

Lambeth Country Show 2018 Post Event Evaluation Process

The Lambeth Country Show is a community festival produced and funded by the Council, the largest free family park festival in London and beloved by many.

This year there were changes to the Lambeth Country Show to ensure public safety, which is paramount to any event. The decision to erect a perimeter fence and operate mandatory bag searches on entry was taken after specific advice from the borough's Safety Advisory Group, which is made up of our emergency services and health & safety providers and consultants alongside feedback from the council's insurers. You can read more about the decision here: <http://lambethcountryshow.co.uk/safety-and-security/>

The changes included clarifying our Terms and Conditions of entry and prohibited items, which had been an issue at previous events. You can read more about this here: <http://lambethcountryshow.co.uk/terms-and-conditions/>. The changes were put in place to bring the event in line with the recommendations from the Safety Advisory Group and to create a better, safer visitor experience. It also meant using a larger part of the park to create more space as some of the areas of the event were extremely busy and congested as well as returning the event to the original ethos of a friendly family show.

New to this year was the policy for one adult over 18 years of age required to accompany up to four children under 16 years of age. This was aligned with other large public events across the country and is there to ensure children are safe and secure at the event. The event also has licensed bars, which all operate a Challenge 25 policy.

This year we had a wide variety of free entertainment and activities for children and young people to get involved with, this included Discovery, Arts & Culture Village, Activate Sports, Eco Village, Brockwell Farm, the Flower Show and many more. We felt the content and programming was varied and culturally diverse to cater for all ages and tastes.

In past years the area that had the most problems with anti-social behaviour was the Adult Funfair. It was therefore recommended that this be removed by the Safety Advisory Group. There were still children's rides and inflatables available across the park. The intention of the changes was to achieve better integration of all age groups across the whole of the event.

Each year we evaluate the event by collecting feedback. It includes reflection from both key partners, stakeholders, attendees and organisers of the event and helps us to deliver future successful events based upon the comparative data and analysis.

Why is evaluation important?

Evaluation is an essential part of any public event. It tells us about what has worked, what hasn't, and what the value of the activity has been for the different audiences. It also:

- Provides data for reporting, which can be used for awards, grants and impact case studies
- It's often a requirement of funders/sponsors of the event
- Allows the Council to reflect on the event as a whole
- Highlights areas for improvement
- Measure progress from past events
- Can be used (with permission) in testimonials

What we are evaluating from the event?

During the planning of the event, there has been an evaluation of the data and feedback from last year's event assessment and implementing this into this year's event. The evaluation will include the following – though not all of this may be publically available in detail:

- Summary of feedback including concerns, how data was collected and entered into the report and how it will be stored and used for this assessment.
- Financial Assessment with profit and loss accounts for the event
- Trader & Exhibitor Assessments, including the number and variety of stands who attended the event this year and feedback
- Visitor Survey results along with comparative data from previous years both online and offline taken at the show. The text and questions of this survey is identical to previous years to allow tracking of attitudes over time. The online surveys will remain up for one month until the 26 August for visitors to feedback
- Comparison of customer and resident complaints
- Visitor demographics to include age, ethnicity, gender and postcode data where possible.
- Media Coverage including positive and negative results
- Licensing Operational Safety Planning Group feedback and comparison from last year
- Safety Advisory Group feedback and comparison from last year
- Ecology Assessment of the park and the footprint for the event
- Crowd Dynamics audit of a range of activities including the ingress, egress, and circulation of the crowd as well as exploring any other pertinent areas providing high densities within the footprint of the event. Other important aspects of the crowd management and security activities will also be taken into consideration
- Key Objectives of the event and how we measured its success. These will be **SMART: Specific, Measurable, Achievable, Relevant and Time-bound.**

When will the Post Event Evaluation Report be available?

The events team are working with colleagues and stakeholders to provide the post event evaluation and cabinet member decision report for 2019 Country Show by 28 September 2018.

2018 Proposed Timeline

- 15 August – LCS 2018 Event Debrief meeting with LOSPG stakeholders
- 27 August – Surveys, Complaints, Park User Groups feedback compiled
- 6 September – Post Event Evaluation draft to Management Teams
- 28 September – Post Event Assessment published