterday                      | 3                       |
| Basic Beliefs                                    | 3                       |
| Bullying & The Bystander                         | 23                      |
| Clay Faces                                       | 1                       |
| Creative Dance & Movement Play                   | 4                       |
| Creative Journeys                                | 2                       |
| Demystifying Islam                               | 1                       |
| Detective Drama                                  | 2                       |
| Diversity & Our Common Humanity                  | 9                       |
| Identity Crisis                                  | 1                       |
| Introduction to Dance Theatre Improvisation      | 2                       |
| Introduction to Disability Equality              | 13                      |
| Man From Story Mountain                          | 1                       |
| Race & Ethnicity: Behind the Somerset Statistics | 5                       |
| SUCH a Treat                                     | 2                       |
| The Danger & Opportunity of Diversity            | 3                       |
| What is a Transsexual?                           | 3                       |
| World Poetry                                     | 3                       |

| <b>Word</b>       | <b>Number of People</b> |
|-------------------|-------------------------|
| Challenging       | 2                       |
| Fun               | 14                      |
| Helpful           | 19                      |
| Informative       | 36                      |
| Interesting       | 35                      |
| Irrelevant        | 1                       |
| Rubbish           | 1                       |
| Thought-provoking | 36                      |
| Uplifting         | 1                       |

## Stage, Demonstrations & Outside Performances

Please tell us what acts you saw in the stage marquee and choose two words to describe them

| Name of Act                    | Number of People |
|--------------------------------|------------------|
| Almost Elliot                  | 2                |
| Black & White Dance Group      | 1                |
| Colores di mi Tierra           | 4                |
| Luminous                       | 5                |
| North Indian Classical Music   | 1                |
| Queens College Junior Choir    | 1                |
| Rise Dance Company             | 2                |
| Shallal Dance Theatre          | 2                |
| Somerset International Dancers | 2                |
| Taunton Deane Male Voice Choir | 3                |
| Wheelchair Basketball          | 1                |
| Wheelchair Line Dancing        | 1                |

| Word              | Number of People |
|-------------------|------------------|
| Fun               | 20               |
| Good              | 1                |
| Helpful           | 1                |
| Informative       | 1                |
| Interesting       | 17               |
| Thought-provoking | 6                |

## Information Fair

How useful did you find the information fair?

| How Useful    | Number of People |
|---------------|------------------|
| Very Useful   | 29               |
| Useful        | 27               |
| No use at all | 0                |

Which stand was most useful or interesting?

- Book Start
- Rural Youth Project
- Citizens Advice Bureau
- Early Years
- Fair Trade
- Interfaith
- Library Services
- Melt
- Mencap
- Police
- Somerset County Council
- Somerset Churches Together
- Spaeda
- Somerset Racial Equality Council
- Taunton Deane Borough Council
- Vista
- Wheelchair Sports

Was there any organisation or information you felt was missing from the event?

- Action Track
- Armed Services
- Art workshops
- Information points
- Museum Service
- Older persons groups
- Somerset Music
- Traveller information group
- Tribe of Doris
- UK Youth Parliament
- University of the Third Age
- West Somerset District Council

**Catering**

| <b>Name of Caterer Used</b> | <b>Number of People</b> |
|-----------------------------|-------------------------|
| Cornish Pasty Company       | 8                       |
| Perfecto Pizza              | 3                       |
| Saffron Kitchen             | 6                       |
| Styles Ice Creams           | 2                       |
| Work Preparation            | 2                       |

Words used to describe the caterers

- Delicious
- Excellent
- Expensive
- Good choice
- Yummy

## General Information

How helpful did you find event staff?

| How Helpful       | Number of People |
|-------------------|------------------|
| Very helpful      | 33               |
| Helpful           | 35               |
| No Help at all    | 0                |
| Did not need help | 2                |

Did you find it easy to find your way around the event?

|     |    |
|-----|----|
| Yes | 55 |
| No  | 23 |

Were you offered a programme?

|     |    |
|-----|----|
| Yes | 59 |
| No  | 19 |

Did you find the programme informative?

|     |    |
|-----|----|
| Yes | 63 |
| No  | 15 |

Who or what was a star for you?

- A member of SAIN
- All the disabled participants
- Challenging Identity workshop
- Children enjoying dancing in the band
- Creative Journeys
- Dan from the Transsexual workshop
- David Matcham
- Entertainment Marquee
- Hamp Community School Choir
- International Dancers
- Jamshid Ahmadi
- Lady at the Vista stand
- No Added Sugar workshop
- Participation of everyone
- Rise Dance Company
- Shallal Dance Theatre
- Stage Crew
- Sue Rickell

- The Islam guy
- The Stage
- Wheelchair basketball
- Xylophone workshop

Overall, how have you felt about today?

| <b>Word</b>  | <b>Number of People</b> |
|--------------|-------------------------|
| Commendable  | 7                       |
| Educational  | 22                      |
| Entertaining | 10                      |
| Fun          | 5                       |
| Great        | 6                       |
| Informative  | 39                      |
| Inspired     | 5                       |
| Loved it     | 19                      |
| More please  | 9                       |
| Okay         | 5                       |

How did you first hear about the event?

| <b>How they heard about the event</b> | <b>Number of People</b> |
|---------------------------------------|-------------------------|
| Adult Learning & Leisure              | 2                       |
| Alison Mawhood                        | 3                       |
| Email                                 | 9                       |
| Through a friend                      | 3                       |
| Through SAIN                          | 1                       |
| Through School                        | 11                      |
| Through Work                          | 17                      |
| Propaganda magazine                   | 1                       |
| SCC Website                           | 1                       |
| Somerset Community Youth Service      | 1                       |
| Street Poster                         | 1                       |

**PARTICIPANT EVALUATION FORMS: DATA**

How have you participated in this event?

| Nature of Participation   | Number of People |
|---------------------------|------------------|
| Caterer                   | 1                |
| Stand in Information Fair | 63               |
| Performer/Demonstration   | 8                |
| Workshop Leader           | 8                |

What did you hope to achieve by participating and how successful was this?

| Hoped to Achieve                   | Very Successful | Successful | OK | Useless |
|------------------------------------|-----------------|------------|----|---------|
| Provide Information                | 30              | 29         | 6  | 2       |
| Challenge/Change Attitudes         | 2               | 23         | 15 |         |
| Raise Awareness of an Issue        | 11              | 26         | 11 | 1       |
| Raise Awareness of an Organisation | 20              | 33         | 7  | 1       |
| Publicise your Service             | 21              | 35         | 8  | 1       |
| Publicise an Event                 | 6               | 10         | 9  | 0       |
| Recruit Members                    | 1               | 5          | 12 | 2       |
| Sell Goods                         | 1               | 3          | 6  | 1       |
| Enjoyment                          | 23              | 21         | 8  | 0       |
| Other:                             |                 |            |    |         |
| Community Engagement               | 1               |            |    |         |
| Networking                         | 3               | 1          |    |         |
| Parking                            |                 | 1          |    |         |

Were you happy with the situation/timing of your stand/performance etc?

|     |    |
|-----|----|
| Yes | 61 |
| No  | 10 |

Did you receive sufficient information before the event?

|     |    |
|-----|----|
| Yes | 58 |
| No  | 13 |

Did you find event staff helpful?

| <b>How Helpful</b> | <b>Number of People</b> |
|--------------------|-------------------------|
| Very helpful       | 42                      |
| Helpful            | 27                      |
| No help at all     | 1                       |
| Did not need help  | 1                       |

Overall, how have you felt about today?

Positive comments

- It was an excellent event and we achieved our aim of networking. A great opportunity for us to have a regional presence and tell people that we are about providing services for people with cerebral palsy and promoting equality of opportunity for disabled people
- Very positive response
- Very good
- Great performance opportunity for the choir. We couldn't let them wander – a lot of material not suitable for 7 – 9 year olds, as warned in advance. They LOVED the story telling session
- I think that it brought attention to others about what help there is out there for everyone
- The day was beautiful and the people friendly!
- Very diverse and enjoyable
- Enjoyed it. Lovely mix of people
- For a first time, a great success. Perhaps it would be better to have on Saturday to enable more people to participate
- Useful for networking and promotion of service and resources
- Very worthwhile, perhaps more general publicity
- Interesting and informative
- A lot busier in general, went quiet at 4pm
- Has been a great experience and have met friendly people
- Event has been a success for us, lots of new contacts, shame we had to do a mail out at the same time
- Time went quickly – very lively and interesting (diverse!). Good food available with a range of choice. Was able to pick up a lot of literature from other stands
- Very positive
- Great event
- Excellent event
- Very good, could have done with more public
- Really enjoyed the day
- Organisation and staff were brilliant
- Rather long but useful and well organised
- Very happy and exhausted!
- Excellent organisation and PA system. Publicise it more and hopefully you will get more people.
- We love the atmosphere and difference of audience and performers

- Helping to bring together a diverse number of organisations – statutory and voluntary sector together
- Worthwhile
- Very enjoyable
- Interesting to see all the other agencies, voluntary and otherwise
- Nice to have seen more public
- Very good event
- A successful day with good networking
- Very successful. Quite a lot of contacts made.
- Good networking and good information gathering opportunities
- For us it was a successful event which we would like to be involved with again
- Good
- Glad it happened
- It was more successful than I expected
- A brilliant idea – hope the event will be repeated
- Positive and satisfied – I also learnt a lot about other organisations
- Great
- Worthwhile
- The day has been good
- Very good
- Good day
- Fine
- Good event – more ‘public’ next time
- Good
- It was good to meet other organisations and connect
- Fun
- Very positive
- Well attended and informative
- Very happy with attendance and participant – hadn’t expected so many participants!
- Good
- Well publicised event with an excellent programme. Good for networking
- Excellent – met lots of people

#### Neutral Comments

- This event should be held nearer to town – just a suggestion
- So-so. Event itself a great idea, but needs higher profile and more visitors. Good start to build on.
- Not a bad day

#### Negative Comments

- Needs better arranging
- Despondent and disappointed. Parking attendant was a trifle rude. Distance from stand to car was a long way. Little help from organisers on leaving and no trolleys as promised, or help.

How did you first hear about the event?

| <b>How they heard about the event</b> | <b>Number of People</b> |
|---------------------------------------|-------------------------|
| By Accident                           | 1                       |
| Disability Magazine                   | 1                       |
| Email                                 | 22                      |
| FEDS                                  | 2                       |
| Letter to organisation                | 4                       |
| SAIN                                  | 16                      |
| SREC                                  | 2                       |
| Through a friend / colleague          | 5                       |
| Through work / the office             | 7                       |

Any further comments?

Positive Comments

- Thanks so much for all your time and effort and funds put into this event. I am sure it benefited so many people. Wishing you much success in the future
- Thank you for giving us the opportunity to come here and make people aware of what we do!
- Please hold event annually on a weekend so that more people can attend. Thanks very much for organising this wonderful event
- I hope it will happen again in the near future. Tremendous networking opportunity
- Appropriate and relevant information info prior to the day. Sign posts to workshop rooms would have been useful. Excellent help and assistance all day
- A brilliant day
- Has been a privilege to take part in and would like to be contacted for attending next year or next event
- Thoroughly enjoyable day, great weather, very well organised, very entertaining
- Excellent initiative – need one annually
- Everything's good
- Make it annual please
- Very good overall, look forward to coming again
- Would attend another similar event again
- Do it again please. We would be interested in sponsoring
- Thanks for the opportunity to showcase the TES and see other agency's stands
- Would very much to be involved in another event - thank you

## Negative Comments

- I think there should have been more local crafts and produce for sale
- Please supply full list and map of exhibitors in show pack. Signing to indoor exhibits very poor. Would have appreciated catering at start of event set-up (i.e. 9am). Music playing outside very intrusive during workshop
- Possibly it went on too late. I have a two hour journey each way as well
- More directions to exhibitors
- The only gap has been in programming the arts events to prioritise high quality Somerset based artists
- It would have been helpful to have accessible signs directing to workshops, both outside and inside
- Some people I spoke to had not heard about the event - better publicity prior to the event - lots to schools
- Although we have put our mark in the 'useless' column, from CABs point of view we would rather say disappointing
- Town Location (e.g. Vivary Park) at attract passers by otherwise just preaching to the converted
- Information about the event for stand holders was VERY late in coming. Could have done with knowing set-up times much earlier. 8.30 too late - not enough punters
- Some guides for visually impaired people would have been helpful. It was very difficult for visually impaired people who did come to find their way around
- Don't put workshop near the stage. We were drowned out by the drumming
- Don't feel it was advertised enough. Did not hear or see it in the papers or radio. Feel the need to make sure these events are better advertised
- Need more trolleys for transporting gear next time - otherwise excellent logistics
- Better signing to event please, more advance publicity and press coverage (print & TV) was very lacking
- Feel there should have been more sign posting (I was asked many times for directions)
- No programme of events supplied to stand holders

## MONITORING: DATA

| Attendees         |    |            | Participants        |    |            |
|-------------------|----|------------|---------------------|----|------------|
| <u>Ethnicity</u>  |    |            |                     |    |            |
| Asian British     | 1  |            | Asian British       | 1  |            |
| Asian Indian      | 1  |            | Asian Chinese       | 3  | 4%         |
| Black Caribbean   | 1  |            | Asian Indian        | 2  | 3%         |
| Black Other       | 1  |            | Mixed Race          | 1  |            |
| Mixed Race        | 1  |            | White British       | 53 | <b>75%</b> |
| White British     | 64 | <b>82%</b> | White European      | 3  | 4%         |
| White European    | 2  | 3%         | Other:              |    |            |
| Other:            |    |            | Malay               | 1  |            |
| Indo-Chinese      | 1  |            | White British/Gypsy | 1  |            |
| Moroccan Berber   | 1  |            | Did not answer      | 6  | 8%         |
| Did not answer    | 5  | 6%         |                     |    |            |
| <u>Faith</u>      |    |            |                     |    |            |
| Christian         | 49 | <b>63%</b> | Christian           | 31 | <b>44%</b> |
| Muslim            | 1  |            | Muslim              | 3  | 4%         |
| None              | 4  | 5%         | None                | 11 | 15%        |
| Other:            |    |            | Sikh                | 1  |            |
| Agnostic          | 2  | 3%         | Other:              |    |            |
| Atheist           | 1  |            | Atheist             | 2  | 3%         |
| Catholic          | 2  | 3%         | Baha'i              | 2  | 3%         |
| Humanist          | 1  |            | Own                 | 1  |            |
| Quaker            | 2  | 3%         | Quaker              | 2  | 3%         |
| Did not state     | 2  | 3%         | Did not answer      | 19 | 27%        |
| Did not answer    | 14 | 18%        |                     |    |            |
| <u>Disability</u> |    |            |                     |    |            |
| Disabled          | 7  | <b>9%</b>  | Disabled            | 9  | <b>13%</b> |
| Not Disabled      | 71 |            | Not Disabled        | 62 |            |

| <u>Gender</u>             |    |            |                |    |            |
|---------------------------|----|------------|----------------|----|------------|
| Female                    | 53 | <b>68%</b> | Female         | 43 | <b>61%</b> |
| Male                      | 18 | 23%        | Male           | 20 | 28%        |
| Transgender               | 1  |            | Transgender    | 1  |            |
| Did not answer            | 6  | 8%         | Did not answer | 7  | 9%         |
| <u>Age</u>                |    |            |                |    |            |
| Under 16                  | 12 | 15%        | 16 – 25        | 4  | 6%         |
| 16 – 25                   | 8  | 10%        | 26 – 35        | 10 | 14%        |
| 26 – 35                   | 17 | <b>22%</b> | 36 – 45        | 16 | 23%        |
| 36 – 45                   | 12 | 15%        | 46 – 55        | 22 | <b>31%</b> |
| 46 – 55                   | 12 | 15%        | 56 – 65        | 5  | 7%         |
| 56 – 65                   | 7  | 9%         | 66 – 75        | 3  | 4%         |
| 66 – 75                   | 2  |            | 76 – 85        | 1  |            |
| Did not answer            | 8  | 10%        | Did not answer | 11 | 15%        |
| <u>Sexual Orientation</u> |    |            |                |    |            |
| Heterosexual              | 60 | <b>77%</b> | Bisexual       | 1  |            |
| Lesbian                   | 1  |            | Gay            | 2  | 3%         |
| Did not answer            | 17 | 22%        | Heterosexual   | 48 | <b>68%</b> |
|                           |    |            | Did not answer | 20 | 28%        |