

**KENSINGTON & CHELSEA PARTNERSHIP STEERING GROUP  
MEETING ON 3<sup>RD</sup> DECEMBER 2002**

**REPORT BY THE RESEARCH AND CONSULTATION MANAGER**

**THE 2002 BOROUGH CONFERENCE**

The 2002 Borough Conference was held on 2<sup>nd</sup> November 2002. This report summarises the comments received from members of the public and from stall holders, staff and helpers at the event.

The steering group is invited to discuss the report and to add their own comments and views on the day.

**FOR DISCUSSION**

## **1. INTRODUCTION**

- 1.1 The Borough Conference planning group included Zrinka Bralo from the steering group and officers from the Primary Care Trust, the Social Council and the Council.
- 1.2 The event aimed to provide an opportunity for the partnership and individual agencies to present progress made toward achieving the Community Strategy and Neighbourhood Renewal Strategy and to encourage debate with local residents. The event is one aspect of the Partnership's engagement with local residents and, if it is to be established as an annual event, needs to be set within a wider strategy of consultation and engagement.
- 1.3 The event attracted 562 visitors. Pre-publicity had been widely targeted and included:
  - 12,000 post card invitations posted to individuals or distributed via libraries and other public access points. This included mail outs to a wide range of available databases, for example, all voluntary groups, all tenant and residents associations, individuals who had previously been involved in consultation etc.
  - 8,000 flyers put inside library books that were taken out in the weeks prior to the conference.
  - Posters on 100 local buses, at 35 local bus stops and on display at libraries and other public access points.
  - Invitations translated into the six main community languages and sent to a wide range of community organisations.
  - Adverts in the Borough newspaper and in the local press.

- Adverts in voluntary and community group newsletters.
- Presentations at meetings such as the Black and Minority Ethnic Health Forum.
- Invitations posted through the doors of all residents of Golborne and St Charles Wards.
- Invitation letters sent to nearly 2000 members of the Kensington and Chelsea Societies.

1.4 Following feedback from last years conference, which focused mainly on voluntary and community groups and statutory organisations, this years event was targeted to also attract local residents. This was the main reason for holding the event on a Saturday.

1.5 Crèche facilities, accessible transport, BSL signers, loop systems, a prayer room etc. were provided to try and reduce barriers to participation.

1.6 Evaluation forms and freepost envelopes were given to local residents as they left and stall holders, helpers and workshop facilitators were sent evaluation forms in the post.

## **2. FEEDBACK FROM VISITORS**

2.1 Evaluation forms were received from 28 visitors, 25 indicated that they live in the Borough and 9 that they work in the Borough. This low response rate illustrates the difficulty of evaluating an event such as this and of the caution needed in drawing conclusions from this feedback. However, a number of themes do emerge:

- Nearly all respondents were positive about the event and indicated that it was a 'good day', 'well organised' and 'very worthwhile'.
- The event improved knowledge and understanding of the vast number of services and organisations working in the Borough.
- Nick Ross was considered a good chairman, but more time should have been given to the Question Time Session.
- Some practical improvements were suggested such as having microphones in the workshops, more staff serving in the café, more advanced publicity and some suggestions were made for additional stalls.
- Young people being underrepresented at the event was noted.

*See Appendix a for a full report of the feedback from visitors*

## **3. FEEDBACK FROM WORKERS, STALL HOLDERS, FACILITATORS AND HELPERS**

3.1 Evaluation forms were received from 54 workers, stall holders, facilitators and helpers. The widely contrasting views expressed indicate that many workers had different expectations of the event and perhaps this demonstrated a lack of focus and clarity.

3.2 Key issues identified include:

- The practical arrangements and organisation of the event were generally thought to be good. The catering arrangements were noted as needing improvement as was the availability of microphones in the workshops.
- For some the event was too big with certain stalls and events being too 'out of the way' and receiving few visitors, for others the general 'Piccadilly circus' atmosphere was positive.
- Some respondents thought that the event was trying to do too many things and therefore lacked a clear focus.
- While some thought that the event was too formal and lacking in 'fun' others thought that it needed to be more serious with a greater focus on engaging people in debate about moving forward with the Community Strategy, developing the Partnership etc.
- Workshops needed more guidance as to their scope, purpose and format to ensure better consistency and clarity.
- Some respondents thought that the event presented the partnership well while others thought that it came across as a Council dominated event.
- The need to encourage young people and more families to attend was widely noted.
- 10 people thought that attendance at the conference reflected a mix of minority ethnic groups while 10 people disagreed with this.

*See Appendix B for a full report of the feedback from workers, stall holders, facilitators and helpers*

#### **4. COSTS**

- 4.1 The Steering Group will wish to consider whether the event represented good value for money. The total cost of running the event was approximately £21,000. Private sponsorship of £5,000 was received, a contribution of £2,000 was made by the Primary care Trust and £600 by the Social Council. The remaining costs were met by the Council. This does not include the considerable amount staff time given to the planning and organisation of the event.

#### **5. RACE EQUALITY**

- 5.1 The LSP accreditation action plan notes that an attempt would be made to evaluate the Borough Conference in terms of how successfully it engaged people from black and minority groups. The feedback forms specifically asked workers to comment on this aspect and visitor evaluation forms asked about racial/cultural background. The Councils Best Value Equality Officer also attended the event as an observer and has made some comments.
- 5.2 Some emerging issues:
  - The visitor feedback forms do not provide a useful indication of who actually attended the event due to the small number of forms returned.

- While some staff expressed the view that visitors reflected a 'mix of minority ethnic groups' others felt that they did not and that more should be done prior to events to encourage the participation of these groups.
- A large and busy one day event such as this is unlikely attract people from harder to reach groups. If these groups are to be prioritised then a very different process should be planned; smaller local sessions held at places that groups are familiar with, or attending meetings that these groups currently hold themselves.

### 5.3 Comments from the Best Value Equality Officer:

- While there was some representation from black and minority ethnic groups it was not felt to represent a cross section of the Borough's population.
- There was good evidence of translated written material among voluntary sector stalls.
- More attempts to target publicity in community languages, in appropriate places and to follow this up with contact prior to the event might have encouraged a more diverse group of visitors.
- Closer links prior to the event with Community Education and Youth Services might encourage more young people to attend and in turn more young people from black and minority ethnic groups.
- There could have been a workshop specifically addressing Race Equality Schemes. This could have been useful as all the statutory agencies are currently working on Race Equality Schemes. Consideration for future events to include race equality as being intrinsically incorporated into the themes of the Community Strategy.
- There needs to evidence of good feedback on issues raised and, where possible, action taken to address issues for black and minority ethnic groups to be motivated to get involved and remain engaged.

## 6. SOME CONCLUDING ISSUES

### 6.1 The steering group may wish to consider the following:

- The need for any future events to have a clearer brief and to be more focused in terms of process and outcomes. Should events be more about informing people with a range of 'fun' activities to encourage maximum attendance or about running a more formal conference that encourages a meaningful debate?
- The huge amount of staff time and resources taken up with planning the practical details of such a major event made it difficult to focus the necessary attention on process and outcomes. Should events of this size be planned and run by an outside organisation?
- Some time ago the steering group requested two meetings be held after the Borough Conference to enable local residents who worked on a Saturday the opportunity to find out about the Partnership and its work. It is proposed that given the close proximity to Christmas that these are held early in the new year with one meeting in the North of the Borough and one in the South with a simple format of presentation, question and answer

session and possibly break-out groups. The steering group is asked to consider which of its members would like to be involved in these meetings. A report of the event focusing on the issues and concerns raised by visitors is being prepared as well as a video record of the day being prepared by the local voluntary group YCTV.

**FOR DISCUSSION**

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# FEEDBACK FROM VISITORS

## Introduction

This report provides the results of the survey of visitors who attended the Borough Conference on Saturday 2<sup>nd</sup> November. The Borough Conference was attended by 562 visitors.

## Survey Methodology

A feedback form was designed to ascertain attendees views of the event to help shape and improve future events. Questions included what they thought was good about the event, what could be improved, their favourite stalls or events, and demographic information.

Visitors were asked to complete this questionnaire as they were leaving the event, and provided them with a FREEPOST envelope to return it in at their leisure. A total of **28** completed questionnaires were received at the time of writing.

## Analysis of Responses

### Overall, what would you say was good about this event?

General	<ul style="list-style-type: none"> <li>• 11 respondents said everything was good.</li> <li>• 2 noted that they were pleased that the day had been organised at all.</li> </ul>
Information	<ul style="list-style-type: none"> <li>• Good range of activities and displays.</li> <li>• Large number and variety of stalls, information in one place.</li> </ul>
Community Strategy	<ul style="list-style-type: none"> <li>• 3 respondents said it made them more aware of what the Partnership is working towards.</li> <li>• Opportunity to see and talk about what is being done in the Borough.</li> <li>• Helped to make residents feel part of local decisions.</li> </ul>
Community Spirit	<ul style="list-style-type: none"> <li>• Democratic and inclusive experience.</li> <li>• 2 respondents noted that it encouraged sense of belonging to the community.</li> </ul>
Attendance	<ul style="list-style-type: none"> <li>• 3 respondents noted that attendance was high.</li> <li>• <i>“Feeling free to talk to anyone, whether Cllr, worker or resident, no barriers”.</i></li> </ul>
Community Strategy	<ul style="list-style-type: none"> <li>• One stall holder noted that they received positive feedback from residents about progress made on the Community Strategy.</li> </ul>

### Which stalls or events did you think were the most interesting?

Question Time Panel	6	Prayer Room	1
Open Age	3	YOT	1
Crèche	2	Sixty Plus	1
Environment	2	<i>Planning</i>	1
MIND	2	NHS Trust	1
Education/Leisure	2	Age Concern	1
Volunteer Bureau	2	PCT	1
Police	1	<i>RBKC</i>	1
Transport	1	ADKC	1
Recycling	1	Citizenship	1
Regeneration	1	Nutrition/Diet	1

### What did you think about the workshops that you attended?

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|-------------------|--|
| Improvements      | <ul style="list-style-type: none"> <li>• Needed microphones.</li> <li>• Needed more time.</li> <li>• Needed to be more structured.</li> <li>• Poor speaker delivery.</li> </ul>  |
| Positive feedback | <ul style="list-style-type: none"> <li>• 2 respondents noted that they were good and useful.</li> <li>• Well organised.</li> <li>• Casual and interesting.</li> <li>• Knowledgeable people to answer questions.</li> </ul>   |
| General           | <ul style="list-style-type: none"> <li>• Unconvinced that they will have any effect.</li> <li>• <i>“At least three questions were not answered at all. Participants instead were asked to leave address details so that detailed answers could be sent on. Perhaps in future at least a short answer would be better than nothing at the meeting itself.”</i></li> </ul> |

### What did you think about the Question Time Panel? What was good/could be improved?

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|-------------------|---|
| Positive feedback | <ul style="list-style-type: none"> <li>• Induction Loop.</li> <li>• Well run and informative.</li> <li>• Nick Ross was a professional chair, should have been given longer (8 respondents).</li> <li>• Wide range of subjects covered.</li> </ul> |
| Improvements      | <ul style="list-style-type: none"> <li>• More time allowed.</li> <li>• Better microphones.</li> <li>• Camera work was intrusive.</li> </ul>   |



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| Question   | • | Needed planted questions.                             |
| Time Panel | • | Issues raised needs to be reported back on next time. |
|            | • | Multi-faith representative needed on the Panel.       |

### How did you hear about the event?

Flyer in the post	5	Royal Borough Newspaper	2
Stall Holder	4	Flyer from the Library	1
Letter from the Council	4	From a colleague	1
From a friend	3	Local Newspaper	2

### Any other comments?

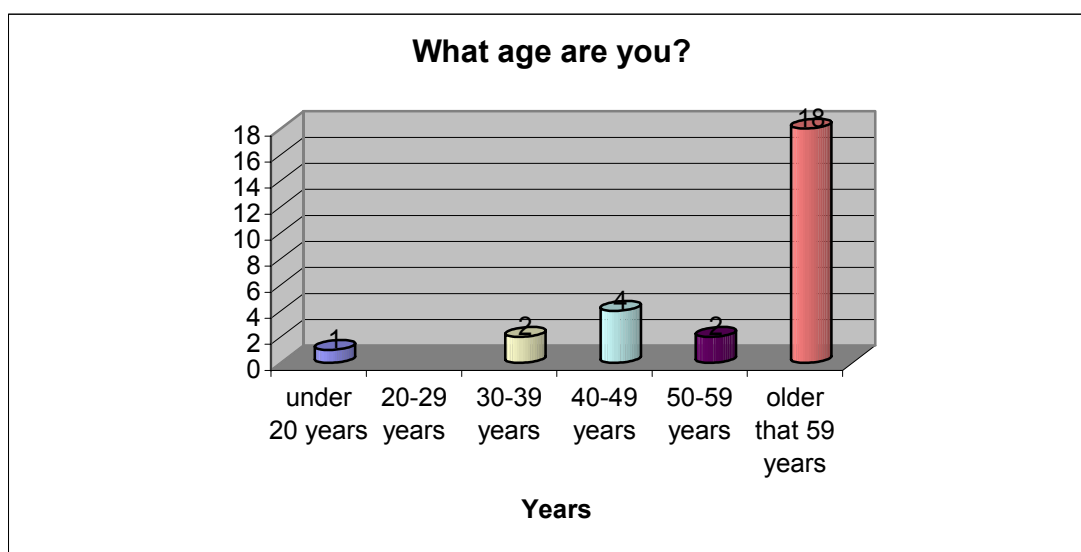
- *"If I'd have known all that was on offer to learn more about the workings of the Borough I would have set aside longer for my visit."*
- *"I have joined the Partnership."*
- *"It was an enjoyable and informative day which I greatly enjoyed."*
- *"Most of the attendees were middle-aged/elderly. It's a pity that this sort of event doesn't attract the younger element."*

### Demographic Information

Of the respondents 25 live in the Royal Borough. 9 respondents work in the Royal Borough.

20 respondents are female, 4 are male.

Of the people who responded 27 described themselves as White British, and 1 as Black or Black British, African.





# **FEEDBACK FROM WORKERS, STALL HOLDERS, FACILITATORS AND HELPERS**

## **Introduction**

This report provides the results of the Feedback received from the survey of workers, stall holders, facilitators and helpers at the Borough Conference on Saturday 2<sup>nd</sup> November.

## **Background information**

The Borough Conference was attended by 562 visitors.

There is substantial variation of opinions from people who sent back questionnaires as to what worked well at the event and what could be improved or changed.

Respondents expressed a number of different views regarding the objective of the event. Was it to report back to the community on progress made since the publication of the Community Strategy, to seek the views of the community on the issues within the Community Strategy, or a PR event to highlight the various agencies involved within the partnership?

Feedback from workers, stall holders, facilitators and helpers varied according to what sort of event they were expecting. There are those who wanted the day to be a discussion of the Community Strategy and the way forward, and those who thought that the day should focus on bringing the community together for an informal, informative and fun day.

## **Survey Methodology**

A questionnaire was designed to ascertain feedback and thoughts of the event to help shape and improve future events. Questions included what respondents thought worked well, what could be done differently next year and if the event was a useful way of encouraging the public to get involved.

The questionnaire was dispatched to all stall holders, facilitators and helpers. A total of **54** completed questionnaires were received at the time of writing.

## Analysis of Responses

### What do you think worked well?

Attendance	<ul style="list-style-type: none"><li>• Attendance by public was high.</li><li>• Provided a good networking opportunity</li><li>• Key members of the steering group present to listen to views.</li><li>• Good busy atmosphere.</li></ul>
Organisation of the day	<ul style="list-style-type: none"><li>• Pre-meeting for volunteers useful.</li><li>• Setting up the day before reduced stress.</li><li>• Information Packs useful, and water on stalls appreciated.</li><li>• <i>“Reception and welcoming arrangements worked well”.</i></li><li>• Stalls well laid out.</li><li>• ‘Ask Me’ badges made it clear who could help.</li><li>• Positive impression to have both RBKC and PCT staff volunteering.</li><li>• Plenty of activities.</li></ul>
Stalls/facilities	<ul style="list-style-type: none"><li>• Subsidised food and refreshments excellent.</li><li>• Crèche.</li><li>• Prayer Room.</li><li>• Computer suite - well used</li><li>• Cloakroom.</li><li>• YCTV.</li><li>• Voluntary and statutory sector information stalls.</li><li>• Layout of stalls was logical and easy to understand – making the volunteers job easier!)</li><li>• Information easily distributed.</li><li>• Residents appreciated freebies from stalls.</li><li>• <i>“I was amazed at how many stalls there were and the general Piccadilly circus atmosphere”.</i></li></ul>
Workshops	<ul style="list-style-type: none"><li>• Turnout for the Environment &amp; Transport workshop good.</li></ul>
Question Time Panel	<ul style="list-style-type: none"><li>• Facilitating by Nick Ross was good.</li></ul>
Community Strategy	<ul style="list-style-type: none"><li>• One stall holder noted that they received positive feedback from residents about progress made on the Community Strategy.</li></ul>
Public feedback	<ul style="list-style-type: none"><li>• Several people noted that the feedback they had from members of the public was very positive.</li></ul>

## How could the event have been improved?

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|---------------------|--|
| Publicity           | <ul style="list-style-type: none"><li>• Mail flyer to all residents.</li><li>• More adverts in local papers.</li><li>• Better publicity for RBKC staff.</li><li>• Advertise the event at Kensington High Street Station, outside Safeway's and on Kensington High Street.</li><li>• Signs to event from Library.</li><li>• Change title from 'Conference' to something less formal.</li></ul>  |
| Café                | <ul style="list-style-type: none"><li>• Dedicated person to hand out the free items.</li><li>• Dedicated person serving just tea and coffee.</li></ul>   |
| Stalls              | <ul style="list-style-type: none"><li>• Bigger signs on stalls to make more identifiable.</li><li>• More arts and cultural stalls.</li><li>• More Social Services representation.</li><li>• More interactive stalls and activities.</li><li>• Things to buy, a craft fair or a cultural fair</li><li>• Fewer stalls external to Council.</li><li>• Don't have stalls upstairs or in out of the way places - these received fewer visitors.</li></ul>   |
| Workshops           | <ul style="list-style-type: none"><li>• Graphic displays.</li><li>• Mobile microphones.</li><li>• Better signposting to workshops.</li><li>• PA announcements to indicate the start.</li><li>• Theatre style set up not the best for encouraging debate.</li><li>• Narrower remit for discussion.</li><li>• Inform workshop holders how to use microphones.</li><li>• <i>"Move away from parallel workshops and have some way of joining up themes. More proactive in planning jointly with other groups – the process didn't support this".</i></li><li>• Need to involve more people other than RBKC staff in running workshops.</li></ul> |
| Question Time Panel | <ul style="list-style-type: none"><li>• Put the 'visions' on the back wall to be referred to.</li><li>• Brief YCTV on filming less intrusively.</li><li>• Hold later so that people stay for the afternoon workshops.</li></ul>  |
| Attendance          | <ul style="list-style-type: none"><li>• Need to attract youth and families.</li><li>• Need more senior politicians and Cllrs. present.</li><li>• Still impression of officers/members dominating proceedings, need to focus on residents entering into the partnership.</li></ul>  |
| Volunteers          | <ul style="list-style-type: none"><li>• Half hour lunch was too short</li><li>• Ensure all volunteer staff are fully familiar with the layout of the building</li></ul>  |

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| Community Strategy | <ul style="list-style-type: none"> <li>• Signs good, but need more people directing to stall areas after workshops.</li> <li>• Aim was to discuss strategy, but local concerns brought up. We need to interpret these in a strategic way.</li> <li>• Needed to present the vision with milestones achieved.</li> <li>• More focus on future.</li> <li>• The day lost it's focus, we were too busy organising it to see the wider picture.</li> <li>• Confusion as to purpose of the day. <i>"It seemed that council stalls were seeking comments... but many external stalls seemed to be promoting themselves.....this confused the public as to why they were coming"</i>.</li> <li>• Promote event as engaging people, rather than informing.</li> <li>• Structured day so that we can clarify and set context, report on progress, discuss moving forward.</li> <li>• Partners and residents to make 'pledges'.</li> <li>• <i>"Use the event to sincerely develop the joined up working of the LSP and the Community Strategy action plans and invite people from the partner organisations. Then organise workshops on themes or clusters and set it up so that there is a person from each organisation in each workshop, so everyone gets ownership of everything and joint actions can be developed"</i>.</li> </ul> |
| General ideas      | <ul style="list-style-type: none"> <li>• Competition, 600<sup>th</sup> person through the door gets a prize.</li> <li>• <i>"Awards ceremony for people who have been actively promoting the Community Strategy through their behaviour"</i>.</li> </ul>  |

### **Did the people you had contact with reflect a mix of minority ethnic groups?**

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|-----|---|
| Yes | <ul style="list-style-type: none"> <li>• 10 respondents indicated yes.</li> <li>• One traveller present at a workshop.</li> <li>• <i>A good mix of people, but too middle class</i></li> </ul>  |
| No  | <ul style="list-style-type: none"> <li>• 10 respondents indicated no.</li> <li>• People primarily white British, and mainly older people.</li> <li>• Very few of the 100 languages spoken in the Borough were heard.</li> <li>• Need more mix of BME staff among the KCP volunteers.</li> </ul> |

### **Could we improve the participation of people from ethnic minority groups at events such as this?**

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|------------|--|
| Links      | <ul style="list-style-type: none"> <li>• Services should forge better links with minority groups generally.</li> <li>• <i>"The agencies dedicated to helping them need to encourage them to participate. The Council gives the opportunity – it's up to them to take it!"</i></li> </ul> |
| Go to them | <ul style="list-style-type: none"> <li>• Alternative venue.</li> </ul>   |

	<ul style="list-style-type: none"> <li>• Road show.</li> <li>• Hold events at venues used by BME groups.</li> <li>• Turn up as guests to meetings that are held regularly by those groups and carry out workshop as their guest.</li> </ul>
Practical solutions	<ul style="list-style-type: none"> <li>• Lay on free bus service.</li> <li>• Target and bring people in from youth and community centres.</li> <li>• Guided tours with interpreters.</li> </ul>
Publicity	<ul style="list-style-type: none"> <li>• More targeted promotion towards BME groups.</li> <li>• Advertise in The Voice.</li> <li>• Advertise in churches</li> <li>• Ask community leaders to mention it at their meetings.</li> </ul>

**Overall do you think that the event was a useful way of encouraging the public to get more involved and to know the work of local agencies?**

No	<ul style="list-style-type: none"> <li>• <i>"I think the event was trying to be too many things, thus ending up being a bit confusing."</i></li> </ul>
Yes	<ul style="list-style-type: none"> <li>• Feedback from the public was good at the welcome desk.</li> <li>• <i>"Everybody benefits from the chance to see what is going on, to chat and generally get a sense of the extent and the quality of the community." "It is a very soft thing. Best value does not apply. Monitoring is impossible. You judge by the buzz not by figures".</i></li> <li>• <i>"It's great talking to residents about your own work and what you are trying to do. A very relaxed atmosphere which this was helps things along a treat. It is a good way of attracting volunteers".</i></li> <li>• <i>"There were lots of people there who I didn't know and we were able to answer nearly all questions".</i></li> </ul>
Community Strategy	<ul style="list-style-type: none"> <li>• <i>"Yes, although I think that residents were attending with their own agendas rather than to find out more about the Community Strategy and how that fits into the LSP".</i></li> <li>• <i>"Good for people already engaged – less so for public generally."</i></li> <li>• <i>"May be cheaper to make a video about why the Partnership was set up, who's on it, what the CS is and how people can help towards the aims in it. Would be cheaper and less effort than having a conference!"</i></li> </ul>
Council	<ul style="list-style-type: none"> <li>• <i>"I think the emphasis on partnership with PCT, police etc was excellent and probably came over well to the public. But given comment about the town hall, very much a council building, did the partners feel it was as much their conference?"</i></li> <li>• <i>"The day came across as a 'Council' event, despite all of the messages to the contrary. This could largely be because it was held on Council turf, - would the atmosphere have been different if the conference had been held at the Commonwealth Institute?"</i></li> </ul>

- Fun
- *“Good opportunity but too formal. Needs to be a fun event.”*
  - *“Yes, but the event must be geared to include younger adults and late teens and minorities. Perhaps there should be TV professionals/personalities facilitating the workshops.”*
  - *“Yes, the publicity was adequate and I felt it was probably most beneficial for services to meet with each other and see what everyone else is up to. Needs a way of making it informative/educational but also fun...”*
- Attendance
- *“I wonder how many people there were new to the KTH or were they usual faces? ... vary the location and have venues in the north and south. I would encourage people to bring a friend and build a specific marketing campaign around this theme to double the numbers attending.”*
  - *“Yes, very useful, but questionable as to how many people were participating for the first time, as opposed to seasoned consultees, well known critics and established community representatives!”*
  - *“People will not participate unless they are convinced it will result in change. What hard to reach groups are going to relish going to KTH on a Saturday in order to mingle with a bunch of white middle-class bicycle enthusiasts? Can you not do outreach events? Visit local communities, go to their places.”*