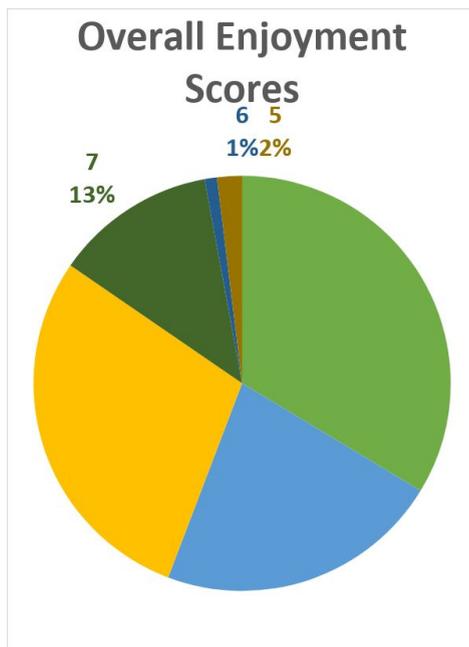


HEFF 2018 Feedback Report

Sample Characteristics

There were 104 responses to the feedback questionnaire, 96% of which were from full week attendees, and 72% of which were from people who had attended home education festivals at least once before. This is generally in line with the proportions of attendees over all. By contrast, 63% of respondents were female and 77% were adults, which are higher proportions than the demographics of the festival over all. Any bias in the feedback, therefore, is likely to be to an adult and female perspective.

Overall Enjoyment



Enjoyment of HEFF 2018 overall was generally high, with 56% of respondents giving the festival a 9 or 10 out of 10. A full 57% of people rated themselves as having a 10 out of 10 likelihood of recommending HEFF to friends, with only three people rating their likelihood below 5.

The things people said they had enjoyed most were the workshops, the community and social atmosphere, the live acts, and the freedom for children to roam safely. The main themes in the least enjoyed category were issues with the onsite café and the lack of washing up facilities, as well as a small mix of people complaining that things were arranged too much and too little to suit the teenagers.

We're very pleased to hear that HEFF 2018 generally fulfilled its purpose of being a great social event for families with lots of enjoyable activities, and we will try our best to improve on the issues people raised in 2019.

Financial Considerations

The majority of respondents, 55%, rated HEFF 2018 a perfect 10 out of 10 for value, with only four people rating it below a 5. The vast majority of people also thought the balance between cost and facilities was right, with 88% approving of the balance, while 5% thought more money should be spent even if ticket prices had to rise, and 7% preferring cutbacks to reduce ticket prices.

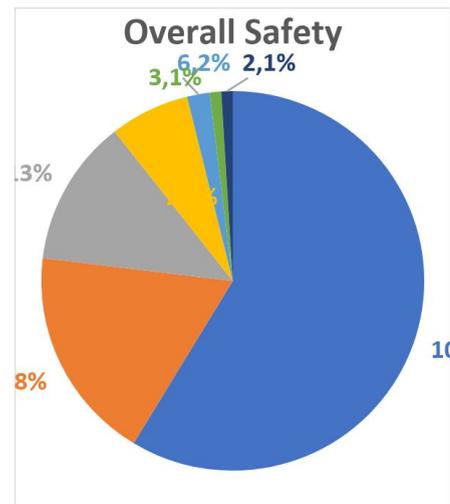
We were very pleased to see that this year only 7% of attendees struggled to pay for their tickets, down from 25% last year, as we made every effort to get ticket sales started early, to let people know about our low-income discount, and to keep prices to a minimum.

There were a couple of themes that turned up when we asked what we should spend more money on, predictably catering and washing up facilities, but also on more materials for workshops as some ran out this year. Fewer people had suggestions for where we should cut back spending, but the

most mentioned thing was the straw bales, with a couple of people mentioning wristbands and a couple more wanting to cut the live acts.

Safety, Site, and Facilities

The majority of respondents reported feeling completely safe at HEFF 2018, with only two people reporting low scores of 3 and 2 out of 10 respectively. Not many people named specific concerns, but those who did mostly worried about teen behaviour, while a couple were not sure what site security existed, and a couple more had found navigating the site or tents hazardous.

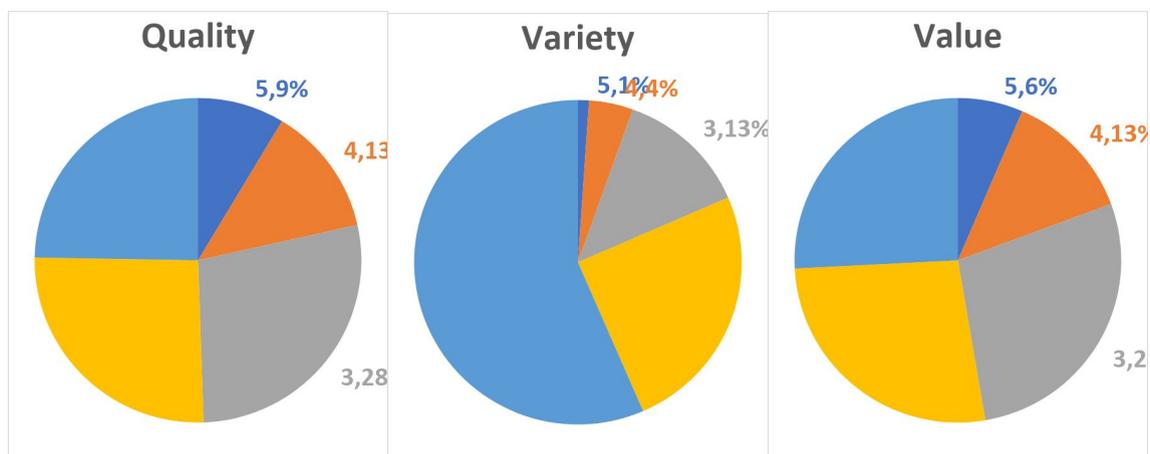


The site layout was mostly considered good, with 39% of respondents giving it a 10 out of 10. However, responses were more mixed than previous years, with 10% of people giving it less than 5 out of 10. Similarly, 49% of respondents were completely happy with the noise level at night, but 13% rated it less than 5 out of 10.

Quantity and positioning of toilets was rated a little worse this year, with 89% of people agreeing there were enough, and 87% having a toilet near enough to their camp. Shower availability was better, however, with 61% of respondents never having to queue to shower, and only 8% ever waiting over 10 minutes. The site wifi was not highly rated – though fewer than half of respondents even tried to connect, only 10% of those who did try managed to get satisfactory wifi.

The public announcements system received mixed reviews, with 39% of respondents always finding it helpful, 25% never finding it helpful, and others reporting a mixture. The straw bales had more positive feedback, with 56% of respondents saying we should have them again in 2019, and only 17% being opposed to the idea, while others did not mind either way. The main points people raised about these in the detailed feedback were that the address system was overused and unclear at times, and that the straw bales had been destroyed too fast, leaving little seating in the main ring. Other themes in the specific feedback were people requesting a washing up area, for the chill-out tent to be kept free from workshops, and for a teen tent to be reinstated.

Catering was rated generally very poorly, with the quality, variety, and value of the food on offer receiving overall negative ratings. The variety of food available was rated especially poorly, with 57% of respondents only rating it at 1 out of 5. Complaints about the catering and in particular the lack of options formed another theme in the specific feedback, so we will definitely try to improve the catering next year!



When asked about the choice of location for future festivals, 53% of respondents preferred Newark, while 16% preferred Stonham Barns, and others either didn't know or mind, or would rather somewhere else entirely. In terms of the timing of future events, 38% of respondents preferred HEFF to fall in school holidays, 15% preferred term-time, and the other 47% had no preference.

Workshops

Most respondents thought the number of workshops run was about right, at 82%, while 12% thought there has been too few and 7% thought there had been too many. The most attended workshops were the DIY Henna (41%), Making Sock Bunnies (37%), and Wood Turning (34%). The least attended workshop was Music – Pushing the Boundaries, with only one respondent, and overall workshops were better attended than in previous years. The most commonly voted favourites were Making Sock Bunnies (23%), Wood Turning (21%), and Sing Your Heart Out (20%). The only workshop to receive more than two negative votes was Hair Wraps, with three.

Comments on the workshops were largely positive, but some people had found the timetable difficult due to clashes, some mentioned that materials had run out in workshops they attended, and the colourful marquees were criticised as unhelpful for craft workshops.

Music and Films

Similarly to workshops, 82% of respondents thought the amount of live music acts was about right, while 11% thought there should be more and 8% thought there should be fewer. In terms of the variety of music, the most popular choice was to keep the balance the same (39%), but more Folk (19%), Cover Bands (18%), and Rock (16%) were also requested.

Artists from this year that were most requested for re-booking in 2019 were The Electric Swing Circus (44%), DJ Fred (43%), and DJ Paolo Tossio (42%), though all artists received some votes for returning. The act from previous years that people most wanted us to try to book for HEFF 2019 was Freya Ridings. Lots of suggestions were made as to what new acts we should book, but none was named by more than one person. The specific feedback was generally positive, with some people suggesting starting the music earlier so younger children could enjoy it, and a few felt the music had been too loud.

The quantity of films shown was considered about right by 65% of respondents, but 33% thought there had been too few, while only 2% thought there had been too many. The genres people wanted to see more of were Comedy (45%), Musicals (42%), and Classic Children's Films (38%). The specific feedback was mostly positive, but several people mentioned wanting more films for younger children.

Conclusion

All in all, we're very happy to see so much positive feedback, and to see issues brought up last year like film ratings no longer posing a problem. Of course, being larger and using a new site brought some challenges this year, but we will always strive to keep improving! With this in mind, here are some things we're planning to do to make HEFF 2019 even better:

- Hiring dedicated washing up facilities, so nobody will need to wash their dishes in the bathroom sinks.
- The cinema tent will move indoors, allowing for more films.
- Improve workshop coordination to minimise clashes and make sure materials are spread evenly throughout workshop sessions.
- Increasing to two security guards on-site.
- Wristbands with poppers that won't pull tight, so everybody can have a band that fits comfortably.
- Picnic benches in the middle of the main ring, and straw bales to the side, so there is a seating area which won't get destroyed but the bales can still be enjoyed.
- Catering in addition to the site cafe, to provide for a wider range of dietary needs.
- Keeping the chill-out tent clear of workshops during the day and keeping it open late into the night, so people can enjoy the space without interruption.
- Setting up the main stage and party space to be more atmospheric, to recreate the vibe of the teen tent from previous years without needing to cut off the music at 11pm as an actual marquee would have to.
- Hire white marquees for workshops so the lighting inside does not hinder craft and other colour-sensitive activities.