

FUSE

Evaluation Appendices

August 2010

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Appendix A

FUSE evaluation plan

Type of evidence	Collection method	When	Who collects primary data
Number of people who came	Existing TRP method	25 th July	TRP
Number of park users engaged	Existing TRP method	25 th July	TRP
Number of young people participating in workshops	Participating organisations questionnaire	25 th July	Participating orgs/ Volunteers
Number of young people signing up to receive future events information	Event mailing list	25 th July	Participating organisations via their own or TRP sign in sheet
Audience profile: Including Gender Ethnicity Age Borough Postcode	Audiences London survey	25 th July	Audiences London with support from volunteers
Audience responses/flavour of the day: Including How did you find out about FUSE? Who are you here with? What have you tried? What did you think? Where are you from?	Audiences London survey Plus Vox pops completed by Crazie Productions Photographs taken by official event photographer and Photo Posse, a young peoples' group run by the Photographer's Galley. In addition: Facebook and blog participation	25 th July Wk bging 26 th July	Audiences London with support from volunteers Crazie Productions, data collated by AL Photographer's Gallery, data collated by AL
Audience feedback about marketing methods	Audience survey method– as above	25 th July	Audiences London with FUSE youth team
Youth engagement group: Event feedback and personal levels of satisfaction and enjoyment	Small group discussion Crazie Productions interview footage	Wk bging 26th July 9 th , 23 rd & 25 th July	Audiences London
Participating organisations feedback	Participating organisations questionnaire	25 th July	Audiences London with FUSE youth team
Local Authority Partners	Telephone interview	Wk bging 26th July	Audiences London



MUSIC DANCE ANIMATION FILM PHOTOGRAPHY THEATRE FUSE

A free arts event for young people | Sunday 25.07.10 | Kensington Gardens

PLEASE fill in this card to tell us what you think about FUSE and more about you. This information is confidential and will be used by The Royal Parks to help plan any future events for young people.

- 1) Where did you find out about FUSE? – tick all that apply
- A flyer
 - A magazine or paper
 - A tube poster
 - The Royal Parks website
 - The FUSE website
 - An email
 - None of these, I was passing and decided to visit
 - A youth group
 - A school or college
 - An organisation that's here today
 - A friend who's part of FUSE
 - A friend who's not part of FUSE
 - Facebook or Twitter
 - Other - please explain _____

- 2) Have you been to an event like FUSE before?
- No Yes If yes, what was the event? _____
Where was it? _____

- 3) What made you decide to come today? – tick all that apply
- The event information interested me
 - To hang out with friends
 - I enjoy outdoor events
 - I am participating
 - I was just passing
 - I wanted to see a particular performer
 - To hang out with my family
 - It was recommended to me
 - I know someone participating in it
 - Other, please explain _____

- 4) Who are you here with? – please tick one only
- Just me
 - 1 or 2 Friends
 - 3 or 4 Friends
 - 5 or more Friends
 - My family
 - An organisation that I'm part of
 - A mixture of friends and family
 - Other - please explain _____

- 5) How much did you enjoy the event today? - please circle the best description below.
- Really Enjoyed Quite Enjoyed Neither Enjoyed or Didn't Didn't Enjoy Really Didn't Enjoy

- 6) Thinking about you, which of these have you done? - tick all that apply
- I have been to Kensington Gardens/Hyde Park before
 - I participated in a workshop today
 - I watched something on one of the stages today

- I tried something new today
- I met organisations that I didn't know before
- I found out about new activities I can do in the future
- I would recommend FUSE to a friend

7) What's been the best bit for you today? - write or draw something

8) If you could do one thing to improve this event for the future, what would it be?

9) Thinking about the things you do with your spare time: which (if any) of these activities have you done over the last 12 months? – tick all that apply

- Watched theatre
- Been to an art gallery
- Read a book for fun
- Made something artistic
- Watched a film in a cinema
- Watched a classical music concert
- Watched a dance performance?
- Been to a gig/concert
- None of these

10) Are you? male female prefer not to say

1.1) How old are you? – please write in _____

1.2) Do you consider yourself to be deaf disabled neither prefer not to say

1.3) How would you describe your ethnic origin?

- White
- Asian or Asian British
- Chinese
- Prefer not to say
- Mixed
- Black or Black British
- Other – please state _____

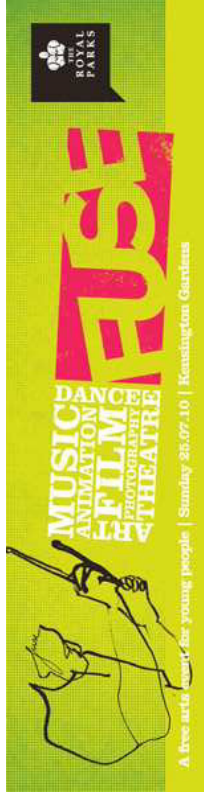
1.4) What Borough do you live in? _____

1.5) What is the first part of your postcode?

If you're not from the UK, please write in the country you are from _____

thank you!!

This will be really helpful for us in seeing who came to FUSE and what they thought. For more information about FUSE visit www.fuse-arts.org.uk



FUSE evaluation form for participating organisations

FUSE is a pilot project and the event organisers, The Royal Parks (TRP), are keen to know about the experience and outcomes from your point of view, as a participating organisation in today's event. This form is part of the overall project evaluation that has been commissioned by The Royal Parks and is being carried out by Audiences London. Completed forms will be collected by Audiences London. At the end of this form there is the option to give anonymous feedback if you wish, or have comments attributed to you.

Name _____
 Organisation _____
 Job title _____

Part 1: About your work today

1. Please briefly describe the activity you are bringing to FUSE today: for example, an all day visual arts workshop or a 30 minute drama performance

2. Where is this activity taking place? - tick all that apply

- The Main Stage
- The Performance Tent
- The Bubble
- The Film Tent
- A Workshop Tent
- Other, please explain _____

3a. How many people from, or associated with, your organisation are involved today in putting on your work? Please write in number _____

3b. Of these how many are... please write in number

Paid staff over 21 _____ Volunteers over 21 _____
 Paid staff 21 and under _____ Volunteers 21 and under _____
 Other, please explain _____



4a. Are there any other people, who are not here today, who have been involved in developing your work today?

- No
- Yes

4b. If yes, how many are... please write in number

Paid staff over 21 _____ Volunteers over 21 _____
 Paid staff 21 and under _____ Volunteers 21 and under _____
 Other, please explain _____

5a. Were any young people directly involved in the delivery or performance of your work today?

- No
- Yes, please write in the number of young people involved _____

5b. If yes please describe

- the role they played
- any feedback from them about their experience
- any feedback or observations from you about their experience
- details of any new outcomes for the young people and/or your organisation. For example, it's the first time the youth forum have organised an event outside of your building.

6. How many young people took part in or watched your activity or performance today?

Please use this section to keep a log, with estimates and any accompanying notes. I appreciate that some organisations will find it easier than others to keep track of this, depending on the type of content you are bringing. If you would like support at certain times of day with tracking numbers, let me know and we'll send over a volunteer.

8. Did you collect contact details from young people for marketing purposes today?

No Yes If yes, how many sign ups did you get? Please write in number

9a. To what extent would you agree or disagree with the following statements?

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree	Don't know
Young people that had not accessed my organisation previously have made contact with our organisation today	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our organisation was able to give details of future opportunities to young people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have met organisations that are new to me through FUSE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have met other contributors here today that I hadn't met before	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have made professional contacts through FUSE that I plan to follow up with	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There are benefits for our organisation in presenting our work at festivals and outdoor events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There are benefits for our organisation in presenting our work at a multi-artform event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There are benefits for our organisation in having a presence at an event in a Royal Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9b. Please list any benefits that participating in this event has brought for your organisation.

Please include any information about benefits related to:

- attracting new audiences
- networking
- participating in an outdoor space
- participating alongside other artforms
- participating in a Royal Park
- new ideas for future work with TRP

7. What feedback did you get from the audience today about your work?

Please include any quotes from the audience and/or your own observations below. For example, what was particularly popular, were there any comments about people not having met you or tried this activity before.

10a. In your opinion, were you able to effectively demonstrate your work to young people today?

- No To some extent Yes

10b. Please add any comments below, particularly if you have answered No or To some extent

11. Thinking just about your activity today - what if anything would you do differently if you were to participate again?

12. Thinking just about your activity today – what if anything could The Royal Parks (the event organisers) do differently to support your participation?

Part 2: About the event organisation.

13. Have you presented this type of activity in an outdoor space before?

- No Yes

14. Have you presented this type of activity in a park before?

- No Yes

If you have answered yes to either Q13 and/or Q14, please give details of where and when you have done this or any future activity you have planned.

15a. Thinking about the organisation of this event; how would you rate your experience of The Royal Parks for the following? Please rate each from 'Very good' to 'Very poor'

	Very good	Good	Neither good nor poor	Poor	Very poor	Don't know
Communications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Publicity and marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online presence	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The promotion of your organisation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Event infrastructure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Care on the day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

15b. Please write any more detail about your answers in Q15a.

If you have ringed Very Good, or Poor or Very Poor for any of your answers it would be particularly useful to know more about your experience.

16. Please write down any ways in which the organisation of this event, from your perspective, could be improved.

Please include any examples of good practice from other outdoor events that you participate in or are aware of.

18. Did you know that The Royal Borough of Kensington and Chelsea and London Borough of Westminster are partners in this event?

- No Yes

19. Did you know that FUSE was awarded the Inspire mark?

- No Yes

20. Do you think The Royal Parks should organise FUSE as an annual event?

- No Yes Don't Know

21a. Would you be interested in participating in a similar event in the future?

- No Yes Don't Know

If you have answered Yes or Don't Know for Q21a, please answer this next question.

21b. Which of the Royal Parks would you prefer to work in? – please tick all that apply

- Kensington Gardens St James's Park Richmond Park
 Hyde Park The Green Park Greenwich Park
 The Regent's Park Bushy Park

22. Is there anything else you would like to tell us?

Part 3: About the event overall.

FUSE was a free arts event designed to attract young people aged 13-21, and to encourage them to push their creative limits.

17. To what extent would you agree or disagree with the following statements?

Strongly agree Agree Neither agree nor disagree Disagree Strongly Disagree Don't know

- FUSE was an appropriate event for the target age group
- FUSE enabled different partners and organisations to come together and present a more substantial arts offer to young people



23. We may wish to use some of your comments in the event evaluation either anonymously or with details of your name and organisation.

Please tick the relevant box below if you are happy for your comments to be used.

- Audiences London may publish my name and organisation name alongside comments from this form to me in evaluation material.
- Audiences London may attribute anonymous comments from this form to me in evaluation material.

One final question...

24a. Does your organisation have a structure for involving young people regularly in your work? For example a youth forum

- No
- Yes

24b. If yes, please give any details about

- size of group
- age range of young people
- how you meet and how often

This will be really useful for TRP in thinking about next steps for FUSE so please do tell us all you can.

Thank you very much for your time. It is truly appreciated!
Keep hold of your form and we'll be round to pick it up before you go today

If you have any questions about this form or the FUSE evaluation either today or afterwards please contact:
Helen Ball, Head of Engagement Services, Audiences London
Email helen@audienceslondon.org or tel. 07966 458 206

Appendix D

Other park based events that FUSE participating organisations have been part of

In London

- Big Dance events – including in Bushy Park
- Church Street Festival
- Go Islington 2010
- Kids Week, Leicester square (part of London Theatre week)
- Lambeth County Show
- Holland Park for RBKC
- South West Festival
- St Georges Square Pimlico,
- The Pimlico Proms
- Wandsworth Disability arts festival
- West End Live

Outside of London

- Big Youth Theatre Festival, Epping Forest
- Big Chill
- Camp Bestival
- Castle Howard
- Glastonbury Festival
- Minster Gardens,
- Newby Hall Gardens
- Rowntree Park, Yorkshire
- Sky Fest
- Wychwood

Appendix E

Participating organisations with structures in place or planned for involving young people

Organisation Name	Detail
Candoco	We have 3 youth groups that run weekly classes.
DreamArts	Young people aged 8-25 meet once a week during 10 week terms. Average group sizes are 15-30 and we have junior and senior groups meeting both on Saturdays and Sundays.
Ebony Steelband Trust	Weekly classes and workshops.
English national Ballet	We have regular youth events – such as Aspire days, participation in Kids Week, Schools Link, Swanning Around and Big Dance events such as The Pitch and Big Dance at the Stoop.
Flat Feet Dance Company	We are looking into this having seen how well the FUSE workshops went.
Glissando steelband	learning kids from age 7 to 19 how to play pan
Jermyn Street Theatre	We are in the process of setting up an education department, geared particularly towards young people.
London Lucimi Choir	No details provided.
London Transport Museum	Currently working with young consultants and young volunteers as part of the national Stories of the World programme (part of the Cultural Olympiad for London 2012)
London Youth Gospel Choir	We are a choir meeting weekly for anyone between 18 - 35.
Mousetrap Theatre Projects	Youth forum: Seven members aged 16-19 meet monthly
Serpentine Gallery	Starting to establish a group
Shape	Links with young people being established through connecting with schools and local groups.
Soho Theatre	Our Soho Slam scheme works with 11-19 year olds developing writing skills. We aim to work with up to 20 young people from youth groups in Westminster over a period of two months each time we run the scheme which is 3 times a year.

Tate Britain	Tate Forum: young people aged 15-25. 100 contacts on mailing list, 20 young people attending regularly for meetings happening every 2 weeks.
The Digital Media Unit (DMU)	Variety of projects each involving young people in the planning, development, delivery and evaluation.
The Photographer's Gallery	Youth Forum: 6 young people aged 16-21 meeting once a month at the gallery. Photo posse: 10 young people aged 14-22 meeting once a month, some more frequently.
Theatre Royal Haymarket	40 people aged 14-18 years. Meeting every week during shows and once a month at other times.
Union Dance	Youth Dance group Union Too, aged 14-24 and meeting once a week.
The V & A	Youth Forum of around 20 individuals who produce work in response to exhibitions and the galleries of the V&A. They meet on a regular basis, outside of school/college hours.
V Involved Central London	A youth action team made up of approximately 15 young people aged 16-25 who live, work or study in Central London. They meet twice a month.
Vital Regeneration	In contact with young people through a range of projects.
Westminster City Libraries	Regular consultation with young people happens at the library service.

Appendix F
FUSE Youth team schedule

Session number	Date	Activity	Location
Initial focus groups	Sat 13 th and Sun 14 th February	Focus groups	Pimlico Academy, Westminster Cockpit Theatre, Westminster
1	Sunday 21 st March	Marketing consultation: event name, strapline, marketing text and feel	Cockpit Theatre, Westminster
2	Sunday 25 th April	Marketing consultation: brand & design choices	Cockpit Theatre
3	Sunday 9 th May	Marketing feedback. Facebook group, programming planner made.	Cockpit Theatre
4	Sunday 7 th June	Group interviews for website including individual portrait photos.	Cockpit Theatre
5	Sunday 14 th June		Cockpit Theatre
6	Sunday 20 th June	Targeted marketing planning to youth contacts	Cockpit Theatre
7	Sunday 27 th June		Cockpit Theatre
8	Sunday 4 th July	Performance, flyering and meet/watch Union Dance and Serpentine Gallery	Church Street Festival
9	Friday 9 th July	FUSE interviews 1 Trip to Ghost Stories courtesy of Mousetrap Theatre Projects	Kensington Gardens Duke of York Theatre, W. End.
10	Sunday 18 th July	Meeting Flyering Chinatown Arts space rehearsal	Hyde Park, Oxford Street Trocadero
	Friday 23 rd July	Event briefing and fuse interviews 2	Kensington Gardens
	Sunday 25 th July	FUSE event	Kensington Gardens
	Saturday 21 st August	LOUD Tate trip	Tate Britain