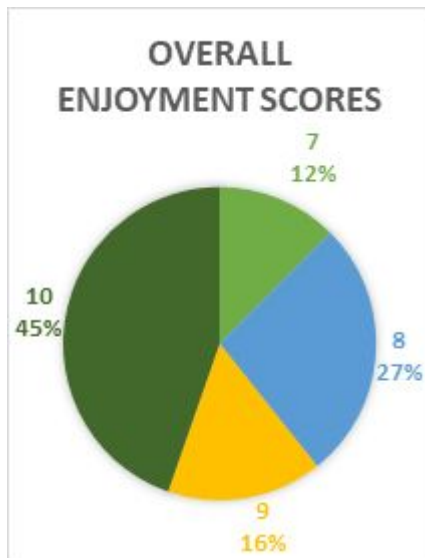


## HEFF 2017 Feedback Report

### Sample Characteristics

Altogether there were 56 responses to the feedback questionnaire, nearly all from full week ticket holders (94%) and mostly from people who had been to previous home education festivals (79%), which is broadly in line with the demographics of the attendees overall. The respondents were also mostly adult (75%) and female (66%), which is not as representative of the demographics attending HEFF 2017. It is worth keeping in mind, therefore, that the following feedback may be biased to an adult and female perspective.

### Overall Enjoyment



We are delighted to report that nobody rated HEFF 2017 lower than a 7 out of 10 for overall enjoyment, with a 45% of respondents rating it at a full 10. An even higher proportion rated themselves 10 out of 10 likelihood of recommending HEFF to friends (55%), though a few were less keen with a couple of people rating their likelihood at 4 or 5 out of 10.

The things that people said they had enjoyed most about HEFF 2017 were the workshops and the social atmosphere, with several people focusing on the opportunity for their children to develop independence in a safe environment. Music and dancing were also mentioned by a lot of respondents, both in the context of performances and in relation to the workshops.

There were fewer responses on the question about the least favourite aspects of the festival, but of the 48 responses received there were a couple of themes: catering being too limited and expensive, and the showers. A few people mentioned the curfew, a few were concerned about teens drinking, and a few more the weather. The latter might be difficult to work on, but everything else we will try to improve on in the coming year, to make HEFF 2018 the best yet!

### Financial Considerations

Nearly all respondents rated HEFF 2017 as good value for money, with the lowest rating being a single respondent putting it at a 5 out of 10, and most (53%) rating it a perfect 10 out of 10. The vast majority of people also thought the balance between the price and facilities was about right (91%), with 3 people saying that more facilities and more expensive tickets would be an improvement, and 2 people saying cutbacks should be made to bring ticket prices down.

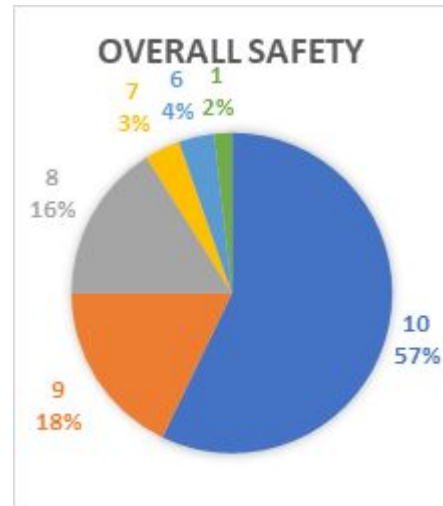
We were sad to see that a significant proportion of attendees (25%) struggled to afford their tickets, in spite of our early-bird ticket reductions and low-income discount, but fortunately most respondents did not struggle to afford their tickets or were workshop providers.

Most people did not have suggestions for what we should spend more money on next year, but of the suggestions we did receive the main two were better showers and catering. A few people asked

for a late-licence for music, and a couple for better seating in the cinema tent. For the question on what we should spend less on there were even fewer responses, the only substantial one being that we try to cut down on marquee costs by committing to multiple years of hire.

### Safety, Site, and Facilities

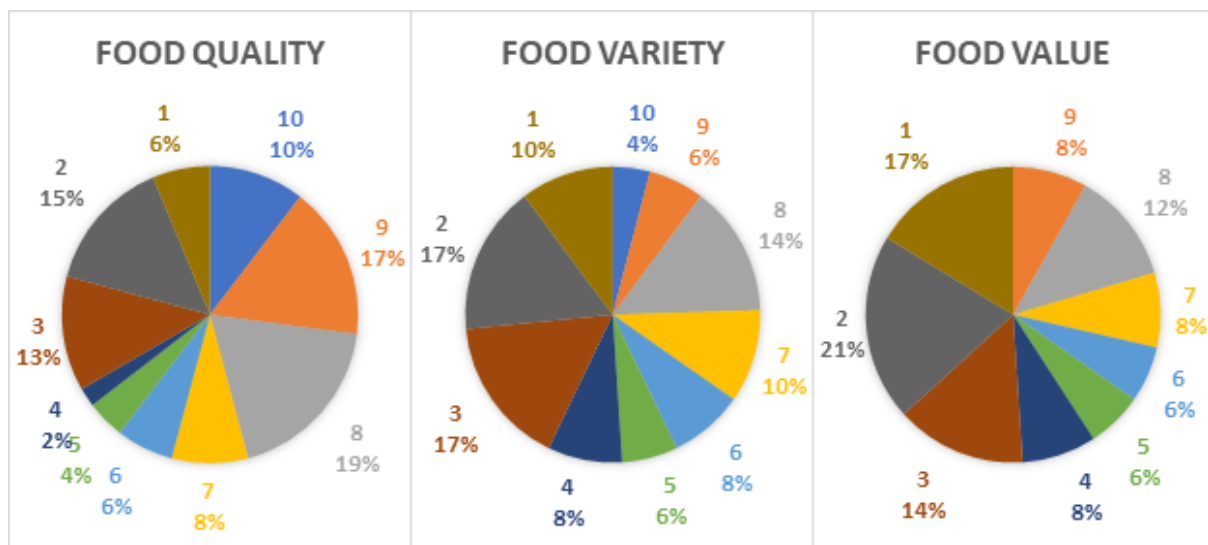
Overall safety was rated very highly by most respondents, with 57% of people giving HEFF 2017 a full 10 out of 10 for safety, and only one person giving a rating below 5. Most respondents did not report any specific concerns, but a couple mentioned the side entrance not being monitored as a possible risk for strangers coming on-site, a couple were concerned about teen drinking, and one reported a bullying incident.



The site layout was mostly rated highly, with 85% of respondents giving it 8 out of 10 or higher. A couple of people only rated it a 3 or 4, and among the specific comments the main issue with layout appeared to be the placement of electric hook-ups near the teen area. Noise level was similarly highly rated, with only 1 respondent rating noise levels at night lower than 5 out of 10.

Toilet quantity and placement was sufficient for 95% of respondents, with only 3 people saying the number was too low. Shower availability was also mostly good, with 52% of shower users never having to queue, and only 3 people reporting waits of over 10 minutes. Most people did not use the Stonham Barns wifi, with 48% not trying to use it, and another 38% trying but either failing or giving up when asked to pay. Of those who did use it, 25% mentioned having a poor connection.

The catering was not highly rated, with mixed responses from respondents on the quality and variety of food on offer, but a substantial majority of people rating the value poorly. Many of the written responses focused on the lack of variety and difficulty for people with dietary restrictions.



## **Workshops**

The number of workshops available was rated 'about right' by 78% of respondents, with 6 people suggesting more workshops would be an improvement and 3 preferring fewer.

The workshops most attended by the respondents were the You Ukes Ukulele (37%), the Modroc Masks (33%), and Speakers' Corner (33%) workshops. The only workshop nobody reported attending was the Fun Run. You Ukes, Singing for Fun, and Pyrography were the workshops most commonly voted favourites, and there was a three-way tie of 2 votes each for least favourite workshop, between Singing for Fun, Lino Printing, and the Science Breakfasts.

The comments about the workshops were almost all positive, though a few people had found workshops they wanted to attend clashed, and a couple would have liked more clarity on the details of each workshop in the festival programme.

## **Music and Films**

The amount of live music was rated about right by 75% of respondents, with 16% wanting more and 9% wanting less. In terms of genre, the most voted option (29%) was to leave the balance the same in future, but 24% of respondents expressed an interest in more folk music, and 21% voted for more ska, swing, and individual artists in future years.

Of the artists who performed at HEFF 2017, the most voted for re-invitation next year was Funke and the Two Tone Baby, followed by Casey Birks, and DJ Paolo Tossio. All the artists got at least one vote to play next year.

In terms of film quantity, 51% of respondents thought the number of films shown was about right, but almost a third (32%) thought there were too few, compared to only 4% who thought there were too many. When considering what genres we might want to increase next year, the most popular category were children's classics, with 60% voting for them, followed by documentaries on home education and comedy films (tied with 38% each).

The general comments about music and films were mostly positive, but there were a few comments about clashing bands and films, and a few people raised concerns about children seeing higher rated films.

## **New Proposals**

The suggestion of a chill-out tent at HEFF 2018 proved popular, with 46% rating themselves 10 out of 10 in favour of it, and only two people (3.6%) voting against with a 3 and 4. The most important aspects of such a tent were voted as it being a place to hang out by 76% of respondents, a cushioned space to relax by 68%, having a fire pit by 62%, staying open late by 58%, as a place to play music without a dedicated audience by 50%, and a place to get drinks other than the caterers by 40%.

On the proposal of a massage tent or workshop, 81% of people said they would use a free massage tent, 72% said they would attend a massage workshop, and 42% said they would be willing to pay for a massage. In the detailed comments, nobody came forward to offer a massage service or workshop, however.

## Parking

The most common response to the question about parking was that nothing needed to be changed (48%), followed by restricting parking to the edge of 'driving lanes' (34%), with banning parking near tents except for those with accessibility needs proving the least popular solution at 16%.

## Conclusion

Overall, we're very pleased to have received such positive feedback, and to have been able to make HEFF 2017 so good for so many people. It's also great to see many of the issues from HEFF 2016 no longer being raised, we worked hard to improve things this year and the lack of complaints about site layout, security, and set up/down timing. There are still ways we can improve in future though, so here are the things we're hoping to improve at HEFF 2018.

First, we have a new site for HEFF 2018, which we hope will solve a lot of the issues people have raised! The Newark Showground looks like it will be a great venue, and should make it easy to resolve problems with:

- **Showers.** Newark has plenty of showers in a proper block, so waiting ages only to find the water icy cold should be a thing of the past. We're also going to have an accessible shower for those with mobility issues, so everybody can get scrubbed up.
- **Music curfew.** We will have a licence until 2am for the main stage and party room, so those with the stamina for it can dance to the bands all evening and rave with the DJ at night rather than having to pick one or the other.
- **Catering.** The showground comes with caterers, who we are pleased to report will be able to serve vegan, vegetarian, and gluten free options (including chips, we checked specifically!) and should be cheaper than Henry's Beard last year.
- **Electric hook-ups.** The hook-up zone at Newark does not encroach upon or even border the teen area, so there should be no territory disputes this year!
- **Parking.** The site at Newark is large enough that parking should no longer be an issue, and people will be able to park beside their tents. There will be routes marked out between the camping zones for cars to use when coming on and off site, so cars should be positioned with those routes in mind.

Other things we are following up from the feedback but which aren't related to the new site are:

- **Marquee hire.** This year we're with a new company, but if all goes well we will be looking to commit to several years hiring, which should help cut costs.
- **Film ratings.** To avoid younger children watching age-inappropriate films, any films shown with a rating above 12A will be held after midnight in the main building, rather than in the cinema tent, and will be clearly signed with their rating.
- **Chill out tent.** We have taken on board the interest in a chill out space, and will have a marquee with flooring and cushions that can be enjoyed all night long by those wishing to relax and hang out.
- **Feedback.** While we're very grateful to everybody who responded, we'd like to get more feedback from the demographics that were under-represented. To help with this, we'll be going around on the last day of HEFF 2018 with a feedback form to ask people in person what their thoughts are as well as sending it out afterwards.