

# Diversity Month in Dundry View Evaluation Report October 2016

## Diversity Month synopsis

After the inaugural event of Diversity Month last year it was important that the momentum continued and that we could show the community that 'celebrating Diversity' was not just a one-off event but that it would continue to build and grow in its objective to combat hate crime in the area.

We felt it important that we should have a linked event every month throughout the year as well as the full programme in October, this helped with the continuity needed, but also to keep the links with the BME group and other organizations we had previously worked with.

This year we also attempted to include events aimed at the transgender community and other cultures that we had not covered in 2015.

## The events

*We had a number of events through the year in the lead-up to October, these included;*

Jamaican Independence Night - 110 attendees

St Patricks Day Film Night - 25 attendees

Eastern European Music Night -- 29 attendees

Theatre Tour with Tobacco Factory Theatres - approx 150 attendees

Come Dine with me around the world - BME supper club - 20 attendees

LGBT Karaoke Night - 35 attendees

91 Ways Supper Club - 24 attendees

*For Diversity Month in October we scheduled the following events;*

### **Diversity Photographic Exhibition: Throughout October**

An exhibition of images taken on the night of the BME community supper club, members of the BME group were invited to cook traditional dishes from around the world to share in a supper club setting with members of various local organizations and individuals.

### **Diversity Month Launch Night: Friday 7th October**

An evening of celebration to launch the month of events, with food and wine provided by Zion Community Space and music from Mankala Band.

*Approximately 120 people attended the launch night from the various agencies, businesses, local groups and community members and the city mayor Marvin Rees.*

### **About Face Puppet Show: Sunday 9th October**

About Face Theatre company work with adults with learning difficulties to perform puppet shows for all ages. The company bought their show 'The Boy Who Opened Doors' to Zion for a family performances.

*We had 22 adults and 18 children at the show.*

### **Kidcraft sessions: Every thursday 10-11.30pm during October (four events)**

In partnership with Diversity Month, Zion ran their regular kidcraft sessions with a diversity theme based on well known childrens books that reflected different cultures and backgrounds. *Attendance was on average 26 children and their parents/carers to each session so approximately 104 over the month.*

### **LGBT Music Night - Friday 14th October**

A music night to enable members of the LGBT+ community to socialize in a community venue, we had music from Bristol artists Rob Sainsbury and Sazzey followed by karaoke. *There were 34 on the night, a mixture of LGBT+ and straight friends.*

### **BHCS Disability hate crime workshop- Tuesday 18th October**

A workshop and talk from Brandon Trust on the issues that exist in Bristol around Disability hate crime and what is being done to combat these problems. *There were 30 attendees from various agencies in Bristol.*

### **African Flower arranging - Thursday 20th October**

A workshop on African flower arrangements led by Lizzie Valentine. This was a regular Zion event that was themed to reflect the Diversity Month. *There were 14 attendees to the workshop from the local community.*

### **Bhangra Night - Saturday 22nd October**

Celebrating the music and food from the Indian/Bangladeshi community, we had a dance and drumming workshop with Bristol dance group RSVP Bhangra and food from the local Indian food outlet Masala Hut who live in Bedminster Down. *There were 120 attendees of all ages on the evening.*

### **Living within the rainbow - Tuesday 25th October**

This was a talk to enable residents to learn more about the terms and definitions used within the LGBT+ community, there were also spoken word performers on the night to highlight transgender and 'queer' issues for people of colour and the LGBT+ community as a whole. *We had 19 people along on the evening from both the LGBT+ and straight community.*

### **Stand-Up for Diversity- Friday 28th October**

A night of comedy with five very diverse acts, Hannah Brackenbury, known for lesbian themed musical comedy, Wil Hodgson who tackles every day xenophobia and bigotry, Ahir Shah who looked at the recent anti-Muslim extremists and the UK political systems and Jackie Hagen who tells the tales of having only one leg and being bi-sexual. *We had 66 audience members from across the city and the local community from a mixed cultural and sexual background.*

### **Bristols Big Night Out- Sunday 30th October**

A theatre/cabaret style evening telling the stories of all the different communities of Bristol that live along the route of the no.75 bus. *There were 72 audience members for the theatre night, a mix from the local community and across the city. The age range was from teenagers through to senior citizens.*

TOTAL EVENTS THROUGHOUT THE YEAR: 21

TOTAL VISITORS: 977 (plus exhibition footfall of 1-1.5k)

## Promotion and Marketing

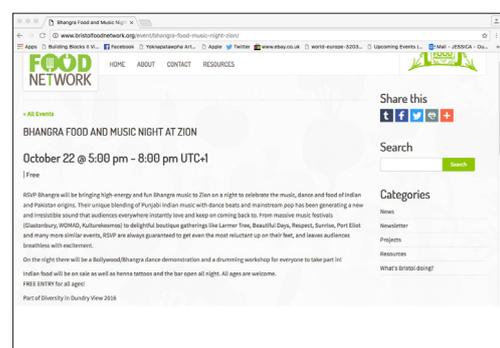
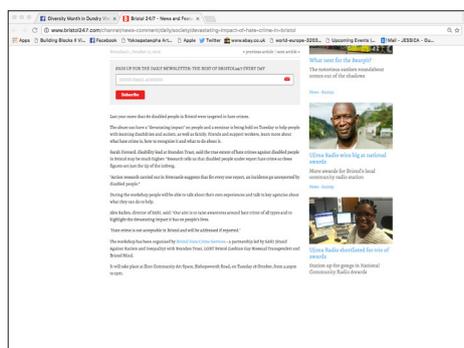
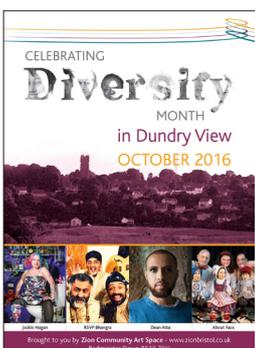
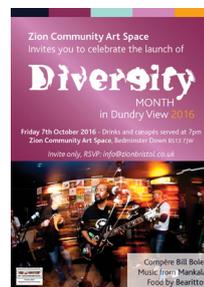
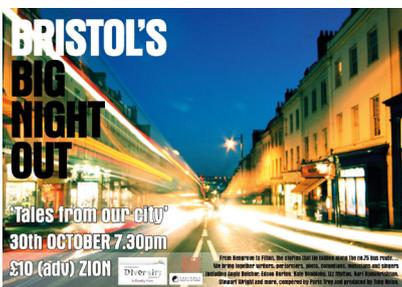
The month of events was promoted through x5000 printed programmes that were delivered to local houses and venues in South Bristol including a permanent stand in Sainsburys (Winterstoke Rd) and Co-Op (Bishopsworth Rd). We also created a unique facebook page for the events and listed them on the Zion website. The month was promoted through Zion facebook page (2180 followers) and the twitter feed (2800 followers).

Marketing coverage as follows;

- BBC Radio Bristol interview 7/10- Jess Wright
- BBC Radio Bristol interview 27/10 - Stewart Wright
- BCFM/Ujima interview 3/10 - One Love Breakfast
- BCFM interview 13/10 - Shout Out
- BCFM interview 27/10 - Shout Out

- Greater Bedminster Partnership Newsletter
- The Pigeon - South Bristol Guide
- Bristol 24/7 - City wide publication
- Bristol City Council - internal newsletter
- Bristol Food Network
- Ujima Radio
- Theatre Bristol
- Made In Bristol TV news
- Arts Council newsletter

We also had coverage from promotion through all of the partner networks involved in the event.



## Some of the feedback and comments...

We really enjoyed Kidcraft - just baking gingerbread cookies now from the story 'the gingerbread bees'

*Amazing show! The puppets and performers were excellent. (About Face)*

*Great evening, thank you (Bhangra Night)*

*It was amazing! (Bhangra Night)*

*Put your hands in the air like U just don't care! @RSVPBhangra had @zionbristol jumping tonight! (Bhangra Night)*

*@RSVPBhangra Another brilliant packed diversity month event at the wonderful @zionbristol Showing how important community hubs like this are. (Bhangra Night)*

*Wonderful place in a converted chapel with great food and lovely people. Lots of diverse events that make the trip across town more than worthwhile.*

*Really fucking fascinating night last night Zion thanks to Dean Atta @shonfaye & @travisalabanza for some great poetry & discussions. (Living within the rainbow)*

*@zionbristol @shonfaye @DeanAtta @travisalabanza an amazing evening, humbling that these amazing performers gave so much #honesty #bristol (Living within the rainbow)*

*Spaces like @zionbristol are so important, imbedded in a local community and catering for them but also inviting others to connect and share. (Living within the rainbow)*

## Sponsors, supporters and all those involved that benefited from the project.

Bristol City Council

SARI

Bristol Hate Crime Services

Lizzie Valentine Flowers

Mankala

Dundry View Neighbourhood Partnership

Quartet Community Foundation

First Bus

Brave Bold Drama

Bristol Beer Factory

Bearritos

Doveton Press

Tobacco Factory Theatres

Sainsburys

BME South Bristol

Zion Bristol Ltd

Tanya Hazell Photography

Safer Bristol

## Comments from our partners...

For the second year in a row a very successful Diversity Month was presented, developed and implemented in the Dundry View Neighbourhood Partnership area. The Partnership have fully endorsed the program and found immense value in the messages and conversations it has created around diversity. The Partnership have supported the program along with others with a small grant which has brought a wealth of activities, training and events to the area. We look forward to next year!

***Emily Smith - Dundry View Neighbourhood Partnership***

I wanted to congratulate you on a great event! It was really fun and what a great crowd. Needless to say, we would be delighted to come back and perform again for you.

***Judge Singh - RSVP Bhangra***

The diversity month was great from the invite only launch right through the last night of the Bristol Big Night Out.

The Brandon Trust (as part of Bristol Hate Crime Service) workshop, 'Stopping Disability Hate Crime for People with Learning Disabilities and Autism' was well attended and received extremely positive feedback. There were performances by The Misfits and Brandon Trust Trainers to demonstrate different types of disability hate crime. This was followed by short workshops to identify the nature of hate crime, the emotions experienced and what to do about it.

People said that the interactive style made learning fun and accessible and that the venue was welcoming.

At all the events I attended, people remarked on the lovely venue and great atmosphere. My friends and I enjoyed the Diversity Comedy Night and Bristol Big Night Out, a theatrical event written for the diversity month. Well done Jess!

***Sarah Howard - Brandon trust***

The popularity of the launch event for Diversity Month is testament to the important message it carries. I was very impressed with the breadth of contributions from local residents, voluntary organizations, and businesses, who turned up to show their support. In the wake of the sharp rise of hate crime which has been observed this year, celebrating diversity is of central importance at a local and national level. This is a more important time than ever to celebrate and promote diversity in Dundry view and beyond. The launch event also facilitated a number of conversations with residents, local organizations, and elected members; the awareness and overall value generated by this event will continue beyond the life of the initiative.

***Jim Hodgson - Hartcliffe Withywood Community Partnership***

## Costs of the Event

Sponsor/Funder	Amount	Payment or In-kind	Donation
Bristol City Council	4000	4000 Payment	
Bristol Hate Crime Services	200 (Combined)	200 Payment	
Dundry View Community Cohesion/ Neighbourhoods	1500 2000	3500 Payment	
Quartet	1700	1700 Payment	
Festivals Fund	2000	1773 Payment	
Tobacco Factory Theatres			Use of theatre space and tickets
Sainsburys			Voucher for prizes
Bristol Beer Factory			Beer for prizes
Zion Bristol Ltd	(2170)	In kind	Hire and staff costs.
<b>TOTAL</b>	<b>£11400 (+2170)</b>	<b>£11173 + (£2170 In-kind)</b>	

Event	Cost
Event organizer	1500
Programme and marketing	3152
Launch Night	1000
Expenses	177.75
Diversity Exhibition	900
About Face Puppet Show	250
Kidcraft sessions	170
LGBT Music Night (July and Oct)	300
Bhangra Night	550
Living within the rainbow	550
Stand-up for Diversity	500
Bristols Big Night Out	2500
<b>TOTAL</b>	<b>£11549.75</b>

The costs of the event totalled £11549 with venue hire and time donated by Zion Community Space. The balance remaining was made up from a raffle on the launch night.

The proceeds from ticket sales for Bristols Big Night Out went towards a free workshop to be held by TriForce at Tobacco Factory Theatre in January 2017 to enable those without access to theatre a chance to rehearse and perform with industry professionals.



## Summary and conclusions from the month...

Our aim for Diversity Month 2016 was to reach a broader audience than 2015 and still to deliver a high quality programme of events. Finding the balance of events on a limited budget was the most challenging aspect as well as encouraging local residents to participate in an event they might not normally consider.

We had fantastic success in terms of visitor numbers, particularly for the music, theatre and comedy nights. Our lower numbers were for the LGBT+ events which have always presented a challenge in this community. It is important to continue with the progress we have made, in particular for the transgender community as Zion begins to be recognized as a safe space for all residents in South Bristol.

It was great to strengthen our links with the local BME group who have continued to attend more events throughout the year and now hopefully feel more integrated into the community. It was also important to have Bristol Hate Crime Services in attendance at the launch and to have the disability hate crime workshop in the programme which I think most people gained a valuable insight into the lives of those challenged by all disabilities.

As we look ahead to 2017 it can only be emphasized that Diversity Month should continue to grow and hopefully continue to be supported by our funders and partners so that those involved feel that we are making progress and will combat hate crime in the long term.

Our thanks to all those involved.

Jess Wright

8/11/16

Director

Zion Community Space

[www.zionbristol.co.uk](http://www.zionbristol.co.uk)

