



DAISY FEST 2014 EVALUATION REPORT



DAISYFEST 2014

DAiSY FEST 2014 was a 2 day disability arts festival held at GLive in Guildford on 3rd & 4th June. Under the artistic direction of John Kelly, the festival was programmed and managed by DAiSY and Surrey Arts.

DAiSY is an umbrella organisation that promotes, champions and celebrates the work and inclusion of deaf and disabled artists in Surrey and beyond. The DAiSY steering group includes representatives from Dramatize, Art Matters, StopGAP and Freewheelers.

DAiSY FEST Aims:

- To explore the notion of the aesthetics of access
- To raise the profile and change perceptions of disability arts
- To bring together the best in disability arts from across Surrey and beyond
- To create new collaboration and showcase work by recent connections
- To stimulate debate, learning and inspiration through showcasing the best in disability arts practice
- To make the South East a welcoming and accessible region for disabled artists

'DAISYFEST 2014 is an exciting and vibrant way of bringing people together to experience the very best in art, spoken word, film, dance, experimental and developing works, performance and music. I hope this year's festival takes you on a thought-provoking, edgy, entertaining, challenging, humorous, rocking journey in which we can all share, enjoy and belong.'

John Kelly, Artistic Director

Supported by:



DAISYFEST PROGRAMME

TUESDAY 3 JUNE

10am – Main Hall

Music Workshop - Breaking The Bubble

Free music workshops especially designed to include and inspire children and young people (4-18years) with special educational needs and/or physical disabilities.

10am & 2pm – Glass Room

Monoprinting with Textures & Stencils

Ochre Print Studios

A workshop for all using stencils, block prints and paper textures to create beautiful coloured prints on an etching press.

2pm – Glass Room

Animation Workshop - Jellytree TV

Discover the fun and engaging world of stop frame animation. Jellytree Productions and the Lockwood Video team will run this taster session suitable for a broad range of abilities.

3pm – Bellerby Studio

I Love You / The Rose

Dramatize / Bloomin' Arts

I Love You explores the life of a man who travels far and wide on different boats until he meets a woman who changes his life. Bloomin' Arts Dance Installation The Rose, is a collaborative work that uses sculpture, image projection, storytelling and dance.

5pm – Bellerby Studio

In My Skin - Rhythmic Collision

An hour-long dance workshop aimed at local schools, colleges and the community, Individual movement will develop into duets, trios, quartets and group work, which will be choreographed into an exciting piece of dance to be shared in a performance at 6pm.

Workshops & Installations across both days

A Place at the Table The Pantry Project

Foyer : 10.30 – 12.30, 1– 3pm, 3.30 – 5.30pm

A unique opportunity for 8 people per sitting to tap into their innards, share stories and build a food installation that throws light on feelings about food and eating habits.

DAiSY Projections – images by DAiSY members projected on the wall in the café area.

Heads Up – Art Matters

Who are you looking at? An art response to the media's obsession with 'perfect' looks. Art Matters use collage to create images, changing faces and subverting identities to explore beauty and conformity

A Question of Balance - Art Matters

Prints from the recent Art Matters collaboration with students at East Surrey College.

The Creativity Tree - Art Matters

Art Matters studio artist Nigel Cranmer's Creativity Tree is being used to harvest ideas and comments from the event. The artist asks you to join an Art Matters team to colour and decorate fruits and bring the tree into bloom!

Body Sculptures - The Art Box at Lockwood

Creative torso sculptures which will be exhibited around the venue.

All Wrapped Up - The Grange Yarn Crew

The Grange have pulled together a community of knitters to yarn bomb outside G Live

WEDNESDAY 4 JUNE

10.30am – Glass Room

The Aesthetics of Access - Graeae

An introduction by Artistic Director Jenny Sealey to Graeae's aesthetics of access. Aimed at anyone involved in professional or semi-professional theatre and dance, and at people involved in running venues.

10.30am – Comedy Room

Drawing & Doodling Workshop - Outside In

Be inspired by Dubuffet's work, investigate a range of experimental drawing techniques, using just three colours. Then work collaboratively to produce a large scale drawing piece.

11am – Bellerby Studio

A Cream Cracker Under The Settee

The Freewheelers Theatre Company
Terri Winchester plays Doris in this dramatic monologue written by Alan Bennett. A poignant tale of life, death and old age.

12.30pm – Rock Room

Dreamland Dance & Osseus and Orseus Shadow Puppet Play - Orpheus Centre

Inspired by the Tango, the Dreamland Dance is an exploration of how bodies react physically when confronted with different situations and emotions. Unlikely companions Osseus the skeleton and Orseus the gypsy horse go on an epic adventure...

1pm – Bellerby Studio

Film Lunch

A selection of short films over lunch time. Discounted lunches available from the G Live cafe with a ticket.

2pm – Dance Room

Silver Song - Sing for Your Life

Demonstration of the Silver Song Module and charity Sing For Your Life. A brief overview of the work that the charity has undertaken, and a participatory singing session with the silver song music box. Aimed at the older generation.

2.30pm – Bellerby Studio

It's My Body - Sg2

Sg2 have been working with The Freewheelers, Lockwood and Cranstock students. In this workshop they will come together for a final time, ending with a performance of their collaboration.

3pm – Classroom

Neglected Voices and Lost In Spaces

Through its online pages **Disability Arts Online** (DAO) publishes poetry that demonstrates the power of disability arts and culture. DAO editor Colin Hambrook presents two veteran disability arts activists - Allan Sutherland and Penny Pepper

5.30pm – Bellerby Studio

Hidden - Gary Thomas

A one man play about the darkest thoughts we can always share about ourselves. Following a police stop & search, Sam tries to stop thinking about it but his delusions soon take over to the point that he becomes a person he no longer recognises...

6pm – Bar

Cabaret - FRB & The Orpheus Band

7.30pm - Main Hall

HEADLINE PERFORMANCE

Featuring trail-blazing theatre pioneers **Graeae Theatre Company** with the concert version of their critically acclaimed show *Reasons to be Cheerful*, and award winning wobbly comedian **Francesca Martinez** (she has mild cerebral palsy but she much prefers the word 'wobbly'). There will also be performances from Surrey-based **Stoppgap Dance Company**, and **The Freewheelers Theatre Company**.

Attendance

Over 500 people attended over the 2 days and a further 218 for the evening Headline performance. Most people had connections with disability arts and attended two or more activities such as a visual art workshop, followed by networking event and on to a performance.

Feedback was gained through forms at each event and activity, face to face discussion and online survey.

Reasons to participate

Wanting to belong to something bigger than ourselves. Wanting to celebrate disability arts.

To show case our music and to link with other groups.

To be part of a showcase of high quality work.

To try and change societies opinions on individuals with learning disabilities.

To network with other groups within Surrey.



Yarn Bomb installation by The Grange

'I had to come in because I saw the trees and had to find out what was going on! It made me smile' – passer by.

Workshop Feedback

From Workshop Leaders

Our *Place At the Table* installation worked really well in the foyer of GLive. One of the unexpected outcomes was the drop-in session on the second day, when a diversity of adults and young people sat around our table spontaneously making art out of green vegetables and creating narratives about their food likes and dislikes and what makes them feel healthy and well.

Our multi-layered table-top became a focus for visiting guests and it was exciting to hear the passion and pride with which the workshop participants talked about their contributions to the installation. Thanks to Daisyfest we are now confident in our artistic processes to expand the project

The Pantry Project

Rhythmic Collision had an absolute BLAST !!!! What a fantastic two days, we had so much fun meeting new people and seeing old friends, the dancers enjoyed the art workshops and the dance workshops.

We loved seeing other peoples work and sharing ideas. The dancers also got to meet Julia Walters which was very exciting ! She took time to chat to all the dancers and had her photo taken with them. All in all a fantastic two days, money very well spent and PLEASE can we do it all again next week !

Helen Louise – Director, Rhythmic Collision



From Workshop Participants

I thought the day I attended was brilliant!! The workshops were really exciting and inspiring – ‘Neglected Voices’ – the lady presented her poetry to some live cello playing – stunning. Really enjoyed the discussions around reclaiming the word cripple. So great, I left with her book. Really looking forward to checking out her tour later in the year.

DAiSY had a really nice friendly atmosphere and there was a bit of a buzz around the building all day. I liked the spirit of ‘have a go’

Aesthetics of Access - This was really helpful and made me think outside of just the normal accessibility issues that you have to cover. The leader was amazing and really friendly.

Heads Up & Creativity Tree - It was a warm and welcoming experience for us at G-live yesterday. We attended some free workshops run by Art matters. All the artists and staff we met were helpful and accommodating. Our group were also met by John Kelly who introduced himself and who was very hospitable. It was great to see his interest in all that was happening. Our group found the workshops innovative and fun.



The Outside In doodling workshop was fun. The dance workshop was good because we got to dance with different dancers.
Participant – Cranstock Day Centre

Neglected Voices - DAiSY Fest 2014 - held in the cavernous GLive arts centre in Guildford, yesterday, left me with a warm, fuzzy feeling. And I guess at the end of the day, there's no greater thing that the Arts can bring into your life than a sense of belonging; a sense that you have a recognised place in the world.
Colin Hambrook, DAO

Thanks to Dao for enriching the Daisyfest programme with Allan Sutherland and Penny Pepper's work. As a member of the audience I was very moved by Allan's readings of Jennifer's story; her words, but his voice. The performance clearly had a powerful impact on both Allan and Jennifer too, as if even they hadn't quite realized the likely impact of a neglected voice finding a platform and an audience.
From Disability Arts Online



Animation Workshop by Jelly Tree TV



Print Workshop by Ochre Print Studio

Daytime Performance Feedback

Freewheelers - "Cream Cracker" was very well received by an overcapacity audience! The audience found it compelling and moving. One audience member said it was the first bit of theatre that had really moved her. Our dancers who worked with StopGap very much enjoyed the experience. Luke Tye, Zena Rose and Richard Watson really relished their opportunity to perform on the main stage.

I enjoyed Gary Thomas' performance again – it was great to see a good sized audience.

For the entire thirty minutes of the monologue Hidden, I was transfixed, rooted to the spot in a state of otherness; connected to some god-awful truth about life and what people do to us when we're trying to do not much more than survive, make something of what little we've been given, by way of a life, I mean.

Based on the playwright's real-life experience, I believed Nathan Thompson's performance as Sam. I couldn't not. - Disability Arts Online



Nathan Thomas in 'Hidden'

Orpheus Puppet Show was very well attended, but the room was too small and too far from the foyer due to the studio being set up for film.

The Orpheus Centre



Headline Performance Feedback

Had an amazing time at DAiSY FEST, Totally not gonna be able to sleep after tonights brilliant performances – bubbling with excitement!

Twitter comment

The evening was just brilliant – The Freewheelers performed really well, great singing and dancing. StopGap blew my socks off– stunning. The comedien lady was really funny and the final performance was accccccce – got me up dancing.

Audience Member

I think that you need to separate out the headline performances from the more local contributions. In the first half StopGAP dance piece was too long and although each piece was well done, the programming didn't really flow.

Theatre producer



Absolutely brilliant! Francesca had us laughing out of our seats. Enjoyed it all. With the book signing and FRB playing in the interval, it was an amazing night out. Even better than last year.'

Care worker.

I really enjoyed the Wednesday night DAISYFEST performance. I thought there was a great atmosphere and some of the pieces were really inspiring - especially Francesca Martinez. Although not a part of the actual performance a highlight for me was watching FRB play in the interval. I absolutely loved all the songs they did and would definitely go to see them again.



Film Lunch

There was a good sized audience and the films were well received and the after panel discussion was interesting, exploring the topic of captioning and subtitles, as well as audio description and how there is scope to develop this as an art form in itself.

The audience was made up of participants and visitors to the festival along with a few people who had received leaflets delivered to local businesses.

Programme

1. Who is Perfect? – directed by Alain Gsponer
2. Bedding Out – directed by Liz Crow
3. Cleaner Required – directed by Kristina Veasey
4. Dreamland – made by students at the Orpheus Centre
5. Phil Baird – directed by Ivan Riches
6. Freefall Dance – directed by Sima Gonsai and Babis Alexidis
7. 4 – directed by Bim Ajadi

Short Q&A session hosted by the festival's artistic director, John Kelly.

Panel: Kristina Veasey, Gary Thomas, Ivan Riches.

My attendance was to see my film bring screened. This was a really big moment for me as I've never done that before. I was asked to be part of the panel too, which gave me the opportunity to put the film in context and explain its features around access. The discussion with audience and other film makers was really interesting for me to be a part of. I thought it worked really well and showed our work was valued, and allowed us to get feedback.

Kristina Veasey

DAiSY Networking and Sharing lunch

This took the form of a Pechakucha event. Following last year's evaluation we had a networking lunch half way between the presentations and we also included a seated dance session.

Presentations were delivered from Art Ahead, The Grange Centre, Jelly Tree TV, Firestone Rock band, Art Box Surrey, The Orpheus Centre, Outside In, Art Venture Trust and the Pantry Project.

I think having name badges would have been very helpful - I would have found it easier to approach somebody I don't know.

I enjoyed the day very much. I loved all the presentations by the various groups, and Artventure were very pleased that one of our participants had the opportunity to talk about their art work.

We really appreciated the lunch and networking opportunity - making contact with Winchester University.

I wanted to come to the network & presentations to meet other organisations and get ideas. I met new people and saw some very inspirational projects and ideas.

Attendees

Venue and Access

The whole event was very welcoming and open. It's a great building and DAiSY made good use of the space.



DAiSY Steering group feedback on access:

We recognise that the access of the festival needs more work. Overall the venue was good and from all the feedback forms most have said 'very good access' and praised venue and staff. Two performers couldn't take part in the StopGAP workshop and performance as they needed a hoist in the toilets & the GLive toilet could not accommodate a mobile hoist. DAiSY is following this issue up with the manager. All are keen to make the venue even more accessible in the future.

The signing of performances worked very well. However, DAiSY Fest should ideally have 3 BSL interpreters, 2 to cover the shows and one in the foyer area welcoming. The festival also needs audio description. An easy read version of all printed material would be useful.

Performers and Visitors feedback on access:

Good access – to dressing rooms and auditorium.

Excellent. Very helpful and generous time was given for familiarisation with the acting areas and for technical run through and rehearsals.

Brilliant they were extremely helpful and friendly.

Access very good but clearer signage needed around the venue.

We felt relaxed in the cafe space to have our lunch and buy drinks. The G-live staff were helpful.

Feedback from GLive:

Congratulations on DAiSY Fest. It was a wonderful event that we were really pleased to be a part of. All the feedback from our guys at the venue has been very positive and this is certainly an event that we would welcome back.

SUMMARY/EVALUATION OF MARKETING ACTIVITY

Gillian Allmark - Marketing Manager, DAiSY Fest

BRANDING

We had agreed after the 2013 festival that we needed a stronger and more confident brand this year, and the main step we took to achieve this was calling the festival DAISYFEST 2014 (last year it was called the Spring Daisy Festival 2013).

A simple logo was designed using a relaxed, clear typeface and a modern 'daisy' graphic, which replaced the 0 in 2014, but could also be used as a standalone graphic elsewhere:



We decided to stray from the 'DAiSY' orange that we used last year, and went for colours that had a summery feel - using lime green against black and white as the main colour, with a strong pink as secondary colour for text. It was of course important to keep colour contrast strong for readability.

Since the festival, I have learned that using capital letters is considered to be less accessible, as the eye does not scan capital letters in the way that it does lower case letters, so does not read them as easily; we used capital letters in our logo, so maybe this should be considered next year.

PRINT

We produced 12,000 A5 flyers and 200 A3 posters as last year. Approx half of these were distributed through Surrey Arts, approx 2000 flyers and 30 posters were used by G Live, and the rest were distributed local (tourist information etc) and through DAiSY members and festival participants.

We were keen that the flyer should focus on the headline performance (as the only paid element of the festival), but also that it should give as much detail about the festival as a whole; we discussed producing 2 separate flyers, but felt that this might be confusing, so came up with a design that included a listing of all of the free workshops and performances that appeared alongside the information about the headline performance. We used just three images on the front of the flyer to reflect the performance aspect of the festival, and used text to reflect the range of work in the festival, using the words THEATRE, MUSIC, DANCE, COMEDY, ART, WORKSHOPS, FILM.

Anecdotal feedback on the print was very good. However, our decision to include a listing of all of the free events meant that it was printed later than planned, as events were still being planned.

We also changed the format of programmes for this year. We were keen that people were given clear information about all of the daytime events, as well as clear directions around the building, so we produced a free A3 sheet that included details of all events and maps of each level of G Live. This was given out at the information desk as people arrived. We then produced a smaller, A5 8-page programme solely for the headline performance, which was sold for £1 on the evening. Both programmes were available in large print format.

WEBSITE

Following last year's evaluation, we purchased the domain daisyfest.co.uk, to give the website a more professional look. The site was built using wordpress again, so the only cost (other than time) was the purchase of the domain and hosting.

The site contained full details of the festival under the following sections/pages:

Home

Performances (sub-pages for Headline Performance and Free Performances)

Workshops

Venue

Access

About DAiSYFEST

It also contained on the home page, the twitter feed and links to our facebook and twitter profiles.

Accessibility-wise, all pages had a tool to increase text size, and a 'listen' button that generated an audio version of the page. John Kelly created a 30 second advert and a full audio flyer, both of which were available on the homepage.

WEBSITE VISITS (weeks commence on Monday, so NB that the hits during the week of the festival are higher in 2013 because it was on a Fri/Sat, whereas this year was a Tues/Wed):



TWITTER

Our Twitter presence was only established prior to the festival last year, and by the end of the festival we had achieved 67 followers. This was built on this year, and @daisyfest now has 175 followers. The level of activity was significantly higher this year, and we also tried to capitalise on the large numbers of followers of our headline acts (Francesca Martintez 15.5K, Graeae 8K, Stop-gap 4K), particularly to promote the headline performance.

Selection of comments posted on Twitter, from performers, participants and audiences:

Breaking The Bubble @bubblebreakers · Jun 3

Big thx to @JimPinchen @SurreyMusicHub @RhythmixMusic and @joyofsoundJOS for putting the smiles on so many faces @daisyfest today #included

Phil Trumble @PhilTrumble · Jun 3

Just brilliant! The Grange yarn crew have it all wrapped up @daisyfest

The halow project @halowproject · Jun 4

Last day of the #innovative & #creative @daisyfest today. Don't miss out and get down to @GLiveGuildford for more exhibits. #Festival #PWLD

Stopgap Dance Co. @Stopgapdance · Jun 4

Great workshop with @GraeaeJennyS of @graeae this morning @daisyfest. Some new ideas we can build into our own practice! Thanks!

Kristina Veasey @tippyscarecrow · Jun 4

@daisyfest Really enjoyed today. Thank you! You all pulled it together really well. Good mix of good quality, interesting work.

Paul Raymond @paulnray · Jun 5

Brilliant evening at @daisyfest last night congrats to all involved.

"Don't Diss Ability" @rockinpaddy

FACEBOOK

Our DAiSY Facebook page likes rose from 70 to 127 leading up to the festival to 140 with post event publicity.

PRESS

Press coverage was again disappointing, with much of the online coverage being generated by submitting listings information to various websites. G Live did share their local press contacts with us, so we had some Guildford contacts to add to our list from last year.

The Surrey advertiser ran a preview feature with images.

As happened last year, BBC Radio Surrey showed some interest in running an interview the week of the festival, but despite chasing, this frustratingly did not transpire. Diana Roberts (Tourism Manager) was very supportive though and gave the Headline Performance a last-minute plug on her on-air events round up that week.

Kane FM were very supportive and ran our 30 second advert in the week or so before the festival.

Editorial and Listings coverage included:

Visit Surrey Website: www.visitsurrey.com/events/daisyfest-2014-at-g-live-p1056671

Able Magazine: www.ablemagazine.co.uk/press-releases/daisyfest-at-g-live/

Ents24.com: www.ents24.com/guildford-events/g-live/daisyfest-main-performance/3847108

Disability Arts Online: www.disabilityartsonline.org.uk/?location_id=176&item=2151

Experienceguildford.co.uk

Eagle FM online event listings/bulletin board

Guildford.gov.uk events listing: Guildfordarts.com events flyers section

Guildfordarts.com events flyers section

Thisistownguildford.co.uk

Reigate Stepping Stones: www.reigatesteppingstones.org.uk/rssevents.pdf

Surreycc.gov.uk events listings:

GLive Marketing Support

G Live were able to offer:

- Brochure entry – ¼ page at cost of £200. Approx 75,000 brochures are printed & distributed
- Listing of event(s) and images on website
- Inclusion on the appropriate monthly email bulletin, sent to approx 30,000 customers
- Display of flyers and posters front of house
- Advice on PR and shared their current press contact list
- Box office facility for all ticketed events (this became quite complicated and they were very patient and helpful in 'selling' tickets for several free events through the box office)

REVIEW/POST-EVENT COVERAGE:

Philip Southcote School – Breaking The Bubble workshop:

<http://www.philipsouthcoteschool.co.uk/stream/news/full/1/-/>

Disability Arts Online – review of Penny Pepper Lost in Spaces:

<http://www.disabilityartsonline.org/daisyfest-penny-pepper-lost-in-spaces>

Disability Arts Online – review of Hidden:

<http://disabilityartsonline.org.uk/daisyfest-gary-thomas-hidden>

Disability Arts Online – review of Allan Sutherland Neglected Voices:

<http://www.disabilityartsonline.org.uk/daisyfest-allan-sutherland-neglected-voices>

Disability Arts Online – review of DAISYFEST and DAO input:

http://www.disabilityartsonline.org.uk/?location_id=176&item=2151

HEADLINE PERFORMANCE AUDIENCE

Whilst the attendance for the free performances and workshops was overall very good, the ticket sales for the headline performance were very disappointing:

Final Sales Figures:

	Number of tickets	£ gross
Full Price	48	576
Over 60	20	160
Carer	10	0
Disabled Person	4	32
Group 8+	9	97.2
Student	6	48
Under 16	2	16
Unwaged	2	16
Wheelchair full price	1	12
Comps	116	0
TOTAL	218	£957.2

Headline Performance audience included people from Croydon, Woking, Cobham, Kent, London & Staines. The data show that we were unsuccessful in gaining a large Guildford audience.

This would need to be addressed for future events. In order to build interest (specifically in Guildford) we would need to run an advertising/promotional campaign much further in advance. Advice from GLive marketing is to focus on longer-lead publications, such as events/arts guides, lifestyle magazines, through arts groups and networks. This would also need a budget specifically for advertising and promotion.

The Future

'I found the day incredibly insightful and especially enjoyed the explorative spoken word work. Daisyfest appears to be playing a pivotal role in the regional landscape of disability arts. It's visibility and depth of content appears to be having a far reaching effect, beyond the geographical boundaries of Surrey.'

Dulcie Alexander, Relationship Manager, Arts Council South East

DAiSY FEST succeeded in its original aims:

- To explore the notion of the aesthetics of access
- To raise the profile and change perceptions of disability arts
- To bring together the best in disability arts from across Surrey and beyond
- To create new collaboration and showcase work by recent connections
- To stimulate debate, learning and inspiration through show casing the best in disability arts practice
- To make the South East a welcoming and accessible region for disabled artists

DAiSY has identified areas to focus on for future events:

- Access - The creation of a DAiSY access policy to inform future events and activities.
- Festival - to build on the success of the last 2 years in sustaining a celebratory event for Surrey and the region.
- To give time to plan future activity for DAiSY and how it can best support Surrey's deaf and disabled community and the sustainability of the organisation.



Rhythmic Collision performing with Man in the Moon