

# BELFAST FESTIVAL OF LEARNING 2017 EVALUATION

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## 1. Background & Introduction

The Belfast Festival of Learning is a week-long festival held this year between 20<sup>th</sup> and 26<sup>th</sup> March 2017. Developed by Belfast Strategic Partnership's Lifelong Learning Group, with funding provided by the Belfast Health Development Unit, the festival built on the successes of the first festival in 2016. The festival organisers now seek to identify the impact of the festival on learners and organisers with the aim of developing a range of potential outcomes and indicators for future Belfast Festival of Learning initiatives.

The evaluation report will initially provide some background information to the Belfast Festival of Learning and the context in which this has been delivered. This will be followed by considering some of the resultant outcomes from the delivery of events and key themes emerging from the delivery of the programme. Finally, the report will put forward some recommendations for the future delivery of initiatives such as these based on the feedback received from the consultation process.

### *Belfast Strategic Partnership*

Belfast Strategic Partnership (BSP) was established in 2011 by the Public Health Agency (PHA), Belfast City Council (BCC) and Belfast Health and Social Care Trust (BHSCT) to provide a collaborative approach to addressing life inequalities in Belfast. BSP comprises over 40 partner organisations and its mission is:

*'To reduce life inequalities and improve the health and wellbeing of people in Belfast by changing the way we work together. We do this by jointly harnessing the enthusiasm, efficiency and experience of our stakeholders to seek health and wellbeing gains in ways that we cannot do by working alone.'*

BSP has identified five priority work areas to be progressed by thematic groups, these areas are:

1. Addressing mental health and emotional wellbeing
2. Addressing Lifelong Learning
3. Addressing alcohol and drug related issues
4. Focussing on early years and early interventions
5. Regenerating living spaces and healthy places

### *Lifelong Learning Thematic Group*

Lifelong Learning is one of the five thematic areas identified in 2011 as the priority areas of Belfast Strategic Partnership's work. A working group was established and tasked with driving forward this work on behalf of BSP.

The Lifelong Learning thematic group has developed a strategy called 'Belfast a Learning City' (published in February 2015) to set out a vision of Belfast where learning is used as a positive force to expand and enhance life chances for all citizens of all ages in Belfast. This vision is;

**"Belfast is a city where learning is promoted in all its forms and promoted as a force for improved personal, social, civic and economic change in the city. All people in Belfast have equal access to**

**lifelong learning opportunities, creating conditions for a better quality of life for everyone in the city.”**

As a follow up to the launch of ‘Belfast a Learning City’ the Lifelong Learning Group organised the first Belfast Festival of Learning which took place in March 2016. The theme of the festival was “Learning for All”, and aimed to put people at the heart of learning, inspire interest and enjoyment in learning and to showcase the wide range of accessible learning opportunities that exist in the city for people of all ages. The Lifelong Learning Group aims to build on the success of this first festival and work with our partners to make Belfast a Learning City for all.

The aim of Lifelong Learning Thematic Group is to act as the main vehicle in The Belfast Strategic Partnership on:

- advocating for strategic approaches which maximise the role and potential of lifelong learning in addressing life inequalities in Belfast;
- encouraging innovation in lifelong learning practice through developing flagship examples and using BSP to influence change.

In the ‘Belfast a Learning City’ strategy the group set out four key areas of work that are illustrated below:

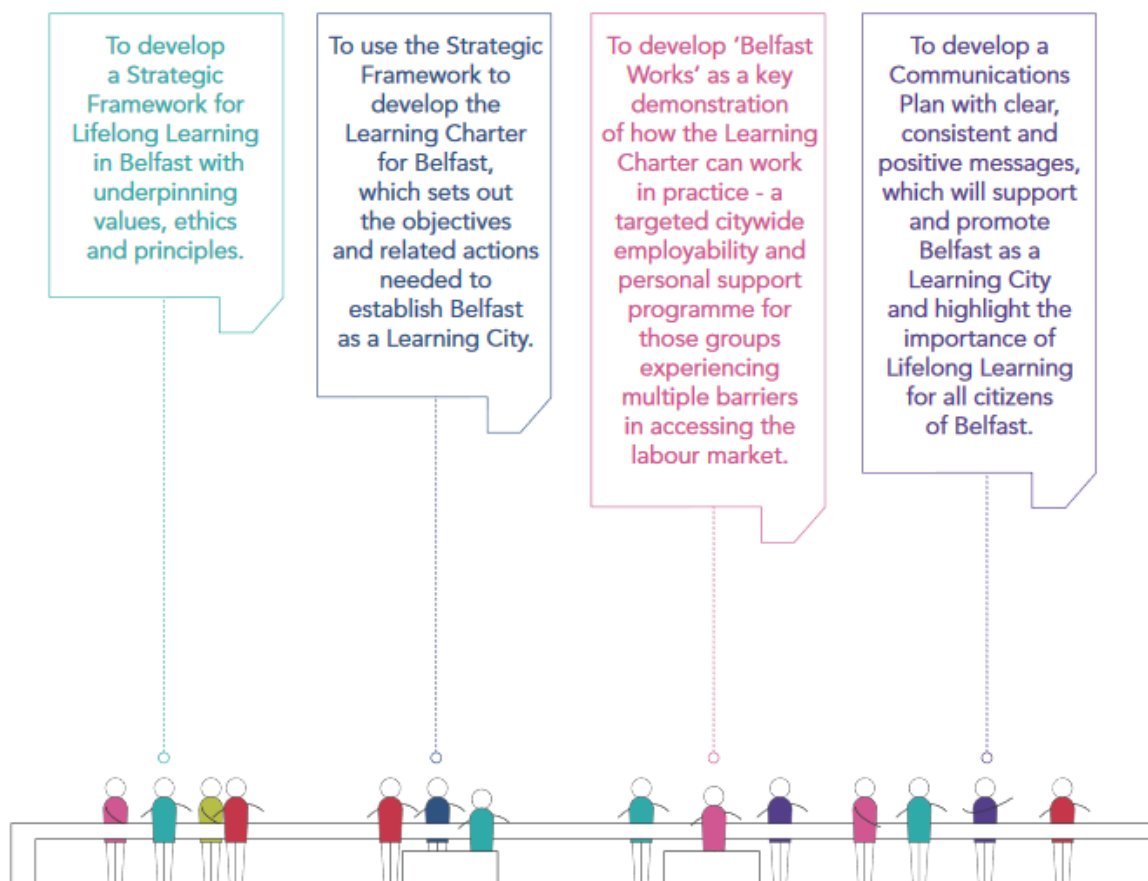


Figure 1: Lifelong Learning Group Key Areas of Work

The Lifelong Learning Working Group in developing a Learning Charter for Belfast set out four strategic aims to create and develop a learning city for all building on the above key areas, these are;

- Creating a learning culture for the city of Belfast that recognises and values all forms of learning
- Developing an inclusive, innovative and strategic approach to Lifelong Learning through partnership working which maximises the reach and impact of all available resources
- Promoting collaborative working between key stakeholders that ensures equality of access to lifelong learning opportunities and informs excellence in the design and development of lifelong learning provision
- Realigning current and future skills with Northern Ireland's economic needs.

A number of work streams have been identified in order to progress the strategic aims of 'Belfast a Learning City'. One of these is the organisation and coordination of the Belfast Festival of Learning (BFoL). As a citywide festival, the aims are:

- To promote learning in all its forms and promote Belfast as a Learning City
- To engage learners of all ages in a wide range of settings across the city with a variety of learning opportunities
- To raise awareness of the engaging, fun and surprising ways we can learn
- To showcase the range of learning opportunities in the city.

Whilst there is a wide range of quality learning opportunities in Belfast, not everyone benefits from them; recognising this, and given that the key focus of BSP is to address inequalities, the LLL group engaged with groups and organisations to provide learning opportunities and events which address the barriers to learning that many people face. As examples, events should aim to be free, accessible, relevant, participative, engaging and inspire interest in future learning opportunities.

### *Methodology*

The objectives set for the evaluation were to:

- Evaluate the Belfast Festival of Learning against its aims and context within the strategic document 'Belfast a Learning City'
- Consult with learners attending Festival events on their experiences of participating in festival event/s
- Consult with event organisers on their experiences of being part of a citywide festival, and their experiences of organising and delivering events aimed at removing barriers, engaging learners and building confidence and interest in learning
- Develop potential outcomes and indicators for future Belfast Festival of Learning initiatives and identify potential links with the Programme for Government outcomes and indicators.

This report collates the findings from the evaluation process carried out between November 2016 and May 2017 by Stephen McGarry consulting in collaboration with Brian Stratford & Associates. The methodology utilised has included:

- A desk review of information generated by the Belfast Festival of Learning, to include details of events supported and 2016 feedback from learners and event hosts;
- A desk review of the relevant policy documents for the festival;

- Attendance at a cross-section of festival events in the week, during which informal consultation with project promoters and attendees was possible;
- An electronic survey was issued to all event organisers following their event completed by 10 from the 82 venues involved;
- A follow up focus group was hosted for event organisers attended by 11 groups to gather more qualitative feedback and identify key themes for what can make Belfast a City of Learning;
- Hard copy surveys were provided to event organisers for completion by learners attending events. Data was returned by 12 festival events with 195 completed surveys.

## 2. Policy Context

This section presents the emerging strategic fit for the Belfast Festival of Learning against a range of strategies. Information emerging from research with event organisers and learners indicates considerable contributions across a range of policy areas.

Four seminal strategic documents including; NI Executive Draft Programme for Government 2016-2021, Belfast City Council's 'Belfast Agenda', Public Health Agency 'Making Life Better' and the United Nation's Sustainable Development Goals lining to UNESCO Global Network of Learning Cities have been assessed and help address the key evaluation question of: ***Are these the right things to do?***

### *NI Executive Draft Programme for Government (PfG) 2016-2021*

Both the proposed PfG and Community Planning agendas have been devised on the basis of outcomes accountability that seeks to devise a different way of measuring the success of initiatives. Much like myriad other methodologies such as SROI and Social Auditing this method encourages a focus on what actually changes for beneficiaries and stakeholders and gathering appropriate evidence.

The draft PfG outlines 14 strategic outcomes (themes, in essence), opposite, with 42 indicators. Among those that directly relate to this evaluation are:

- We have a more equal society
- We enjoy long, healthy, active lives
- We are an innovative, creative society, where people can fulfil their potential
- We care for others and we help those in need
- We have created a place where people want to live and work, to visit and invest.

Included within these outcomes is the aim to reduce educational inequalities that suggests a need to:

- Engage in a new parental engagement and information strategy that aims to support learning in all contexts and increase aspiration
- It is also important that our education system supports our young people by addressing barriers to learning and nurturing their latent capabilities



Figure 2: Programme for Government Outcomes

- Enhancing opportunities for employment and/or lifelong learning.

These outcomes and related objectives are heavily reflected in the Learning Charter for Belfast that sets out the commitments for the city:

- Creating clear pathways for entry and progression routes for learners
- Creating easier access for learners at all levels and across all ages
- Promoting best practice Lifelong Learning, fostering connectivity, debate and knowledge sharing
- Influencing policy and practice
- Addressing economic disadvantage through advocating for the Living Wage and creation of real jobs.

### *The Belfast Agenda*

Developed through a method of Locality Planning in early 2017, Belfast City Council held an 18 week public consultation, asking over 2,000 people what they thought about the draft Belfast Agenda. Built around five core themes, illustrated below, the Belfast Agenda makes considerable pledges that provide a strong city wide context for the principles of the Lifelong Learning Group and the activities of the Belfast Festival of Learning:



Figure 3: Belfast Agenda Outcomes

- By 2035, everyone will be supported and enabled to reach their full potential to succeed and make a positive contribution to city life.
- Everyone will have access to information, education, training and lifelong learning and can access jobs and opportunities to actively participate in all areas of life.
- A thriving and healthy Belfast enables and empowers its residents to reach their full potential at every stage of life. It means providing the opportunity to lead a fulfilling life whether that is through employment, education, volunteering, learning for fun, sports or participating in the arts, culture, and heritage.
- Establish a city pledge for our young people and a commitment to being a learning city
- City partners will establish a pledge that commits the city to developing coherent pathways for education, training and employment for our young people. Partners will support joint programmes of work to support lifelong learning as part of Belfast's commitment to being a learning city.



### Public Health Agency ‘Making Life Better’ 2013-2023

Investment in health in Northern Ireland until 2023 will be underpinned by the Public Health Agencies’ “Making Life Better” strategy. This ten-year public health strategic framework provides direction for policies and actions to improve the health and wellbeing of people in Northern Ireland. The framework builds on the *Investing for Health Strategy* (2002/12) and retains a focus on the broad range of social, economic and environmental factors which influence health and wellbeing. It brings together actions at government level and provides direction for implementation at regional and local level. The vision for Making Life Better is:

***“All people are enabled and supported in achieving their full health and wellbeing potential. The aims are to achieve better health and wellbeing for everyone and reduce inequalities in health”***

The strategy is endorsed by and has cross departmental support, encouraging collaboration and joined up thinking in the delivery of better health for citizens. The PHA are a strategic partner to the Belfast Strategic Partnership and the Life Long Learning Group and therefore a contribution to some of the following 6 themes is a priority for the festival.

Theme	Outcomes	Description <sup>1</sup>
<b>Giving Every Child the Best Start</b>	<ul style="list-style-type: none"> <li>▪ Good quality parenting and family support</li> <li>▪ Healthy and confident children and young people</li> <li>▪ Children and young people skilled for life</li> </ul>	Take account of particular needs across the life course and cover childhood and adulthood, with emphasis given to children and young people, and to supporting individuals’ transitions into and through adulthood and older age.
<b>Equipped Through Life</b>	<ul style="list-style-type: none"> <li>▪ Ready for adult life</li> <li>▪ Employment, life-long learning and participation</li> <li>▪ Healthy active ageing</li> </ul>	
<b>Empowering Healthy Living</b>	<ul style="list-style-type: none"> <li>▪ Improved health and reduction in harm</li> <li>▪ Improved mental health and wellbeing, and reduction in self-harm and suicide</li> <li>▪ People are better informed about health matters</li> <li>▪ Prevention embedded in services</li> </ul>	Addresses support for individual behaviours and choices, including embedding prevention across Health and Social Care services
<b>Creating the Conditions</b>	<ul style="list-style-type: none"> <li>▪ A decent standard of living</li> <li>▪ Making the most of the physical environment</li> <li>▪ Safe and healthy homes</li> </ul>	Addresses the wider structural, economic, environmental and social conditions impacting on health at population level, and within local communities, aligned with key government strategies.
<b>Empowering Communities</b>	<ul style="list-style-type: none"> <li>▪ Thriving communities</li> <li>▪ Safe communities</li> <li>▪ Safe and healthy workplaces</li> </ul>	
<b>Developing Collaboration</b>	<ul style="list-style-type: none"> <li>▪ A Strategic Approach to Public Health</li> <li>▪ Strengthened collaboration for health and wellbeing</li> </ul>	Strengthening collaboration for health and wellbeing at regional and local levels. This theme identifies three areas of work (food, space/environments and places, and social inclusion).

<sup>1</sup> “Making Life Better” Public Health Agency (2013-2023)

### *UNESCO Global Network of Learning Cities (GNLC)*

The UNESCO Global Network of Learning Cities is an international policy-oriented network providing inspiration, know-how and best practice. The GNLC supports and improves the practice of lifelong learning in the world's cities by promoting policy dialogue and peer learning among member cities; forging links; fostering partnerships; providing capacity development; and developing instruments to encourage and recognize progress made in building learning cities.

UNESCO adopted a set of Sustainable Development Goals, also known as Global Goals, a call for action to all countries, poor, rich and middle-income to promote prosperity while protecting the planet. They recognize that ending poverty must go hand-in-hand with strategies that build economic growth and addresses a range of social needs including education, health, social protection, and job opportunities, while tackling climate change and environmental protection.

The Network supports the achievement of all seventeen Sustainable Development Goals (SDGs)<sup>2</sup>, in particular:

- SDG 4 - 'Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all'
- SDG 11 - 'Make cities and human settlements inclusive, safe, resilient and sustainable'.

A learning city promotes **lifelong learning for all**. UNESCO defines a learning city as a city that:

- effectively mobilizes its resources in every sector to promote inclusive learning from basic to higher education;
- revitalizes learning in families and communities;
- facilitates learning for and in the workplace;
- extends the use of modern learning technologies;
- enhances quality and excellence in learning; and
- fosters a culture of learning throughout life.

In doing so, a learning city should enhance individual empowerment and social inclusion, economic development and cultural prosperity, and sustainable development.

The Belfast Festival of Learning, in 2017, successfully contributed to each of these factors the extent to which is outlined in the following Section 3.

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<sup>2</sup> <http://www.un.org/sustainabledevelopment/sustainable-development-goals/>

### *Learning Cities*<sup>3</sup>

There are four cities in the UK and Ireland that are members of the Global Network of Learning Cities. Cork and Swansea have been long standing members and have been awarded Learning City status whilst Limerick and Bristol, as members, will be presented with their Learning City status award at the Global Conference to be held in Cork in September 2017.

The Life Long Learning Group maintains good relationships with the four neighbouring learning cities in order to support the development of Belfast as a learning city.

To identify models of good practice an interview was conducted for the evaluation with Cork Learning City's Denis Barrett focused on three key themes outlined below.

The **UNESCO GNLC** supports and improves the practice of lifelong learning in the world's cities by promoting policy dialogue and peer learning among member cities; forging links; fostering partnerships; providing capacity

#### ***What has worked?***

Joint events worked very well with local groups collaborating with joint shows and expositions that led to a growth in independent events also.

Cork used a very grassroots approach, not curating events but encouraging providers to work together, considering different dates and not being dependent on a central resource to generate audiences. This was supported by the development of community based networks of providers coming together themselves.

This in turn led to the local community groups taking responsibility for funding recommendations, not decisions, in selecting events that would most benefit from and maximise funding support. The increased autonomy of groups is believed to improve levels of creativity and sustainability.

Guidelines are provided to event hosts including marketing tips for promoting events in a hard copy, not available online.

Signage has been a very important factor for event organisers. Initially provided as an investment in kind by the festival newer events are also seeking signage having seen the benefit to others. This good practice was inspired by the Féile an Phobail in West Belfast that utilise pop up stands at many events to clearly identify where events are taking place.

The production of a festival brochure is seen as critical, while the Cork team are making concerted efforts to utilise more online tools, the hard copy, tangible brochure is beneficial as it offers more than just a guide to events but helps to profile providers and hosts. One of the event organisers in Cork has framed a copy of each brochure from inception as a historical visual of how the festival has grown, demonstrating how important it is for some hosts to be featured.

Whilst no particular themed event or type of event has been targeted the city does utilise international observances to encourage themes e.g. International Day of Happiness on 20<sup>th</sup> March.

<sup>3</sup> <http://uil.unesco.org/system/files/list-of-members-unesco-gnlc-uil.pdf>

However, the Cork Festival have been piloting Learning Neighbourhoods that seeks to identify what a learning neighbourhood would look like depending on the needs and make up of an area for example pairing up different groups to provide an intergenerational element.

The festival is only a window showcasing the diverse range of activities that happen on a day to day basis from providers.

***How do we know the festival has been successful?***

In the early years of the Cork festival a one-page report was sought from hosts but this has become less useful over time as learning is gathered on a more subsidiary level, organically through the community based networks. What was beneficial was the attendance at many events by members of the learning committee made up of volunteers from the learning and education sector which is more informal and anecdotal.

***Effect of being a Global Network of Learning Cities city?***

Being part of the Global Network has been incredibly beneficial for three key reasons;

1. Providing credibility for communities and event organisers, allowing them to take ownership of being part of a United Nations Global Network of Learning Cities. It offers a sense of great pride to many.
2. Generating commitment and buy-in from stakeholders and partners. Again, through the profile of being part of a credible, global network.
  - a. This 'brand' is of incredible value when attracting universities and other key partners to the table as they can boast about their university being in a United Nations Global Network of Learning City.
3. Offering the city a showcase, demonstrating its place in the world and showing others the strengths and positivity from the city. This can help to lever funding and investment (in kind as well as sponsorship) by communicating the value beyond the city but internationally.

### 3. Outcomes from 2017 Belfast Festival of Learning

This Section will present the findings from the evaluation process of engaging with event organisers and learners participating in the diverse range of events hosted in the 2017 festival.

#### 3.1 Achievements from 2017 Festival

The 2017 Belfast Festival of Learning took place between the 20<sup>th</sup> and 26<sup>th</sup> March 2017 with 126 events taking place across the city in 82 different venues.

As illustrated in the map opposite, events were held right across the city with all communities represented. Whilst many events were hosted within city centre locations for ease of access and transport, providers held events in areas at the edges of the city and in the heart of their local communities.

Amazing variety. Great chance to experience new events

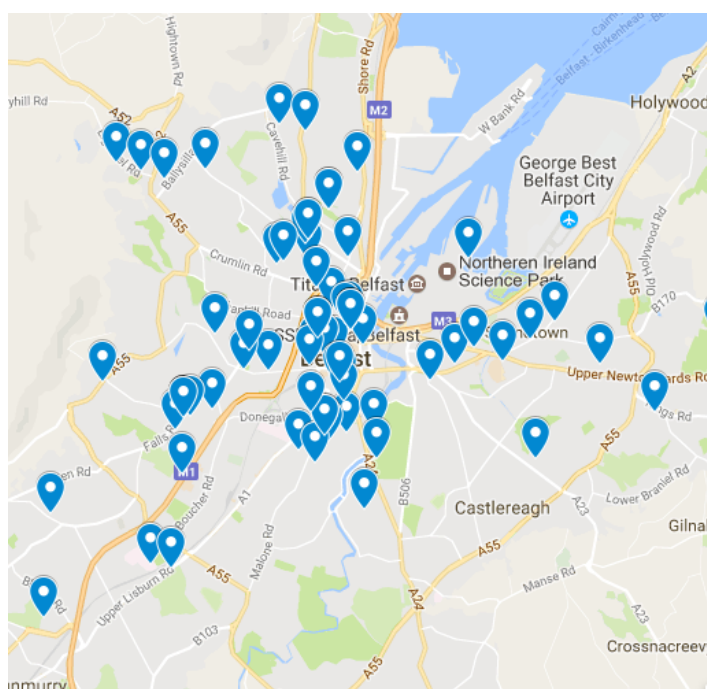


Figure 4: BFoL 2017 Map

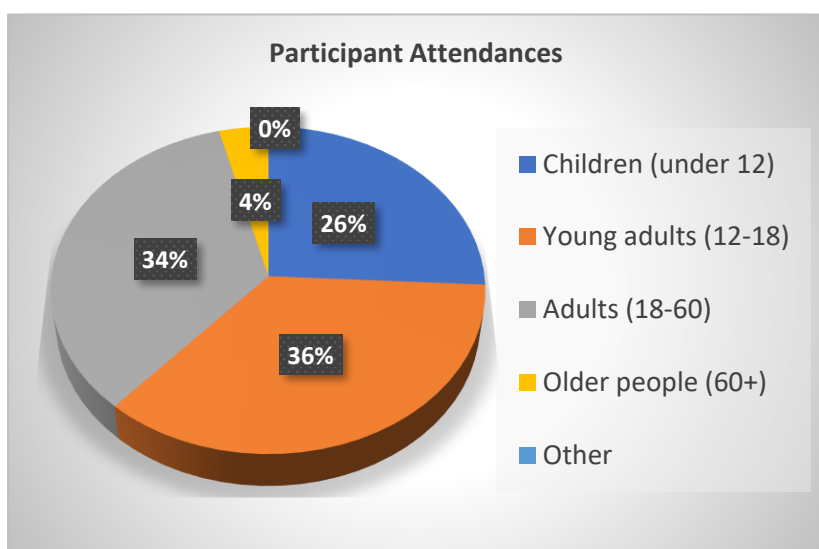


Figure 5: Learners - Age

The breakdown of events by location shows a relatively equitable spread with events targeting a broad range of learners.

Survey feedback from hosts suggests that the majority of events were targeted at adults but that young adults were the best attenders based on the number of participants attending a smaller number of targeted events.

Events ranged in focus and theme across the city. A broad sample of events is listed below (full details are included in Appendix Three):

Disabled People Speak Out	Poetry Slam	First Aid Training
Dementia Friendly Communities Workshop	Effectively Communicating with Young People	Old Style Dining Now and Then
Men's Shed Cookery/ Nutritional Class	From Somalia with recipe - Traditional Somali Dance	Exploring the Archive - PRONI and HMS Caroline
Laughter Therapy and Relaxation	Beginners Guide to Jam Making	Bike Repair Maintenance Workshop
The Importance of Cultural Understanding	Absolute Beginners Guide to Growing Your Own Food	Pathway to music industry demo
DJ Workshop for adults with disabilities	Imagination Gaming - Learning through Play	Sustrans Fun Forages by Bike and Foot
Printmaking taster sessions	Football for Health	Daily Bread

The variety and depth of events is reflected in feedback from learners detailed further in the following section but perfectly illustrated by the testimony opposite.

Lots of interesting things happening, it shows part of what Belfast has to offer

### 3.2 Learner outcomes

Learners engaged in the range of events were surveyed with a sample of 195 responses received. The survey sought to identify a series of key factors that can help to shape future events but also demonstrate the impact that events within the Belfast Festival of Learning had on individual learners.

Learners were attracted to attend an event for four overriding reasons:

- Interest & enjoyment
- To interact with others & meet new people
- To learn a new skill & try something new, and
- To stay mentally active

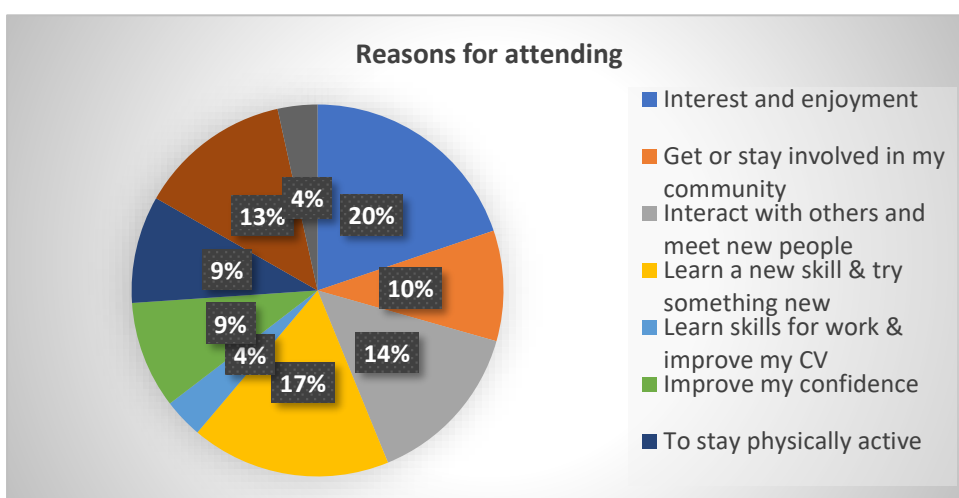


Figure 6: Reasons for learner participation

The rationale provided by learners for attending an event reflects the Lifelong Learning Group's key messages around learning;

'learning for life', 'learning to live together' as well as 'learning through

education’ and ‘learning for and in work.’ The strong responses to the themes of interacting with others or to get/stay involved with the community demonstrates the positive effect the Belfast Festival of Learning events had on social engagement and reducing isolation for groups of learners and latent learners.

Significantly, the festival events proved successful in engaging learners who had not previously attended an event with their organiser. Over 2/3<sup>rd</sup> of survey respondents had never previously engaged with the event host demonstrating that the festival provides a great opportunity for learning and education providers to engage with new learners and groups of learners that are keen and willing to learn new things.

I came without any (expectations) and was pleasantly surprised

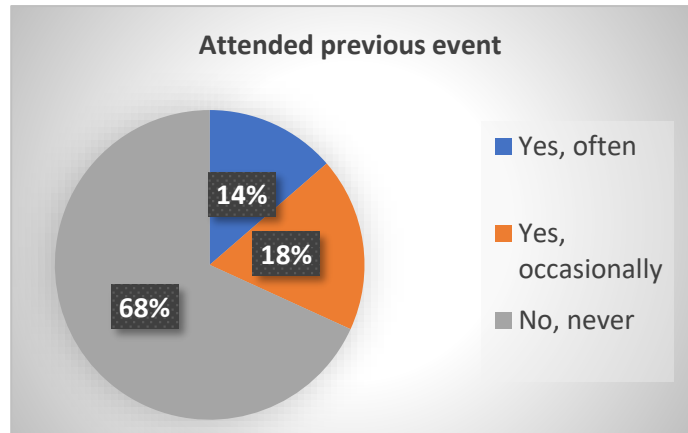


Figure 7: Previous attendees

Learners attending events expressed a high level of satisfaction as measured by assessing how effective they felt the event that they attended and the festival as a whole were. Moreover, learners were asked to reflect on how likely they would be to recommend the festival to a friend or family member (Net Promoter Score<sup>4</sup>).

Those attending events found the events highly enjoyable, recognised the value and helpfulness of staff and volunteers within the host organisations and were highly likely to attend future events.

This demonstrates that the events were effective and showed just how well the event organisers did in providing relevant, enjoyable and engaging introduction to learning for so many willing and latent learners. If the festival were to adopt an Outcomes Based Accountability focused report card for future assessment, as favoured by the NI Executive Draft Programme for Government, this provides the festival with the data required to demonstrate

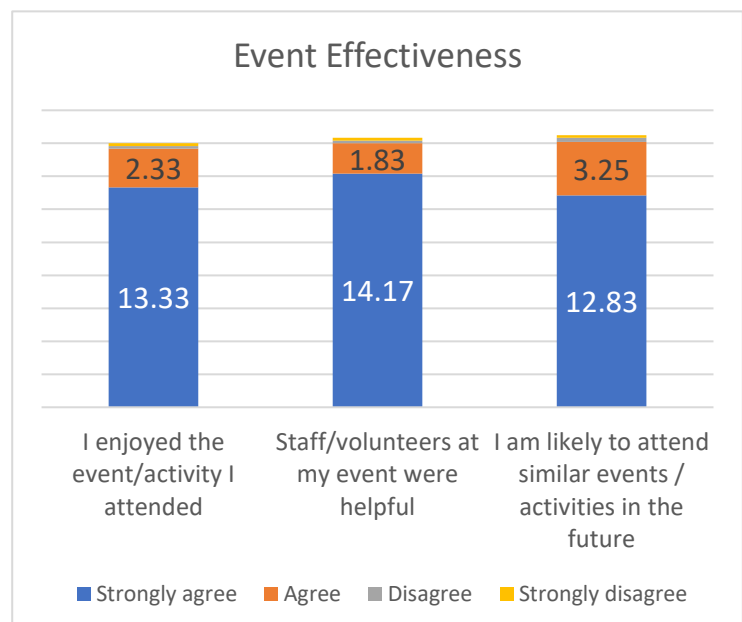


Figure 8: Event Effectiveness

<sup>4</sup> [https://en.wikipedia.org/wiki/Net\\_Promoter](https://en.wikipedia.org/wiki/Net_Promoter)

‘How well did we do?’. A proposed report card format and list of indicators is provided in appendix four.

A similar narrative is seen when learners were asked about the festival itself and suggested a high level of satisfaction with the range of events and the ease to register.

However, where learners experienced frustration was in the information available about the events and in accessing such information.

Evidence from participants suggests that over 1/3<sup>rd</sup> (36%) accessed information directly from the event organiser with word of mouth and e-newsletters (often from the event organiser) also featuring prominently. Of the formats suggested, the least utilised and effective were the festival programme and the [www.makinglifebetter.com](http://www.makinglifebetter.com) website.

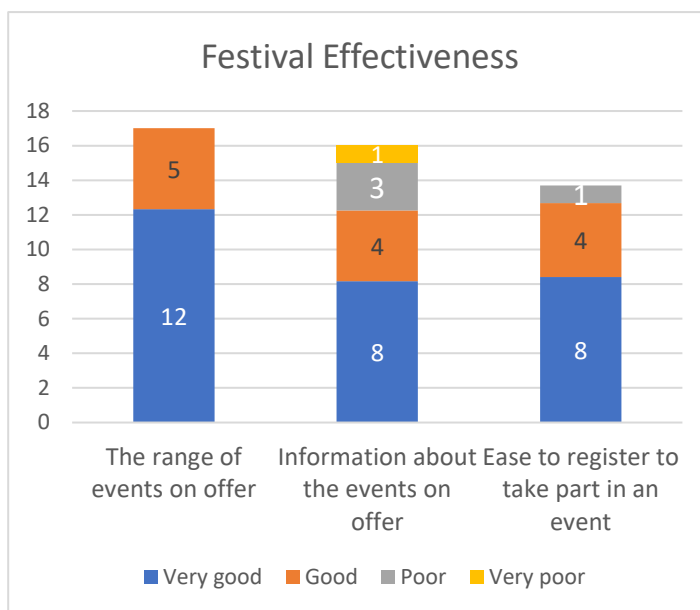
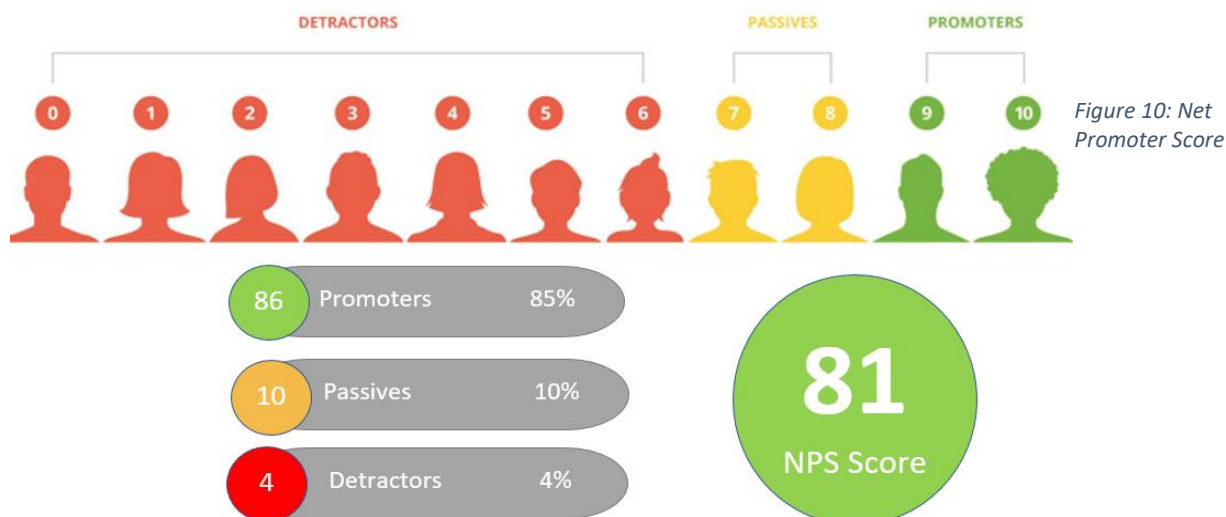


Figure 9: Festival Effectiveness - Learners

This demonstrates that the event organisers were proactive and sought to engage learners and participants directly. This should be encouraged further in any future festival or activities to maximise the strengths of organisers. The development of the valuable ‘Event Toolkit’ and provision of other good practice templates and ideas for promotion will ensure that this is improved further.

So many interesting activities were offered for free and were accessible

The Net Promoter Score for the Belfast Festival of Learning was 81 reflecting an incredible level of satisfaction from learners attending events. The score was achieved with 85% of respondents in the ‘promoters’ category rating their likelihood of recommending the festival as 9 or 10 out of 10 and just 4% ‘detractors’ scoring 6 or less.





### 3.3 Event organiser outcomes

Organisations across the city delivered events as part of the 2017 Festival of Learning over the week in a diverse range of themes and targeting an array of learners.

Feedback from event promoters supports the evidence from learners in terms of the most effective forms of **marketing and promotion** of events with personal and direct contact being the most effective. Other forms of promotion were focused on the free and increasingly popular [www.meetup.com](http://www.meetup.com) site. Event organisers recognised the value of the festival brochure, reflecting the input from the Cork festival, seeing it as a boost to their profile and being part of a citywide festival of events and activities.

Organisers also identified, through their engagement with learners, the perceived **impact** that attendance had and included:

- Confidence and Empowerment; attendee's growth in confidence to try new things and engage in learning e.g. parents now more empowered to get involved in the child's learning as a result of an event at their child's school. Moreover, linkages were made to other people at the event who may be in a similar circumstance.
- Encouraged to try new things; a greater potential to try other things that will lead on from the soft learning (e.g. literacy courses).
- Improved skills and knowledge
  - Provide learners with the information that they can apply and use
- Connecting with people in their community face-to-face as opposed to remotely; an improved profile in the community with residents now recognising the organisation or staff/volunteers more.
- Opportunity for people to talk to others at the events and to learn from them.
- People more willing to come on their own now as the 'door has been opened'.

...it's really good for people who are trying to find out more about life and think more positively

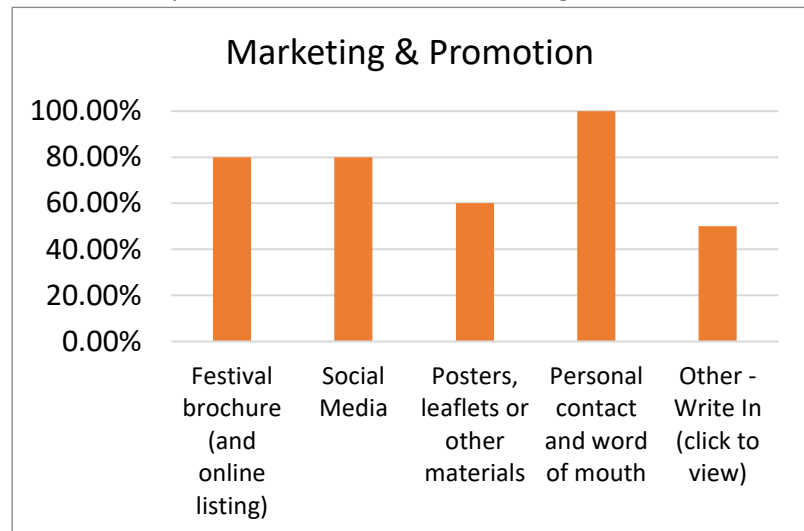


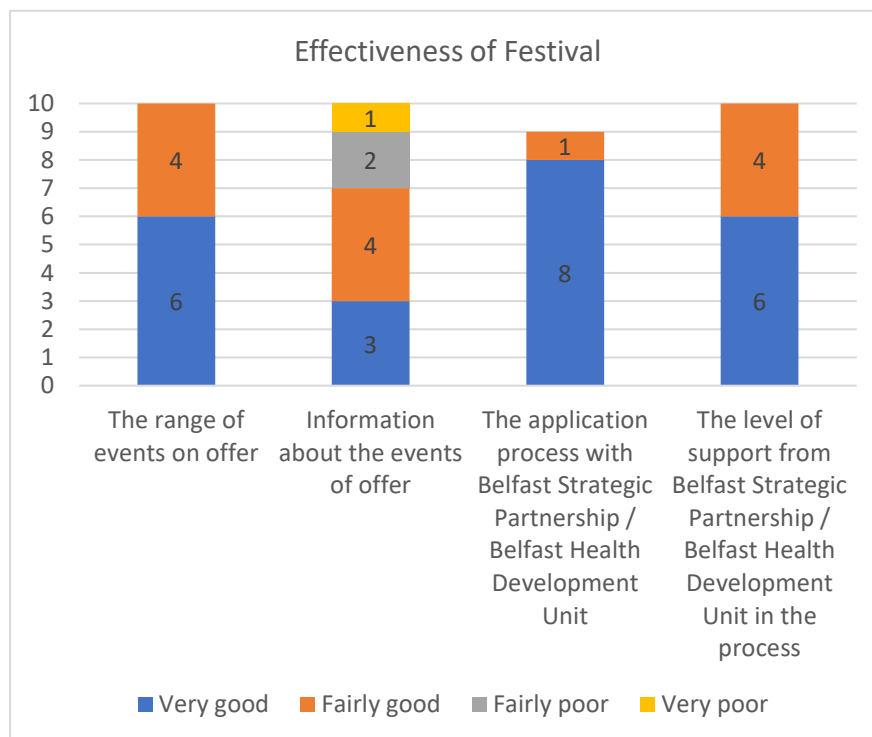
Figure 11: Event Organisers Marketing

Event hosts also demonstrated a keen willingness to embrace **learning** and utilise good practice from other providers through the shared learning and focus group event held in March 2017. This is demonstrated through key changes that they would make to future events such as;

- The need to use diverse ways to communicate with people that may have learning or literacy issues.
- Insights into local community and what they have or lack in skills/knowledge, for example in the ability of people to cook from scratch.

- Ideas for future events that could be delivered due to the gaps that exist, now recognised and identified. Issues being faced by communities, for example the affordability of food.
- Promoters identified ‘spin off’ projects that can be developed or connecting participants to existing services such as Acoustic Picnic at Oh Yeah!, more parent and child events at St. Joseph’s and further wellbeing events at Laughter Therapy NI.
- The importance of food to bring people together.
- The importance of flexibility in delivery to best meet the needs of the target group reflected in time of events and locations.
  - Importance of the timing of events for the target group – won’t be able to bring young people to something when they are at school for example. Perhaps more weekend events during the Festival, as with Family Friendly Belfast?
  - Others suggested the importance and the ‘Golden Hours’ between 1-3 and 2-4 post school
- Need to be realistic with what can be achieved with existing resources available.
- Importance of trying new things and taking on board any learning for future delivery
- For learning events, there is the need to have pathway options for the attendees to go on to, for example to other events or forms of training, and information on this should be available at events. This could both be events in the festival or following this – need to see the bigger picture for people attending.

In a similar picture to that seen with learners, event hosts felt that the festival overall was effective with particular praise being offered to the team at the Belfast Strategic Partnership reflected also in



the ease of the application process. However, this grouping also expressed their concern, within the survey and equally in the focus group setting, regarding ‘information about the events on offer’.

Figure 12: Festival effectiveness - Organisers

## 4. Belfast as a Learning City

Event organisers were proud to be part of a city-wide festival and series of events and were asked to offer insights into what makes Belfast a 'learning city'.

The importance of having a citywide festival was recognised by event organisers in that it was unique to other festivals that *"take place in silos."* Several promoters said that it was hard to attract people to local festivals due to reluctance to travel or fear of attending in another 'community'.

Having a city-wide festival connected the city as a whole and was effective in joining different communities, the work taking place in north Belfast around the Girdwood site was cited as a good example of this.

This demonstrated the willingness of Belfast Strategic Partnership and of the event organisers to try to achieve greater neutrality and openness. However, it was felt that the festival would benefit from more cross-community and multi-cultural dimension to the work, recognising diversity and being all inclusive.

The timing of the Festival was applauded, suggesting that it was the *"perfect start to the year"* before other festivals and gives voluntary and community sector organisations something early in the year to engage service users.

There were also a range of challenges identified for the Belfast Festival of Learning and participating organisations, including:

- Resources – often events are provided by a small and voluntary team so the flexibility and openness of the BHDU team was roundly welcomed, for example allowing event details to be amended reflecting the needs of service users.
- With the festival being a 'one off' the momentum for learning and engaging users can be lost. This demonstrates the need and demand for a more structured and sustained focus on learning throughout the year.
- The tight timeframe (of the intense week of activities) means that participants will often have to choose events and miss out on others.

On this theme, event organisers also suggested that the festival would be well served with a more visual presence such as photographs in the booklet and online would really illustrate what events are and reduce a potential barrier to learning. Moreover, the importance of venues was recognised and perhaps venues could be branded City of Learning sites that would make them easier to identify, find and be synonymously linked to learning.

### A learning city promotes lifelong learning for all.

UNESCO defines a learning city as a city that:

- effectively mobilizes its resources in every sector to promote inclusive learning from basic to higher education;
- revitalizes learning in families and communities;
- facilitates learning for and in the workplace;
- extends the use of modern learning technologies;
- enhances quality and excellence in learning; and
- fosters a culture of learning throughout life.

In doing so, the city enhances individual empowerment and social inclusion, economic development and cultural prosperity, and sustainable development.

The feedback from the event organisers has been collated into nine key themes for what a festival should be, outlined below and illustrated in the tag cloud opposite.

- **Connected** – events taking place should be better connected, with other event providers and other festivals, particularly where there is commonality in the themes being covered, target audience or geographical location.
- **Thematic** – clear themes for the events could be highlighted.
- **Skills-based and Educational** – events should all have an element of education with the participants acquiring some skills or learning that they can apply following the event.
- **Tangible** – having something to take away, such as food or something they made, was considered to be critical as a way of attracting people to come along but also in ensuring buy-in and future activity.
- **Fun and Enjoyable** – ensure that people enjoy themselves whilst they learn where possible.
  - One attendee involved in working with people with addictions stressed the importance of this stating that “there is not much fun in recovery so the events were very welcome.”
- **Responsive** – to the needs of those that come along in response to feedback received.
- **Accessible** – ensure that the events are appealing, are promoted in an appropriate way and held in locations that are suitable to the target group with the necessary facilities provided.
- **Inclusive** – where possible, to ensure that events do not exclude those that may wish to attend such as people with disabilities.
- **Sustainable** – where possible a commitment to the delivery of activities over a longer period or engage with groups/providers that have the capacity to do so.



Figure 13: Festival TagCloud

## 5. Future delivery

All event organisers that engaged in the evaluation suggested that they were planning or open to hosting an event if there was a 2018 festival. So, what would a 2018 Belfast Festival of Learning look like? Feedback from event organisers suggests the following.

- A one-week festival but with other relevant events delivered across the entire year. The group recognised the benefit of a focused series of events but that would be reflected in Belfast as a Learning City overall with more events and activities delivered throughout the year.
- Closer linkages and collaboration with other festivals that have a learning element.
- Important to celebrate as well as deliver, perhaps through an event at the end where some of the promoters could demonstrate their events to a wider audience.
- Need for a single, easily accessible place where events can be promoted, as per comments above, such as a dedicated online portal, utilising social media, effective programme brochure/booklet.
- Improved utilisation of existing media, such as a larger feature in City Matters.
- A banner at City Hall during Festival week.
- Engaging mainstream media such as having a daily event featured on GMU/Evening Extra/UTV Live.
- Seek feedback from potential service users, perhaps through a link in City Matters to a survey or the annual Belfast City Council survey to a sample of citizens, a question could be included to identify potential themes for learning.
- Review the visuals used and to ensure they are attractive to the users targeted. Some organisers felt that the Learning City Charter was very 'corporate' in style and did not reflect the community led nature of the majority of events. Likewise, a review of the language used in materials to ensure that this is not foreboding and a barrier.
- More photographs in the materials produced.
- To be clear if events are open to all or focussed on a particular group as this wasn't always clear i.e. if registration was necessary or walk in.
- Transport being available to allow individuals to be able to attend events.
- Need to ensure the evaluation form is not too long to complete for learners and recognise that children and young people wouldn't necessarily understand questions.

Based on the evaluative feedback from the range of stakeholders including learners, event hosts, Cork festival organisers and the Lifelong Learning group team the following five themes are proposed for developing any future Belfast Festival of Learning:

- i. Marketing and communications
- ii. Closer collaboration with other festivals
- iii. Activities throughout the year
- iv. Celebrations
- v. Evaluation activities

Taking each in turn the evaluation offers a range of ideas based on the insights from the research.

### i. **Marketing and communications**

- **Social Media** – including the use of Twitter, Facebook and meet-up groups. Regularly tweeting about events coming up to raise awareness/interest. The festival would benefit from having an easily recognisable hashtag and tweeting on this coming from a central

source, for example #BFoL2018. Whilst the 'Event Toolkit' offered event organisers simple and effective guidance including template press release and tweets it could be further enhanced with examples and being made available online for ease of use.

- **Email/E-zine** – use of email distribution, both to people that are known to the event hosts and festival team or have used their services but also identifying other organisations that might be interested. Receiving emails about other events was also considered to be an effective way of informing people.
  - Joint promotion was advocated as a potential opportunity from sharing event details to members/service users to attending each other's events.
- **Festival Brochure** – around half of those in attendance at the event focus group knew about the brochure (5 from 11). It was questioned as to whether the brochure was a cost-effective way to advertise the Festival yet feedback from the Cork Festival suggest that it has worth continuing the brochure as a central hook for learners and event hosts. There is a lot of information contained in it and it could be quite intimidating to use. If a Brochure is to be used, it could benefit from;
  - themed around the different types of events
  - events should be geographically mapped to show those that are in proximity to one another and there should be an index of events for quick reference
  - It was also suggested that there was a need to have a clear distribution strategy for the brochure to ensure that this can be found in places that likely attendees will be, including copies of the brochure for all those delivering an event
  - Family Friendly Belfast would benefit from some similar kind of booklet or listing or be identified as a theme in the Festival materials
  - A targeted distribution list for brochures would help to ensure reach and coverage.
- **Weblink** – feedback suggests that stakeholders were happy with the amount and quality of information on the BSP website, although the weblink was too long for people to find. One attendee had hyperlinked this on their website and that was considered to have worked well.
  - A dedicated site could be utilised in future festivals allowing for search functions, highlighted event of the day and thematic events.
- **Launch event** – only around half of event hosts knew about the launch event. This was considered to be a good thing in terms of raising awareness of the programme, particularly in terms of getting mainstream press coverage. The opportunity to network more at the event would have been welcomed. Moreover, a launch event targeted at the general public would have worked well with St Georges Market considered a good venue for this. The event would allow promoters to advertise their events, provide information and raise the overall profile of the Festival.
- **Word of Mouth** – this was considered important and successful particularly for events that were specifically targeted at a defined group or geographical community area. This can be encouraged by providing participants and other advocates/ambassadors with information on events (leaflets etc.) or social media links.

I didn't see promo material anywhere for the festival and feel that there could have been much more exposure for the event. The website didn't really display the events well

- **Flyers/Leaflets/Postcards** – such materials were effective for events that were specifically targeted at a defined group or geographical community area. This was also a useful method for reaching older people that may not be savvy with technology or where broadband connectivity is poor. Similarly, having posters up in key places would allow other users of facilities or organisations to see that the event was happening.
- **Photographs** – having photographs available, both of past events and to show what happened on the day, were important to have available as evidence and for promotion. All event hosts should be encouraged to share visual stories (photographs or video) which would be more easily facilitated with a dedicated website and social media platforms.

In order to implement some of the proposals listed above the festival team could consider utilising placement opportunities with local Higher and Further Education providers such as the QUB Santander Universities supported placements<sup>5</sup> or Belfast Metropolitan College Internships.<sup>6</sup> In addition, the development of the festival toolkit for event hosts could include samples and templates and can be shared via an online portal.

## ii. Celebrations

Closely linked to some of the marketing recommendations, a celebration event at the culmination of the festival or at another time in the year would be welcomed and embraced by event hosts and is an excellent way to engage more learners.

## iii. Collaboration and partnership

The opportunity to learn from and maximise the profile of other festivals in the city is significant. Such collaboration will improve marketing reach and reduce duplication.

There is evidence of partnering and collaboration between event hosts currently with several having delivered their event in collaboration with another organisation and were able to benefit from the fact that they could both promote to their service users. Working with and through complementary organisations was also considered effective as their users are likely to be similar and they could reciprocate through commonality and driving attendance i.e. bringing service users to other events of interest.

Engaging schools in the planning and encouraging applications from schools would help to engage young people, ensure attendance at events in school hours and could utilise school facilities particularly where there was a link to the curriculum. Similar links can be made with daycentres (Health and Social Care Trusts) to target a readymade audience for events.

A number of providers mentioned their event at meetings going on in their areas, allowing other attending organisations to help promote their event to their users. This could be expanded in a replication of the community based networks utilised in Cork.

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<sup>5</sup> <http://www.qub.ac.uk/sites/EmployerGateway-RecruitOurStudents/InternshipsandPlacements/>

<sup>6</sup> <http://www.belfastmet.ac.uk/siteFiles/resources/docs/bssb1.pdf>

There was a willingness and, indeed a desire, to engage in more planning pre-festival to ensure effective collaboration and information sharing. All of this will lead to providers being better informed about events taking place elsewhere would enable groups to bring service users to those that would be suitable.

#### **iv. Activities throughout the year**

Whilst the value of a focused city-wide festival, particularly in March, was recognised it is also important to note the range of activities that happen throughout the year. If Belfast were to achieve UNESCO GNLC membership it would necessary to recognise these yearlong activities that can then be celebrated in the week-long festival, perhaps with an awards ceremony of some kind or in bestowing Learning City Venue status to certain organisations.

The timing of events was critically important for the target group i.e. not being able to bring young people to something when they are at school for example. Perhaps more weekend events during the Festival, as with Family Friendly Belfast, could be of benefit.

#### **v. Evaluation activities**

The utilisation of a simple evaluation framework provides the Belfast Festival of Learning with a simple and practical guide to understanding the impact of the festival and its diverse events.

The evaluation team implore that the festival continues to utilise feedback forms from sample groups of learners and to engage with event hosts in the form of a simple online survey developed for this evaluation and / or in a round table discussion that can be facilitated as part of a proposed celebration or pre-festival programming session.

One method for increasing the reach of the evaluation but also demonstrating involvement from the festival team in individual events is the increased involvement and attendance from Lifelong Learning Group members at events and feeding back via a simple report card to the group for learning and improvement.



## Appendix One: Summary of survey data – Participants

<b>Have you used a service or been to an event with the hosts of this event before?</b>				
Yes, often	2.25	27		
Yes, occasionally	3.00	33		
No, never	11.25	135		
<b>To what extent do you agree with the following statements?</b>				
	Strongly agree	Agree	Disagree	Strongly disagree
I enjoyed the event/activity I attended	13.33	2.33	0.17	0.17
Staff/volunteers at my event were helpful	14.17	1.83	0.17	0.17
I am likely to attend similar events in the future	12.83	3.25	0.25	0.17
<b>What were the main reasons for attending your event? (Tick all that apply)</b>				
Interest and enjoyment	12.73	140		
Get or stay involved in my community	6.18	68		
Interact with others and meet new people	9.27	102		
Learn a new skill & try something new	11.17	134		
Learn skills for work & improve my CV	2.20	22		
Improve my confidence	6.00	66		
To stay physically active	6.00	66		
To stay mentally active	8.55	94		
Other (please state)	2.22	20		
<b>How good do you think each of the following aspects of the Belfast Festival of Learning were?</b>				
	Very good	Good	Poor	Very poor
The range of events on offer	12	5	0	0
Information about the events on offer	8	4	3	1
Ease to register to take part in an event	8	4	1	0
<b>How did you find out about the Belfast Festival of Learning and the event you attended?</b>				
makinglifebettertogether website	1	4		
e-newsletter or email (from who?)	3	17		
Festival Programme	2	14		
Word of mouth (from whom?)	4	39		
Direct contact from the event organiser	8	92		
Other (please state)	5	25		
<b>Net Promoter Score (average rank)</b>		<b>NPS</b>		
9.47		<b>81</b>		
Promoters	142	85%		
Passives	19	11%		
Detractors	6	4%		

## Appendix Two: Summary of survey data – Event organisers

### Report for Belfast Festival of Learning - Event Organisers

#### Please describe your event

A group of disabled people engaged in self-advocacy talking about human rights and how to ensure fair and equitable treatment

DJ workshop

Demonstration of EPALE website and discussion around outreach and inclusion

Digital Youth Event

Football 4 Health

Multiple events including Treasure hunt, Arts & Crafts, Inter-schools Games Tournament and a Games Night with Pop-up sensory zone

Reconnect to Learning

Short talk followed by laughter therapy followed by meditation

Taster Printmaking sessions

Two open days over a weekend with a series of taster classes

#### How many participants took part in the event (if you are unsure of exact numbers please provide an estimate)?

Item	Average	Min	Max	StdDev	Sum	Total Responses
Children (under 12)	63.3	0	144	60.9	253.0	4
Young adults (12-18)	58.3	0	225	80.2	350.0	6
Adults (18-60)	42.3	14	120	32.7	338.0	8
Older people (60+)	9.8	0	36	15.2	39.0	4
Other	0.0	0	0	0.0	0.0	1

#### Please provide any specific details or comment on the number or breakdown of participants:

225 pupils, Year 9 -12 and 15 teachers. Also 40 industry professionals and invited guests attended.

Didn't enquire if anyone was over 60 - I knew one person was but it's possible there were others. We were not asked to survey age

East Belfast Alternators - x 2 groups Group 1 = 8 Group 2 = 10 Newington Day Centre - x 2 groups Group 1 - = 10 Group 2 = 8

I have not broken down adults into 60+ or not - I'm sure some people were older than 60 but we didn't ask ages. These are totals over the two days

Rough number from a combination of events held over the space of a week.

Speak Out Group, advocates for blind and deaf people, floating support workers, project workers, disability advocates

We targeted jr football teams St Pats and Shankill and held an awareness day with other teams from the surrounding area invited in to share the learning

we targeted adults with learning difficulties for the DJ workshop, general public with the fruit and veg orchestra

**Have you ever held the same or similar event in the past?****Value    Percent    Responses**

Yes    90.0%    9

No    10.0%    1

**Total: 10****If so, what was different or unique about this event?**

It was a great positive event working with two teams from different communities who share issues and its these shared issues around mental and emotional health we need to tackle

The Schools Tournament was a unique event that had never been held within Northern Ireland before. We held a Games night last year as part of the festival of learning. However, this year's games night was done on a much larger scale, in a bigger venue and included the sensory zone which had not been included last year.

The added discussion around outreach and inclusion

The event participants more than doubled in size this year. In previous years between 100 - 150 pupils and industry professionals took part in a smaller venue. We held the event in a bigger venue, The Whitla Hall, Queens University and were able to reach out to schools all over Belfast and not just South Belfast as with previous years.

The group has developed their ability to speak out and voice their opinions. So the presentations evolved from the interactive scenarios of lived experience presented last year to articulate and confident verbal presentations this year, with a Q&A session afterwards.

The participants were completely new to the medium of Monoprint. All of those who came to the studio had never visited our venue before

This was free - last year we made a nominal charge of £10. I think fewer people dropped out as a result.

**Will you deliver a follow up event?****Value            Percent    Responses**

Yes            50.0%    5

Don't know    50.0%    5

**If yes, what would you do differently based on what you now know?**

A bigger Hall

A more forceful round-up of audience members!

Cost was an issue as funding only went so far, but we see the need for more events that include and cater to children of all abilities. This may see sponsors being involved in events.

Follow up in as much as we will contact people to come to regular classes here. And we'd be happy to do another event with you next year.

Needed more time - even 30 mins more would have helped

We aim to have Football 4 Health events throughout Belfast and are using this one as a platform to plan this.

We will run the event for the 5th year, in March next year. Very few lessons this year, this was our 4th year running the event, learning valuable lessons each year.  
smaller group size

**Please explain why you think your event was a success?**

Evaluation forms suggest this - as verbal feedback on the day

Everyone left having learnt a new skills, monoprinting is a very enjoyable and simple technique and everyone was pleased to see what could be achieved in one session.

For us we had lots of new people to the studio whose email addresses will now be on our database of contacts for classes, and who expressed an interest in continuing with us. There was a lot of positive buzz - happy people having enjoyed themselves who will recommend us to their friends.

It went off really well with 100% of those that fed back enjoying it ; finding the volunteers helpful and they would attend similar

Service Users involved in deciding activities Enthusiasm of Staff team.

The Speak Out Group has been helped to grow in confidence and articulacy and were keen to use the Festival of Learning to educate their audience.

The event connected 12 schools and one training organisation with 24 digital industry professionals from a diverse range of disciplines. Pupils received career advice direct from professionals working within the industry and got to use some of the technology commonly used in the sector. It highlighted to pupils what to expect from working in the sector and the skills and attributes required to work in the industry.

The feedback provided was excellent and everyone has asked to be kept informed of other workshops or events that I facilitate. Feedback was also provided on my meetup site and it was so encouraging and heart-warming to see the difference this workshop made. Also I have obtained work from a lady who was at the workshop, she said it was 'brilliant' and has asked me to do a workshop for her colleges, at a health and well-being day.

Through the feedback we received from parents, teachers, charities, youth groups and organisations, we are able to put our events down as a huge success. We provided unique events to parents and families with children of special/additional needs, who couldn't find events to be part of anywhere else.

Sold out in 2 days, all participant enjoyed themselves

**How did the event benefit those that attended? Please detail what change you feel that the event affected.**

A number mentioned the networking opportunity as a bonus on top of discussion content and learning about the site

All present gained a better understanding of human rights as experienced by this group pf disabled people and how they fought for their rights across different experience4s. The audience was challenged to explore what they might have done in similar circumstances.

An increased appreciation of visual art, increased confidence in their abilities, a sense of achievement - each person left with at least one finished print

It allowed families to spend time together and interacting. For families with children that have additional/special needs, this is a big thing. It helped children to interact with their peers in a fun, safe environment while also allowing them to pick up new skills.

Lots of people said how much they enjoyed the chance to try something new for free, what a nice venue it was, how friendly etc. People seemed to be smiling and enjoying themselves.

New experiences increased self-confidence to try other new things Recognition that can have fun without substance Recognised abilities that had been dormant Very Positive feedback

People felt more positive than when they first arrived, one lady was told of the event by her counsellor and some were from Carlisle House (addiction centre) They all said it was really great and inspiring. I have one young lad who has social anxiety and he left me feedback to say it was 'Fantastic'

Pupils were able to speak directly to professionals in a range of different areas of digital from gaming to filming making and app development to blogging. Over a period of approx. 2 hours pupils rotated in small groups around tables, connecting directly and asking questions of professionals working in the industry on skills required, apprenticeships, career pathways and how to better prepare themselves to work in the digital/creative sector.

This was a great event in terms of raising awareness of sport and mental health Celebrating the Take 5 for Wellbeing building the TAMHI network increased confidence and skills

**How did you promote your event? Please tick all that apply.**

Value	Percent Responses	
Festival brochure (and online listing)	80.0%	8
Social Media	80.0%	8
Posters, leaflets or other materials	60.0%	6
Personal contact and word of mouth	100.0%	10
<a href="#">Other - Write In (click to view)</a>	30.0%	3
<a href="#">Other - Write In (click to view)</a>	20.0%	2

**What was the most effective method for recruiting participants? How did the majority of attendees find out about your event?**

Direct recruitment via our email lists - only one indicated the festival brochure as her source of information

Direct recruitment. In order to target new audiences we did not advertise the project within our own networks and instead used the opportunity to make new contacts with groups in areas where we have not worked before.

Invitation sent directly to schools and training organisations.

Most people heard about my event through my own marketing of it, my meetup site.

Personal contact and word of mouth gained a lot of commitments to attend.

The majority of attendees found out about the event through social media and a press release from Belfast live.

We're not completely sure. We'd be interested to get the results of all the feedback forms we've collected for you. Will you be collating that?

Our mailing list and Community NI

Word of mouth

Word of mouth; using existing networks with clubs TAMHI is working with and connections in the football community

**How good do you think each of the following aspects of the Belfast Festival of Learning (2017) were?**

	<b>Very good</b>	<b>Fairly good</b>	<b>Fairly poor</b>	<b>Very poor</b>
The range of events on offer	6	4	0	0
Information about the events of offer	3	4	2	1
The application process with Belfast Strategic Partnership / Belfast Health Development Unit	8	1	0	0
The level of support from Belfast Strategic Partnership / Belfast Health Development Unit in the process	6	4	0	0

**Please provide any details on your response above:**

I don't feel that we needed any extra support to deliver the event

In all honesty my event was my priority I took little notice of the others; the big booklet which had loads of information was very off-putting; I went to print TAMHI bit and hit the button and there was so much came out my printer jammed - I would ask an honest questions did any other group really care about any other programme and more importantly did people at other events care about any other ones.

Not sure what is meant by application process - we didn't apply for funding assistance. Range can always be improved I received much more info via social media etc. on the Festival of Ideas than this festival

The range of events were great, next year I would like to include mindfulness, I already facilitate mindfulness classes at the moment.

There did seem to be a good range of events, although a lot at times I couldn't do. Information necessarily not a huge amount to fit in the programme but probably enough. Application process was fine - easy and supported by staff. Level of support - the main thing is that I think BSP/BCC could be more engaged on social media with retweeting and posting on Facebook.

Very helpful and encouraging throughout the application process.

i didn't see promo material anywhere for the festival and feel that there could have been much more exposure for the event. The website didn't really display the events well either and just felt this all could have helped promote the festival and events. This is something we could help the festival with and would be more than happy to have a discussion around that

**15. If the Festival was to be delivered in 2018 what could be done to improve it?**

Emphasize the Festival of Learning more. Other Festivals held within Belfast such as the Children's Festival, etc are highly advertised, however not many people we spoke to knew of the Festival of Learning

Greater support in attendance by Belfast Strategic Partnership / Belfast Health Development staff  
I can't think of anything as I felt our event and the others that I heard about were very successful, I think there was a broad range of activities available that reached a wide range of people and communities, well done to everyone involved

I could suggest fun events for older people like tea dances in all communities. More music events. I think a #bccfol or something like that could be used to celebrate and tag council in on the events and showcase positive impacts Also I think you could AWARD the best event with a prize Also BCC should feed into cross promotional opportunities

See above re: social media. I didn't see any print media or hear things on the radio - did you get any coverage? We did send out a press release (twice) but no take up. I wasn't sure about the spread of events across the city, whether there were enough in different locations.

The brochure - coding to enable search of events - both in terms of audience (what is for young people, family, adults) and content (arts, IT, sports etc.); say whether numbers are limited or not. Avoid clash with Festival of Ideas or work to complement one another More involvement of schools, colleges and universities Learning events in workplaces and commercial centres

Endorsements - public figures and a Facebook page

Dedicated website with events listings on the site. Social media accounts on both Facebook and twitter. Printed brochure/fliers distributed

## Appendix Three: Belfast Festival of Learning events

Event	Provider/Host
Disabled People Speak Out	Action Ability Belfast
Easy Learning	Conway Education Centre
Dementia Friendly Communities Workshop	Dementia Friendly Communities Team
Reconnect with Learning	Carlisle House Substance Misuse Treatment
Effectively Communicating with Young People	Cliftonville Community Regeneration Forum
Healthy Mealtimes Together	St Kevin's PS
Children and Parents Olympic Weightlifting Class	St Gabriel's Weightlifting Club
Art for Visually Impaired	Paintbox Workshops
Art and Literacy - Our Street	Paintbox Workshops (Falls Library)
Cardboard City	Belfast Metropolitan College
Sustrans Willow Weaving on Comber Greenway	Sustrans
Old Style Dining Now and Then	NOW Group
The Real Story, Learning from those who live with dementia	Dementia NI
Let's Work Together	Cedar Foundation
From Somalia with recipe - Traditional Somali Food	NISA
Pats to the Future - Animation Workshop	Lamb Community Media
Halfway House	Southbank Players
Drawing for the Terrified	NMNI
Collage for the Terrified	NMNI
Drawing for the Terrified	NMNI
LIFEMAPS	Youth Action NI
Art History for the Terrified	NMNI
Open Day Taster Sessions at Maitri Studio	Maitri Studio
CNP Staff and Families Cookery/ Nutrition Class	Colin Neighbourhood Partnership
Imagination Gaming	Learning Space
A Northern Ireland Adventure - Free Treasure Hunt	Learning Space
Free Arts & Crafts Workshops	Learning Space
Free School Gaming Tournament	Learning Space
Free Sensory Spot	Learning Space
Crafty Cultures	Doodlebugs Creative Workshops
Lifelong Learning for All	BHSCT
EPALE	EPALE
Family and Food Movie Morning	Ravenscroft Nursery School
Introducing Numeracy to Families	St Vincent de Paul PS
Sustrans Fun Forages by Bike and Foot	Sustrans
Traditional Somali Dance	NISA
Eastside Learning Reading Fair	Eastside Partnership
Fleur de Patrick - Spring Cuisine	St Patrick's Bearnageeha
DJ Works	BEAMA
Parent and Family Participation Nights	Corpus Christi ABC
Exploring the Archive - PRONI and HMS Caroline	HMS Caroline/ PRONI



A historical stroll around 1798 radical Belfast	Upper Andersonstown Community Forum
Fighting Words Belfast Volunteer Training (2 events)	Fighting Words Belfast
Pathway to music industry demo	Rcity Media
Laughter Therapy and Relaxation	Laughter Therapy NI
Showcasing approach to employability and Step Up to Learn	Belfast City Council
Learning is Fun for All	Barnardos
Getting your voice heard	Northern Ireland Assembly
Making Space to Grow at Connswater Community Garden	Groundwork
Spring Flowers at Glenbryn Community Garden	Groundwork
Absolute Beginners Guide to Growing Your Own Food	Groundwork
Gardening Craft Workshop - Mid Shankill Community Gdn	Groundwork
Bike Repair Maintenance Workshop	Loveworks Cooperative
Football for Health	TAMHI
Carrs Glen Goes Digital	Carrs Glen PS
Good Food - Good Craic	Belfast Recovery College
Family Support Learning Open Day	Ashton Community Trust
Keeping Children Safe - an introduction	BHSCT
Lessons from Africa Workshop	Project Africa Athletics
Fourth Annual Digital Youth Event	South Belfast Partnership Board
Men's Shed Cookery/ Nutritional Class	Colin Neighbourhood Partnership
First Aid Training	Wandsworth Community Centre
DJ Workshop for adults with disabilities	GIGA Training
Footprints Annual Celebration	Footprints Women's Centre
Happy and Healthy Fair	Shaftesbury Recreation Centre
Printmaking taster sessions	Belfast Print Workshop
Shed Skills Learning & Open Day	North Belfast Men's Shed
Daily Bread	TDK Community Group
The Importance of Cultural Understanding	ArtsEkta
Try DIY and make a career out of it	Belfast Metropolitan College
Belfast Met's Culinary Arts interactive demonstration	Belfast Metropolitan College
Belfast Met's 110 Years of Learning Taster Event	Belfast Metropolitan College
Recycling Pallets	Lower Oldpark Community Association
Poetry Slam	Belfast Metropolitan College
<b>Additional Free Events</b>	
<b>Belfast City Council</b>	
Learn how to give your laptop/tablet a MOT	Digital Film Archive (DEE Street CC)
Basic Introduction to Mac 1	Learn how to shop online (Donegall Pass CC)
Basic Introduction to Mac 2	Digital Film Archive (Knocknagoney CC)
Print in 3D	Get Social (Hammer CC)
Digital Film Archive	Uploading and Editing Photos (Morton CC)
Saturday IT Club	Get Crafty Online (Duncairn CC)
Pop in to Prop	Learn how to give your laptop/tablet a MOT (Dee ST CC)
Pop in to Prop	Digital Film Archive (Glen Rd CC)
An afternoon of Curiosities	Learn how to give your laptop/tablet a MOT (Finaghy CC)
Beginners Botanical Art	

<b>Other</b>	
CV writing Workshop	Ulster University
"Study a Social Policy Degree part-time: You're closer than you think!"	Ulster University
Kids Filmclub screening of City of Ember	StrandArts Centre
Jog Belfast 5k	Jog Belfast
screening of Good Will Hunting	StrandArts Centre

## Appendix Four: Proposed OBA Report Card

**Belfast Festival of Learning: OBA Report Card**

How much did we do?	How well did we do?
<ul style="list-style-type: none"> <li>▪ No. of events taking place</li> <li>▪ No. of events funded</li> <li>▪ No. of events taking place under each of the Themes</li> <li>▪ No. of parents/children/families attending events</li> <li>▪ No. of new and repeat events/organisers</li> <li>▪ No. of different types of organisation in receipt of funding</li> <li>▪ No. of accessible venues used (Belfast City of Learning venues potentially)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Spread of events taking place across the city</li> <li>▪ Representative spread of events targeted at range of attendees e.g. young people, older people, people with disability etc</li> </ul> <p>In the end of programme evaluation:</p> <ul style="list-style-type: none"> <li>▪ % of learners attending an event for the first time</li> <li>▪ % of families that tried something new at the event</li> <li>▪ % of learners satisfied and willing to recommend an event/the festival (Satisfaction level measured by Net Promoter Score)</li> <li>▪ % of organisers that consider their event to have been a success</li> <li>▪ % of organisers that would plan to run a similar event in the future</li> <li>▪ % of organisers that deliver new events as a result of the learning they have gained</li> <li>▪ % of organisers reporting that event attendees have re-engaged with their organisation as a result of this event</li> </ul>
Is anyone better off? Number & Percentage that are better off (So what?)	
<ul style="list-style-type: none"> <li>▪ Reduced level of social exclusion and improved social interaction</li> <li>▪ Increased level of confidence and self-esteem</li> <li>▪ No. and % of learners that attend a future event with this organisation or the festival</li> <li>▪ % of learners expressing they learned something new as a result of attending an event</li> <li>▪ No. and % of learners that progress to new phase of learning e.g. training course</li> <li>▪ No. and % of families that put new skills to use at home or in work</li> <li>▪ No. and % of organisers that deliver new or additional family-friendly events in the future</li> <li>▪ No. and % of organisers that adapt their delivery methods as a result of learning from a Belfast Festival of Learning Event <ul style="list-style-type: none"> <li>○ No. and % of venues adapted to better meet the needs of families as a result</li> </ul> </li> </ul>	
<p><b>Comment:</b> Importance of extent and attribution, that OBA does not encompass, must be recognised by identifying the scale of change and also who else contributed to the change (outcome)</p>	