



**Making Change**  
National Conference Evaluation – Easy Read  
November 2023



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# Making Change

## 11-13 October 2023

### Introduction

From 11-13 October 2023, The Culture, Health & Wellbeing Alliance (CHWA) held its third national conference. The event was designed to be a provocation, celebration and conversation centred on all elements of creative health; what changes are needed in the sector, where our energy is best placed, and how to create meaningful, sustainable change under existing limitations whilst also keeping ourselves healthy and well.

The conference consisted of 4 panels and a choice of over 40 breakout workshops (if attending in person) over three days.

CHWA partnered with and was supported by a variety of local cultural organisations, and is grateful to Barnsley Metropolitan Borough Council and South Yorkshire Mayoral Combined Authority for supporting a number of bursaries for attendance.

The following evaluation documents an overview of the event and the planning process, alongside thoughts, feedback and learning from CHWA Staff, volunteers and attendees. It also includes reports from specialist evaluators in a variety of areas.

CHWA's mission was to create an event that echoed its core values of collaboration, caring, inclusivity and commitment to positive social change. We hope this culture of care is reflected in this evaluation.

The Culture, Health & Wellbeing Alliance

## Evaluation: How We Approached It



As part of Making Change, we wanted evaluation to feel embedded, relevant and a meaningful tool by which we could move forward beyond the event.

Evaluation of the event uses the principals of our new [Creative Health Quality Framework](#)

Our main question when gathering feedback on the conference was:

*“How has this event changed or informed your practice?”*

We decided to add a legacy element to the evaluation process, where we will pay 6-8 practitioners to have in depth follow up conversations with CHWA three months after the event.

We devised additional creative ways to give feedback

- A QR/Texting feedback option
- Audio and video feedback
- Visual displays/upvoting
- Ballot Boxes
- Staff support to give feedback if needed

We hope the feedback becomes a useful driver for change.

## The People: A Snapshot

217 people attended Making Change in Barnsley

97 people attended the event digitally

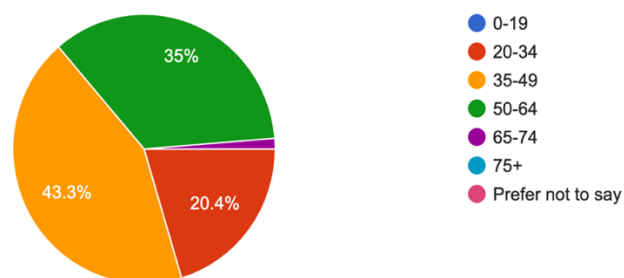
92 individuals shared their work or practice at the conference through panels, breakouts and performances, and several more had their work featured in our pre-pack, digitally and on film. This included young people, emerging artists and a number of marginalised groups.

157 people filled in CHWA's Equality, Diversity and Inclusion Form

### Demographics

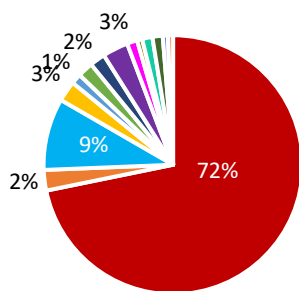
#### Age

Please select your age bracket  
157 responses



## Heritage

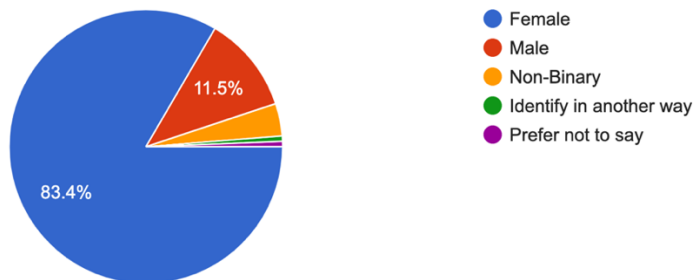
156 Responses



- White British
- Any other White background
- Any other ethnic background
- Black or Black British: African
- White Welsh
- White European
- Black or Black British: Caribbean
- White Irish
- Asian or Asian British: Pakistani
- Any other Mixed / Multiple ethnic background
- Asian or Asian British: Indian
- White Scottish
- Asian or Asian British: Chinese
- Mixed: White and Asian

## Gender

Please choose the gender you most identify with:  
157 responses



## Accessibility

Creating an event that felt inclusive and accessible by design was a priority for CHWA. We worked with Cloverleaf Advocacy and our working group as consultants on accessibility, and encouraged attendees to share their individual needs with us ahead of the event.

- Quiet and Safe Spaces
- Captioning and BSL (cancelled as not needed)
- Reserved Seating
- Visual Story
- Videos, maps and access guides
- Option for carers and those with dependants to discuss specific needs
- Free companion tickets
- Tiered level pricing and bursary options
- Pictures of spaces and staff, highlighting particular skills such as MHFA

24% of conference attendees identified as D/deaf, disabled or having a long-term health condition, and 15% identified as neurodivergent.

50% identified as being a carer, with 34% of those caring for children. CHWA received 35 official access requests and 24 allergies/intolerances.

Common themes among access request were:



*“The accessibility and accommodations throughout the entire festival were exemplary. Well thought-out and suitably signposted. Having live captions was good, as that is something that can benefit everyone.”*

*“Congratulations and well done for setting such a great accessibility benchmark. As a wife, mum and sister within a very neurodiverse family, I am so happy to see the visual story you have created. If only everywhere did this!”*

*“Thank you so much for the captions. I don't sign at all so would not have been able to access the conference without it. It's not something many organisations consider but it's really appreciated.”*



## Reflection

This information highlights that our average demographic at this event was a non disabled white British female, ages 35-49, who is neurotypical and could have caring responsibilities.

Whilst the diversity of heritage is much higher than previously, it is still not a diverse audience. This was also raised as a point by some attendees. CHWA wants to help change this, also acknowledging the realities of where creative health is currently and what can be achieved.

We will be publishing a separate resource on the cost of accessibility.

## Financial Summary

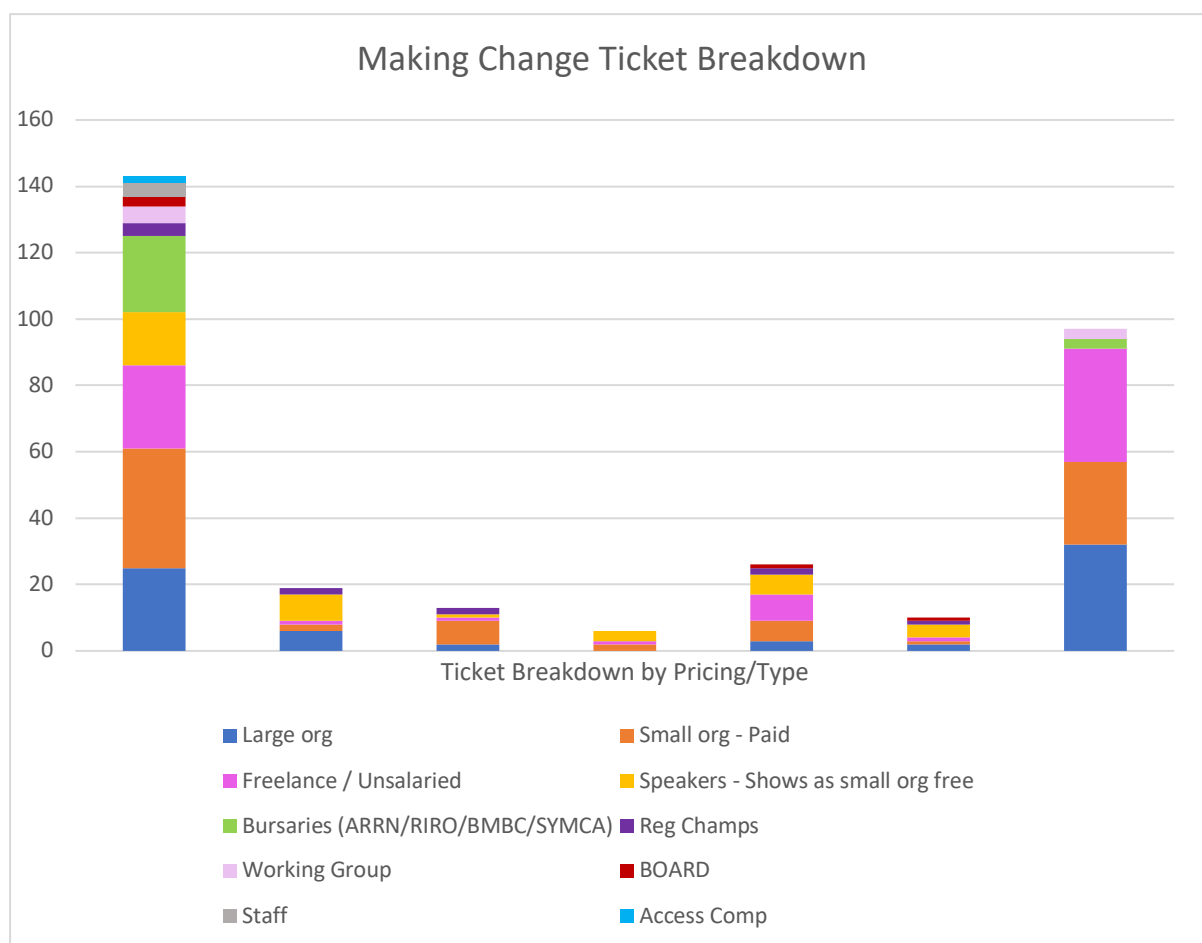
### Ticket Sales

After EventBrite fees of £2076.73, the total net income from ticket sales was **£21,036.71**. An additional **£5700** came through in bursary funding, making the total income **£26,736.71**

The original budgeted income for the event was **£32,290.45**. This included a ticket sale target of **£27415.45**

Ticket income was made up of **£16962.19** in person ticket sales, and **£4074.52** digital ticket sales.

Below is a breakdown by ticket price/type.



Overall, the **Full Conference** ticket option was the most popular.

For full conference attendance, the **small organisation** ticket option was most popular.

**One Day tickets** were most popular on the **Thursday** (the busiest day in the conference programming)

The most popular ticket option amongst **freelancers or unsalaried attendees** was **One Day (Thurs)** or **digital** attendance.

**Least popular** ticket options were the **one-day Wednesday** and **Friday** tickets.

CHWA was able to offer [23 bursaries to emerging artists](#), many of whom were also from marginalised groups.

## Programme / Operations

Some notable positive sessions were:

‘From the Roots Up: Where Systems Create Values and Structures’

‘Not a Single Tree but an Ecosystem’

‘How to Use the Quality Framework,’

‘How to Create a Trauma Informed Organisation’

‘Build Your Own Creative Health Toolkit’ with NCCH.

## Pastoral Care / Environment

CHWA was conscious to make the whole event calm, comfortable and enjoyable. Considerations included:

- Pre-conference activities specifically designed to ease travel anxiety
- A quiet room
- Regular comfort breaks
- A relaxed panel space where people were encouraged to come a go as they needed to
- Mental Health First Aiders on site

*'I want to thank the conference organisers for curating a fantastic conference, with such wide-ranging programming and inspiring/thought-provoking speakers. They held the space with such care and thoughtfulness. I felt I was always in very safe hands. A big thank you.'*

*'Felt very well cared for during the conference. Lots of volunteers around who had obviously had training and knew what the conference was about and where things were.'*

*"This is so fab!!!! Congratulations and well done for setting such a great accessibility benchmark. As a wife, mum and sister within a very neurodiverse family, I am so happy to see the visual story you have created. If only everywhere did this!"*

### Evaluation

CHWA offered a variety of creative means of giving feedback.

#### Common Themes and Phrases



## Survey Responses

44 people responded to our [post-conference survey](#), which is 14% of overall attendees. 41 of these were in person attendees. Below is a snapshot of the results:

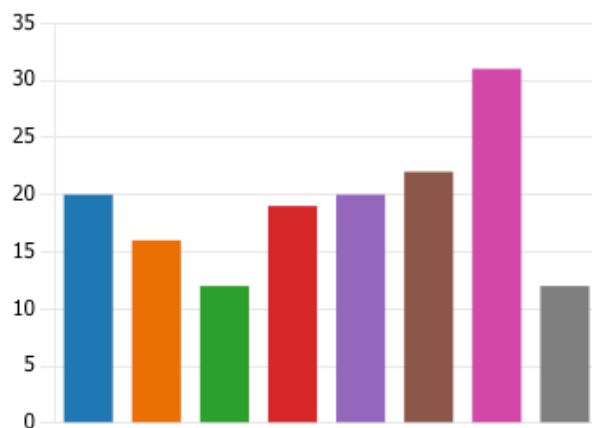
When asked 'Has the conference influenced or informed your practice in any way, 89% of responders said yes, and 11% of responders said they expected it would in the future.

The following areas have been taken from the Creative Health Quality Framework.

### 4. Specifically, has it influenced or informed your practice in any of the following areas

[More Details](#)

● Person Centred	20
● Equitable	16
● Safe	12
● Creative	19
● Collaborative	20
● Realistic	22
● Reflective	31
● Sustainable	12



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5. Do you feel you have the infrastructure, support and resources in your region to champion these changes and the wider work?

[More Details](#)

● Yes	12
● No	7
● Unsure	25



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This shows that people felt most influenced in relation to being more **realistic** and **reflective** in their work

The majority of those surveyed feel **unsure** about whether they have the **local support** in order to help grow their work in the areas they would like.

The most common theme was **funding**, followed by individual and organisational **support**, and **sector knowledge**.

**77%** said the conference gave them **new contacts, networks or support** systems that they plan to connect with in the future.

## Conference Summary

We asked delegates to sum up their experience of the conference in one word.



## Reflection

The feedback we've received for the event has been resoundingly positive overall. **Specific appreciation** for **access, pastoral care** and **organisation** were prominent, whilst **important highlights** around **representation, programme structure** and **environment** have given us things to take forward and prioritize in future planning.

## Action Points

In addition to the considerations through the evaluation, the following points have been identified as key areas for action going forward:

- Measurable steps to diversify membership and event attendance; this could include callouts targeting specific underrepresented demographics, and extended efforts to link and share with organisations led by global majority artists, younger people and those who identify as D/deaf, Disabled and neurodiverse.
- Reviewing staffing and volunteering approach for conference 2025, considering a specific staff lead on access, and having a national volunteer callout with expenses paid
- Looking at practicalities of holding conference at a different time of year
- Reviewing the programming structure and potentially streamline/build in more unstructured networking time.
- Investing in evaluation and considering potential Artput approach
- Build in 'holding space' for underrepresented groups
- Developing a plan to better link with colleagues working in health, community practice and social justice
- Conduct 6-8 paid 'legacy' chats in Jan 2024, to further measure longer term impact of event.
- Developing an approach to share our progress with our members and the wider sector



CHWA would like to thank Arts Council England, consultants and partners in Barnsley and further afield, as well as all of their staff, working group, board members and conference contributors and attendees for your input into Making Change.

Conference Photos: [Michael Aiden Photography](#)