

This section has tools for getting meaningful feedback and evaluating different aspects of an event. Discussing the quality of diversity, accessibility and inclusion at EHD with the people you worked with can spark ideas for future improvements.

## 8.1 Visitor feedback

### Case Study

### Rewarding venues that collect feedback and evaluation forms

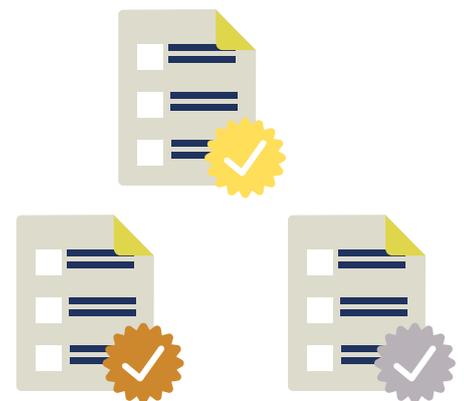
Every Doors Open Days venue is asked to collect or coordinate:



- A form that records the total number of visitors
- A form that records the total number of volunteers and the hours that they work
- A form that records the total number of staff and the total hours that they work
- Encourage as many visitors as possible to complete Doors Open Days visitor forms

We put all this data together to feed into our final report.

We also use a formula in our data spreadsheet that works out a % of feedback forms collected against the number of visitors, and from this we can work out whether the venue is awarded a Gold, Silver or Bronze certificate for 'Commitment to Improvement'.



The certificates say:

"The Scottish Civic Trust would like to acknowledge and thank this venue for its contribution and commitment to visitor data collection and feedback at Doors Open Days".

## Other methods for getting feedback



As well as feedback surveys, you could think about using:

### ➤ Shared feedback mind-maps to collect written and drawn feedback.

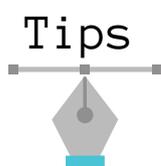
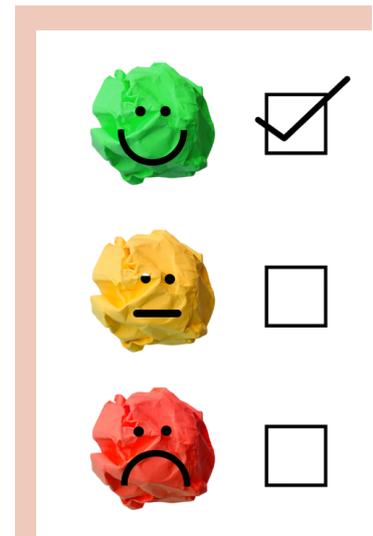
You could have a paper tree on a wall, and invite visitors to write what they enjoyed, what they felt, and something to improve on the leaves, trunk and roots.

You could ask visitors to draw their favourite object or memory from the day.

If appropriate consent and permission has been given, you could share photos of these on social media as prompts for more online event feedback.

### ➤ Tokens for visitors to place in tubs at the end of the event, to evaluate the event through voting. Also try cupcakes, dot stickers or bodies for voting.

### ➤ Online live feedback tools to capture how people feel in the moment. You can use apps, polls, or even Facebook reactions.



## For including people in documenting the event

- ✓ Make sure staff and volunteers are aware of the effects of GDPR and/or national law on recording images at events, and your data consent and protection policies.
- ✓ Support participants to take and share photos and videos. Could you let people use your cameras to create content during the event? Give prompts if you want people to record their favourite moment or something they learned.
- ✓ Think about how you can create positive image and film documentation which is representative of the different communities in your area and country.
- ✓ You could audio record quotes and short interviews with visitors, for gathering feedback or to share.
- ✓ You could provide materials for people to draw and take notes during the event, giving prompts and ask people to share what they've drawn or written.

If you have a larger group or are doing an online event, using social media as an extra channel for feedback can make taking part and evaluating the event more accessible. But remember that people don't have equal access to technology or use it in the same ways, so do think about how to include people who aren't on social media too!



### Posts, tweets and stories:

Plan what you might post before, during and after the event, so you can prepare graphics and save post drafts.

Ask someone to live tweet or post stories throughout the event.

Live tweets and stories can help with capturing moments on the day.

Include alt text on images and accurate closed captions on videos.



### Hashtags:

Event hashtags make it easier to search the event online afterwards, and can be a channel for visitors to engage with each other.

For the 30th Doors Open Days festival we used #dodscot30.

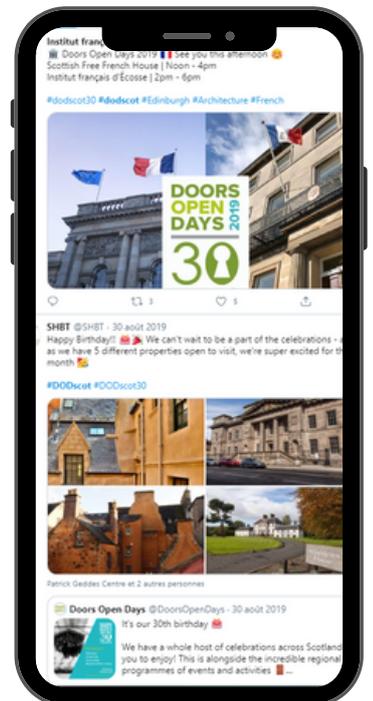
You could use a hashtag for feedback, questions or games.



### Comments and interaction:

Ask people to comment with their feedback and opinions – ask questions or use a poll.

For livestreamed events, you might want to facilitate a discussion in the comments.





## 8.2 Evaluating your coproduction

This tool can help groups start reflecting on and discussing how the process of creating and taking part in an event felt. The people and groups who take part, volunteer and create content are uniquely well placed to evaluate EHD in depth.

### Creating an Event Aims Sheet

Discuss and reflect on shared aims with everyone involved before and after the event:

- Agreed aims
- How would we know if we achieved the aims?
- How well were these aims achieved?



### Reflecting on equal and meaningful co-working

It is important to give people a chance to share how they felt taking part in the working relationship. Different people in the group may have different points of view about how the co-working went and how inclusive it was. You could talk about these questions as a group even before the event, and add any extra questions you think of.

- How did taking part feel?
- How was working together with [\_\_\_\_] to create this event?
- Did you have the chance to add your own strengths and interests?
- Did you experience any difficulties or barriers in taking part? Were they addressed?
- How did others treat you? Did you feel trusted? Was your knowledge and experience respected? Who do you think made most of the decisions about the event? Did you take part in any decision-making?
- Did any people seem more included or less included than others? Why was this?
- What did you most like about creating and taking part in the event?
- What would you want to change about the event?

### 8.3 Debriefing in depth

This tool can be used after events to debrief, individually or as a group. The debrief survey has questions to encourage reflection on the whole process of creating and holding an event, as well as what worked to create access and inclusion.



Feel free to print this tool to use it. It's been designed in black and white!

#### Event debrief and evaluation

Everyone involved can support each other to reflect on the event and add spoken or written input to a shared debrief survey. This creates a fuller picture of how it went.

Event name and venue:

Organisations and groups involved:

Number of participants:

How did the participants find out about the event?

Did you have enough information about the group or people who attended?  
Did they have enough information?

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How was the event created? Who worked together, and how?

How were the dynamics between the people involved?

What was the budget and how was it used?

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What worked well and less well about the venue?

What did you do before the event to make it more accessible?

What barriers were there for the people taking part? How could these be addressed in the future?

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What worked well during the event?

What was challenging?

What would you do differently next time?

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How was the facilitation?

How did volunteers take part?

Different perspectives on how it went. What are the key points from participants' feedback?

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What are the key learning points – or what tips and recommendations would you give to someone planning a similar event?

What are the next actions or follow-up steps?

What do you most appreciate about the people you worked with during this?