



People Know How officially launched the Community Space, a unit within Ocean Terminal that we offer free of charge to community groups, charitable organisations and individuals, across a two day event – Friday 27th and Saturday 28th of January 2017 – from 10:00 to 17:00. The event was intended to further our strategic aim of **“Sharing the Learning”** by encouraging organisations to collaborate, share their goals, and explore Edinburgh’s expanding third sector. Local MSP, Ben Macpherson officially opened the Community Space and praised the ethos of our organisation and emphasised the benefits of collaboration within the third sector.

As we intend for the event to become an annual occurrence, carried out an evaluation to ensure we fully meet the needs of attendees next year. The feedback was largely positive – the space itself was very well received, attendees felt that the event gave them the opportunity to raise their organisations profile and forge new contacts, and staff and volunteer achievements were praised. Prior to the event, stallholders completed a Google Form, detailing what they hoped to gain from attending. We received 28 responses. Following the event, stallholders completed Monitoring and Evaluation Questionnaires, allowing us to assess how the event met their needs.

“The Community Space is such a great idea [...] It’s accessible, has parking, is on a bus route and there’s plenty of space for groups to socialise. Brilliant!” – *The Scottish Union of Supported Employment*

From these results, we have identified three areas for further discussion:

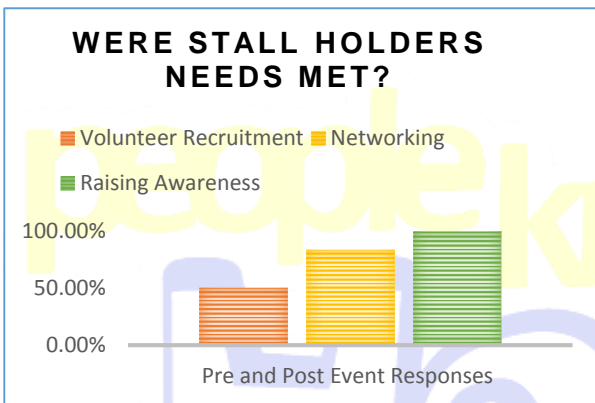
1. Meeting Stallholders Needs and Expectations
2. Positive Feedback
3. Areas for Improvement

Meeting Stallholders Needs and Expectations



Prior to attending, stall holders completed a Google Form stating what they hoped to gain from the event. Raising Awareness of their organisation was rated as the most important, followed by Networking; and Volunteer Recruitment came in third. In order to evaluate how well we met these objectives, the same question was asked in the Monitoring Questionnaire. Answers across both were then compared, for example, if a stallholder cited "Raising Awareness" as a reason to attend the event in the initial questionnaire, then stated they felt the event did offer this, then the response was positively marked.

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Overall, the event met the needs of stallholders well, especially in terms of Raising Awareness and offering Networking Opportunities. However, 50% of respondents stated that the event did not meet their needs with regards to engaging with potential volunteers.

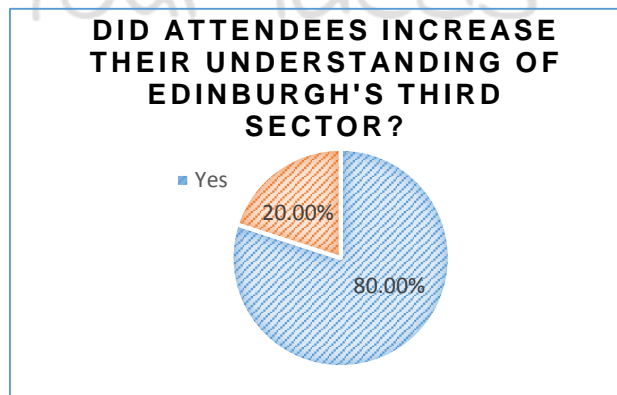
"This event has helped us to raise our profile and engage with potential members" – Edinburgh Tenant Federation

Positive Feedback

The concept of the Community Space received praise, as did the achievements of People Know How's staff and volunteers. Many stallholders noted that the event gave them the opportunity to engage with a wide variety of organisations – we believe this has the potential to act as a catalyst for collaboration. Additionally, 80% of stallholders stated that the event increased their understanding of Edinburgh's third sector. 100% of stallholders surveyed stated that they would use the Community Space in the future.

"Real, inspiring and innovative ideas to enrich communities"
– Work Place Chaplaincy Scotland

"RUTS love the Community Space and the Staff/Volunteer team!" – RUTS (Rural and Urban Training Scheme)



Areas for Improvement

From the results of the Monitoring Questionnaire the following areas were identified as improvement priorities:

1. Physical, “on-the-day” Marketing and PR

59% of respondents made reference to the lack of physical marketing and signposting within Ocean Terminal. Increasing the public awareness of the event through the use of PR volunteers, signposting and physical marketing was cited as an improvement priority. It was also noted that there was little awareness of the event amongst Ocean Terminal staff and the shops. We look forward to building on the signage and marketing for the next event.

2. Increasing/Diversifying the Audience of the Event

Stallholders stated that the event could have coped with larger numbers of people attending, with increased footfall and potential for volunteer recruitment.

“Had nice conversations with other organisations but we were expecting and hoping to be talking to the public more”
– Food Sharing Edinburgh

3. General Improvements Regarding Event Organisation

In general, respondents noted that the event was well organised, however, they identified areas for improvement.

“Advertise the event to a wider audience” – ELREC (Edinburgh & Lothians Regional Equality Council)

For example:

- a. It would have been beneficial to have a copy of the programme a few weeks prior to the event
- b. The stalls could have been better organised on Saturday as some were unmanned, making the space appear empty.
- c. Improving advance publicity and begin social media marketing much sooner.



Recommendations

Overall stallholders were satisfied with the event, and the majority were impressed with the scale to which People Know How organised and managed the event on the day. However, to ensure that we can develop the Community Space Launch into a yearly celebration of Edinburgh's third sector we will work to better meet the needs of stallholders, work more closely with Ocean Terminal and better advertise the event with the aim of increasing public engagement.

Based on the feedback gathered, we have determined that that main areas requiring improvement are **Marketing and General Event Organisation**.

The following recommendations have been made:

Improvements regarding online and physical marketing:

1. Have a copy of the **programme completed at least three weeks prior to the event** and distribute to stallholders and organisations as soon as possible.
2. Improve and enhance the **event Communication Plan**.
3. Ensuring that **talks and activities are better publicised** – for example using events promotion tools like **Eventbrite**.
4. **Create a promotion pack** for attendees including;
 - a. Leaflets and/or event invitations
 - b. Details of the hashtags we will be using – we should encourage stallholders to share and promote the event through their own social media channels.
 - c. A copy of the event Communication Plan
5. Start **Social Media marketing well in advance with a focus on ensuring stallholders are tagged** and are encouraged to share and promote our posts.
6. **Establish the PKH Newsletter and ensure regular distribution**
7. **Work more closely with Ocean Terminal** to ensure the event is promoted to the public, including:
 - a. **Improving signage** within the shopping centre
 - b. **Improving communication with Ocean Terminal Staff and Shops** – working closely with security staff, front of house and shop staff in order to ensure relevant parties are more aware of the event.
 - c. **PKH Welcome Stall manned by PR volunteers** handing out flyers and encouraging public attendance.
 - d. **Ensuring staff and volunteers are easily identifiable** with, for example, the use of branded T-Shirts.

General Improvements regarding events organisation:

1. **Improve audience diversity by advertising the event at Edinburgh based universities, colleges and areas of interest** such as community cafes etc.
 - a. **Increase footfall** and general interest by better engaging with the general public.
 - b. **Ensure the space is better organised** – no visibly unmanned stalls, for example.
2. **Create more defined volunteer roles during the organisational phase and on the days of the event**
3. Stationing **large information boards throughout the event space** detailing where stalls are, talk times and general event information.
4. Ensuring that **organisations giving talks or holding activities are aware of talk times in advance** to reduce the likelihood of overlap.