

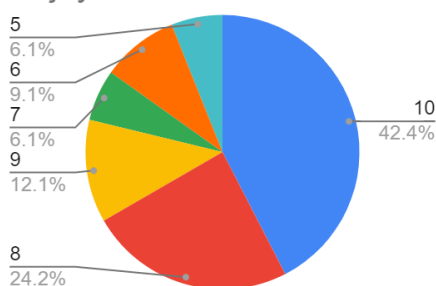
HEFF 2022 Feedback Report

Sample Characteristics

There were 36 responses to the feedback questionnaire, 64% 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, 100% 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. In future we intend to make it easier for children and young people to give feedback during the festival and by other means.

Overall Enjoyment

Enjoyment Scores



Enjoyment of HEFF 2022 overall was generally high, with 54% of respondents giving the festival a 9 or 10 out of 10. A full 58% 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, meeting and reconnecting with people, and freedom for children. The main themes in the less enjoyed category were workshops being oversubscribed, and the position of toilet and washing up facilities.

We're very pleased to hear that HEFF 2022 managed to be such a fun event after the break, and hope to take the feedback on board to make an even better experience in HEFF 2023!

Financial Considerations

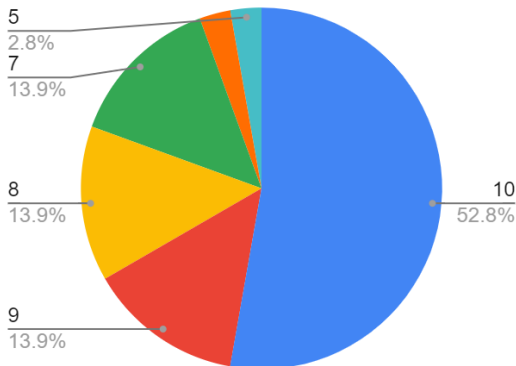
The majority of respondents, 61%, rated HEFF 2022 at 9 or 10 out of 10 for value, with the lowest rating being 5 (with two votes). The vast majority of people also thought the balance between cost and facilities was right, with 78% approving of the balance, while 17% would be happy to pay more to have more activities and facilities, while 6% preferred to reduce ticket prices and cut facilities.

This year 17% of attendees struggled to pay for their tickets, up from 13% in 2019. This may be due to the increase in headline prices necessary to run the festival following the financial shock of the pandemic and the two previous years of cancellation, or may reflect the broader economic outlook people are facing.

When asked what we should have spent more on, many people had no suggestions, but among the suggestions made there were themes of wanting a space between marquees for casual socialising, more bands, and more washing up areas. There were no duplicate suggestions for where to cut back on spending, except the respondents saying 'nothing'.

Safety, Site, and Facilities

Safety Scores



Perceptions of safety at HEFF 2022 were generally very positive, with 53% rating it 10 out of 10, and none rating it below 5. Not many people named specific concerns, but those who did overwhelmingly spoke of concern about the sharing of the site with another festival. In future, we will make sole use of a site a priority.

The site layout was generally liked, with 40% of respondents giving it a 10 out of 10, while 14% rated it below 5. The level of noise at night was similar, with 44% of respondents completely happy, while 8% rated it less than 5 out of 10.

Quantity and positioning of toilets rated highly, with 92% of people agreeing there were enough, and 81% having a toilet near enough to their camp. Shower availability was good, with 61% of respondents never having to queue to shower, and no wait times of over 10 minutes reported.

The public announcements system received mixed reviews, with 25% of respondents always finding it helpful, 22% never finding it helpful, and others reporting a mixture. In the detailed feedback problems with the quiet zone, and difficulty hearing announcements in more distant camping areas was reported.

All three caterers received generally positive feedback, with Good Mood Food receiving the highest ratings for quality, Bada Bean rated highest for variety and value. Tastes Café was not rated as highly, but still received overall positive ratings.

Workshops

Most respondents thought the number of workshops run was about right, at 85%, while 15% thought there has been too few. The most attended workshops were HEFF-a-Mart (52%), Tie Dye (50%), Catapult Making (41%), and Wood Turning (41%). The most commonly voted favourites were Tie Dye (31%), Catapult Making (22%), and Wood Turning (22%). Fewer workshops received votes for 'least enjoyed', though Carnival Mask Making received 3 and Hungry Hippos received 2.

The detailed feedback on the workshops had a few themes: Wood Turning being oversubscribed, wanting more workshops for toddlers and teens, and frustration with things being moved or cancelled.

Live Entertainment

This year, 65% of respondents thought the amount of live music acts was about right, while 30% thought there should be more and 4% favoured a reduction, which represents a shift in favour of increasing live acts compared to HEFF 2019 - perhaps unsurprising given that there were fewer live acts this year due to budget constraints. In terms of the variety of music, the most popular choice

was to keep the balance the same (42%), but more Folk (29%), Rock (21%), and Cover Bands (21%) were also requested.

Artists from this year that were most requested for re-booking in 2020 were Funke & The Two Tone Baby (53%), and Matt Hartless and the Maverick Seven, DJ Fred, and DJ Kai, all with 33%. There were a few suggestions about new bookings to make in future, but no major themes among them.

In 2022 we made the decision not to run a cinema tent, and when asked if in future years it should return 65% of respondents voted in favour, with only 19% considering it unnecessary.

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 49% of respondents preferring a festival of 800-1000 attendees, 17% preferring 1000-1200, and 29% wanting there to be no cap on size. Only two people wanted a smaller event.

Previous feedback on opening up commercial activity after HEFF 2019 had been positive, but due to the disruption of the pandemic years we had opted to keep things as they were for HEFF 2022. Feedback on future commercial activity received many positive responses, with 74% of respondents happy to see workshop leaders permitted to sell related materials at the end of a workshop, 71% happy to allow traders from the home educating community set up stalls, and 65% supporting the idea of a shopping area where traders of other kinds could have stalls. The other propositions were less popular, but only two people were not happy with any of them.

The miscellaneous feedback question contained several ideas, but no major themes.

Conclusion

We're grateful to everyone who provided feedback, and to see that HEFF 2022 managed to live up to previous years in spite of the challenges of the past few years. We are taking your comments on board to help improve further in HEFF 2023, though as we are moving venue some of these will not represent direct changes:

- HEFF 2023 will aim for 1000 attendees, so we expect to sell out well before the festival
- 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.
- Socialising space between workshops will be arranged to better enable families to meet and relax
- Clarity on the Quiet Zone - noise levels cannot be guaranteed, but the area is furthest from live music, and campers are requested to refrain from having fires or making noise after dark
- Films will be back, with suggestions from previous years taken into account in terms of content