



## 2015 Evaluation

This internal evaluation summary covers all major BIWP events of 2015 based on separate evaluations produced by our team of university evaluators which in turn were based on four separate components:

1 Evaluators' Reports

2 Comments Capture

3 Feedback Forms

4 Website Reports

### 1 Summary of Evaluators' Reports ( See Appendix 1)

Participant and audience numbers were pleasing, and boosted by the two Octagon Theatre/BIWP Showcases, so that if we include these then the average total of people present is 91 per showcase whereas if we exclude them, the average is 45 people. The average attendance at all workshops was 28 which is pleasing.

Ethnicity: the very nature of the Project meant that ethnicity was extremely diverse and it was uncommon to have less than twelve languages represented at any event.

Venues: none of the venues received any adverse comments from the evaluators. Accessibility was very good in all cases with either lifts or stairlifts available.

Guests' reactions: evaluators frequently referred to the five Es in this respect: excitement, energy, enthusiasm, enjoyment and engagement. See also Comments Capture and Feedback Forms.

Positives recorded: very good facilitation, clear and meaningful purpose, good variety of art forms, inevitably a great sense of sharing different cultures, the forging of multi-cultural relationships, inspirational new choreography and music, over 200 new writers who read their work, with a further 100 who wrote and translated for the first time, and 50 being published in our two books with a total of 30 languages involved. As none of the above existed before the start of the Project, this is a considerable achievement.

#### Areas for Improvement

A. Evaluators drew attention to the lower numbers at the two workshops and showcases at the Community College which were considered to be a direct result of the College's decision to hold these events outside of term-time and in Ramadan, with only one member of College staff present at just one event. This has been addressed and will not happen again.

B. Evaluators drew attention to the undue length of the two very well-attended joint BIWP / Octagon Theatre productions both of which overran. We have addressed this and the plan for 2016 is a further co-production of four one hour shows.

C. Some of our workshops and showcases involved children (nearly 50 in one case) and two evaluators felt that we need to look more closely at a more interactive model for some workshops and showcases so that younger participants are neither overwhelmed by the occasion nor bored.

D. One evaluator felt that our advertising could have been better for one showcase.

### 2. Comments Capture Summarised

Six members of the audience at each of six showcases were asked personally by evaluators to comment on what they had experienced.

15 said they thought it was nice, or they enjoyed it.

5 said they enjoyed the international food ( not available at all showcases).

3 said they loved the mix.

2 said they felt it was a massive confidence boost for the participants.

2 said it was a unique experience.

2 liked the dancing.

1 liked how the participants got involved.

1 said they liked listening to the musicality of the language.

1 person had hoped for more drama.

The following two comments apply only to the Octagon / BIWP joint production and reflect the fact that some people did not read the literature that had repeatedly advertised this event for several months:

1 person referred to bad language ( warning given in advertising )

1 person was unhappy because she thought the show was only going to be about poetry.

### 3. Feedback Forms (Appendix 2)

These were issued to random samples of the audience at 20 per showcase. Not all forms were returned. One or two people did not understand the forms and filled in the example instead of the questions. Not all questions were answered by all respondents. The questions received the following answers.

Q1. What was your overall impression of the event?

Excellent	59	Very Good	28	Good	6	Average	0	Poor	0	Awful	0
-----------	----	-----------	----	------	---	---------	---	------	---	-------	---

Q2. What did you think of the readings and translations?

Excellent	52	Very Good	37	Good	4	Average	0	Poor	0	Awful	0
-----------	----	-----------	----	------	---	---------	---	------	---	-------	---

Q3. What did you think of the entertainment?

Excellent	57	Very Good	30	Good	7	Average	0	Poor	0	Awful	0
-----------	----	-----------	----	------	---	---------	---	------	---	-------	---

Q4. What was your favourite part of the event?

The reading	29
-------------	----

The dancing	10
-------------	----

Learning about other cultures	6
-------------------------------	---

Specific poems by name	6
------------------------	---

Specific stories by name	4
--------------------------	---

All of it	4
-----------	---

The energy and enthusiasm	3
---------------------------	---

The singing	3
-------------	---

The bravery of the participants	3
---------------------------------	---

The perfect structure, the balance	2
------------------------------------	---

The book launch	1
-----------------	---

Meeting people	1
----------------	---

Q5. What do you think should be improved and how?

Nothing	17
---------	----

More rehearsal	6
----------------	---

(College only) Better attendance and media coverage	5
Make it longer	2
More drama	2
Interactive activity for children	2
Label the food	2
(Octagon) A big improvement	2
(Octagon) Didn't like languages	2
Improve lighting	2
Shorter pieces	1
More awareness of this wonderful project	1
More international food	1

1 respondent at The Octagon / BIWP event clearly misunderstood almost everything and had not read any of the literature leading up to the event.

#### **4. Website**

Our website not only has videos of most of our events but also reports which summarise the events. ([www.biwp.org.uk](http://www.biwp.org.uk))

#### **5. Other Information (See Appendix 3)**

Appendix 3 gives information about Audiences, Gender split, number of coordinators, centre staff, participants and artists.

APPENDIX 1 SAMPLE EVALUATION FORM

## **Bolton International Writing Project: Observer Evaluation**

Event:

Venue:  
Time and Date:  
Name of Evaluator:

Numbers attending: Total (all people)..... ; Coordinators & Cameramen ..... , Venue Staff..... , Adult/Child Participants .../..., Hired Performers....

Gender Split: Females ..... Males.....

Observed Age Profile:  
Range of adult ages:  
Range of children's ages:

Observed ethnic mix:  
How varied?  
State countries if possible:

My perception of the venue and its appropriateness:

My perception of the overall organisation including front of house services and timekeeping:

My perception of the guest's reaction to the event:

As an observer what were the positive aspects of this event?

How might this event have been improved?

Comments capture (through 1:1 conversation). Including gender/age/ethnicity. Please ask six people

(Example: Female, 30s, Asian: 'It was very interesting. Liked xyz but I didn't like abc. My favourite was fgh')

- 1.
- 2.
- 3.

4.

5.

6.

Please issue and collect feedback forms from sample of audience as necessary.

Thank you very much

APPENDIX 2 SAMPLE EVENT FEEDBACK FORM

## EVENT FEEDBACK

Please circle a letter for each category and comment if you wish.

A = EXCELLENT B = VERY GOOD C = AVERAGE D = POOR E = AWFUL

1. What was your overall impression of the event?

A B C D E COMMENT:

2. What did you think of the readings and translations?

A B C D E COMMENT:

3. What did you think of the entertainment?

A B C D E COMMENT:

4. What was your favourite part of the event?

5. What do you think should be improved and how?

Please sign below. Thank you for your participation.