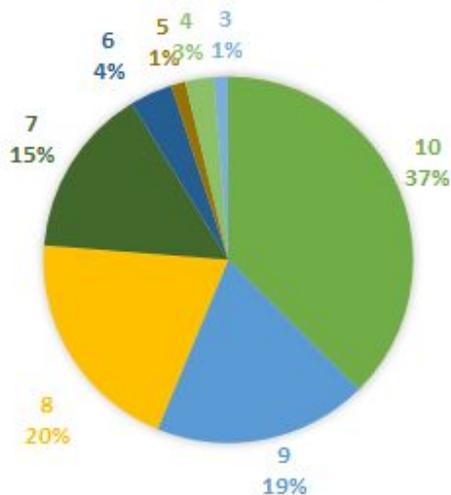


Sample Characteristics

There were 80 responses to the feedback questionnaire, 91% of which were from full week attendees, and 86% 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, 88% of respondents were adults, which is a substantially higher proportion than the demographics of the festival over all. The feedback may therefore be biased to an adult perspective.

Overall Enjoyment

OVERALL ENJOYMENT SCORES



Enjoyment of HEFF 2019 overall was generally high, with 56% of respondents giving the festival a 9 or 10 out of 10. A full 59% 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 the vandalism incident, the quantity of tannoy announcements, and complaints about there being too little music.

We're very pleased to hear that HEFF 2019 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 2020.

Financial Considerations

The majority of respondents, 55%, rated HEFF 2019 a perfect 10 out of 10 for value, with only three people rating it below a 5. The vast majority of people also thought the balance between cost and facilities was right, with 84% approving of the balance, while 8% thought more money should be spent even if ticket prices had to rise, and 9% preferred to reduce ticket prices and cut facilities.

This year 13% of attendees struggled to pay for their tickets, up from 7% last year in spite of the increase to our low-income discount, and the freeze on headline prices. In light of this, we assume this increase is due to external factors or a shift in the demographics responding to the feedback request.

When asked what we should have spent more on, many people had no suggestions, but among the suggestions made there were themes of wanting the straw bales back or another central seating space, and more workshop materials. A few people wanted more t-shirts, had ideas on improving

the chill-out space, and wanted more showers. The main theme for where we should cut back spending were the bands and DJs, and the sex ed workshops.

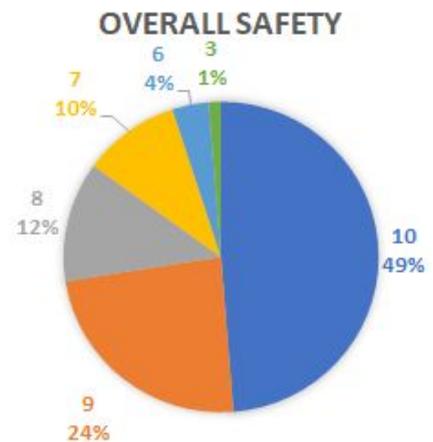
Safety, Site, and Facilities

Perceptions of safety at HEFF 2019 were generally very positive, with only one person rating it below 5. Not many people named specific concerns, but the themes which came up most were upset due to the vandalism incident, teen behaviour, and monitoring use of the pedestrian access gate.

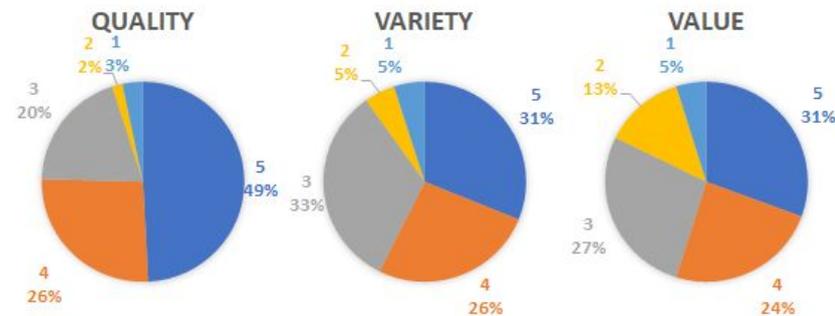
The site layout was well liked, with 44% of respondents giving it a 10 out of 10, and only two respondents rating the layout below 5. The level of noise at night had more variable responses: 50% of respondents were completely happy, but 15% rated it less than 5 out of 10, including three people who gave it the worst rating of 1.

Quantity and positioning of toilets rated highly, with 95% of people agreeing there were enough, and 79% having a toilet near enough to their camp. Shower availability was fairly good, with 55% of respondents never having to queue to shower, though 9% reported waiting over 10 minutes at worst. The site wifi was not highly rated – though fewer than half of respondents even tried to connect, only 15% of those who did try managed to get satisfactory wifi.

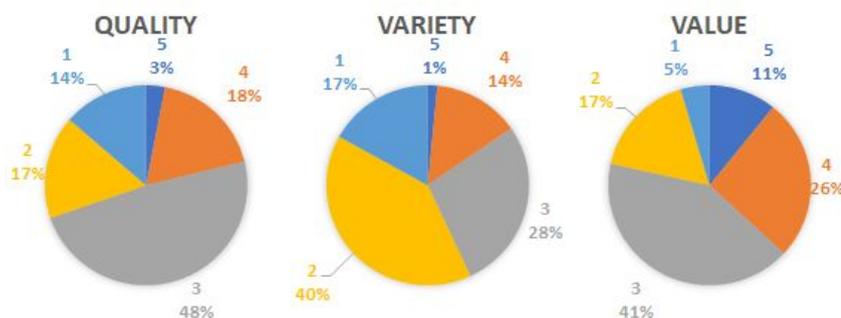
The public announcements system received mixed reviews, with 36% of respondents always finding it helpful, 15% never finding it helpful, and others reporting a mixture. In the detailed feedback difficulty hearing announcements was reported, as well as some comments on the camping being unevenly spread such that some areas were very busy and some very sparse.



Good Mood Foods



Tastes Café



The new caterer, Good Mood Foods, received generally positive feedback, with 50% of users rating it at 5 out of 5 for quality, while ratings for variety and value were a little lower but still generally positive. Tastes Café was not rated as highly, but still received better ratings than in the feedback from HEFF 2018. This may have reflected a direct improvement or may just be a side effect of people who had a bad experience previously choosing not to use them now an alternative was available.

Workshops

Most respondents thought the number of workshops run was about right, at 83%, while 16% thought there has been too few and just one respondent thought there had been too many. The most attended workshops were To Dye Or Not To Dye (55%), Pyrography (37%), and Rock Painting (36%). The most commonly voted favourites were Pyrography (29%), To Dye Or Not To Dye (26%), and Magic: The Gathering (25%). Fewer workshops received votes for 'least enjoyed', though To Dye Or Not To Dye received 5 (21%) and Rock Painting received 4 (17%), which may in part be due to their greater attendance numbers.

The detailed feedback on the workshops had a few themes: some people had missed having a paper timetable, some had found the sign-up workshops too numerous or difficult to sign up to, and for some workshops there had been issues with materials running out. The latter was less of a theme than in previous years however, mostly focussing on the To Dye Or Not To Dye workshop, which had been very popular.

Music and Films

This year, 68% of respondents thought the amount of live music acts was about right, while 10% thought there should be more and 22% thought there should be fewer, which represents a shift in favour of reducing live acts compared to HEFF 2018. In terms of the variety of music, the most popular choice was to keep the balance the same (33%), but more Folk (26%), Soloists, Cover Bands, and Rock (all at 15%) were also requested.

Artists from this year that were most requested for re-booking in 2020 were Funke & The Two Tone Baby (49%), DJ Fred (42%), and The Electric Swing Circus (37%), though all artists received some votes for returning. Lots of suggestions were made as to what new acts we should book, but the only theme was more home ed bands. The specific feedback was generally positive, though some people had found the music too loud, and several people were interested in having a DJ request night.

The quantity of films shown was considered about right by 68% of respondents, but 32% thought there had been too few, and nobody thought there had been too many. The genres people wanted to see more of were Classic Children's Films (58%), Comedy (36%), and Home Education Documentaries (29%). The specific feedback contained a few people who had found the scheduling hard to follow, and some who hadn't found the cinema at all, with both groups suggesting better signposting and some asking for set times/ratings for films each day.

Future Considerations

The feedback on the size we should be aiming for HEFF to reach in future years tended towards keeping things the same or growing, with 53% of respondents preferring a festival of 800-1000 attendees, 33% preferring 1000-1200, and 11% wanting there to be no cap on size. Only two people wanted a smaller event of 500-800, and nobody preferred a festival of under 500.

Possibilities for opening up commercial activity at HEFF 2020 received many positive responses, with 74% of respondents happy to see workshop leaders permitted to sell related materials at the end of

a workshop, 64% happy to have HEFFamart increased to two sessions, and 62% happy to allow traders from the home educating community set up stalls. The other propositions were less popular, but only three people were not happy with any of them.

The questions on the sex and relationships workshops run by Brook at HEFF 2019 were somewhat mixed, and interestingly more than half of the estimated 50 people who attended the sessions responded to the feedback questionnaire, potentially reflecting the fact it is a somewhat controversial topic. Earlier questions in the survey also received some comments around the subject, and are included in consideration here. Over all, 48% of respondents did not attend or object to the workshop, and 39% either attended or had their children attend and found the sessions useful, while 7% did not attend due to objections and 7% attended but objected to all or part of the content.

Considering the cost and potential future sessions, 32% of respondents thought Brook had provided value for money and should be booked again at the rate of £800, 18% thought it would be better to spend less even if that cut content or quality, and 29% thought sessions should not be run in future, while the other respondents either did not know or had comments which did not fit into the other categories. Of those who attended, 20 gave detailed comments, with the main themes being the content being geared too much towards a school lesson style, parents who were glad of a session for them to attend, and people who had objections voicing them in more detail. Some people also raised objections in other questions throughout the feedback survey, though a couple of people also mentioned it as being the highlight of their week.

The miscellaneous feedback question contained a wide variety of ideas, but contained no strong themes except people reiterating how much they had enjoyed the event, and the feedback on Brook discussed above.

Conclusion

All in all, we're very grateful to have received so much positive and detailed feedback, and to see issues from last year like the washing up facilities and catering variety improving. We are taking your comments on board to help HEFF 2020 be the best yet, including:

- HEFF 2020 will aim for 1000 attendees, so we expect to sell out well before the festival
- HEFFamart will run two sessions
- Workshop leaders may arrange in advance with the workshop coordinators to sell materials after their workshops, as long as a purchase IS NOT NECESSARY in order to participate.
- Printed schedules will be available again, with one provided free per family and extra copies available for purchase
- Security will be improved regarding the pedestrian access gate, and two security guards will be available on-site
- We will look again at options for sexual health and relationships education to see if we can find a less divisive and more economical way forwards, and will provide an update with our solution
- The site layout will return to the 2018 arrangement, and we will be asking people to indicate where they intend to camp when they book tickets to avoid overcrowding