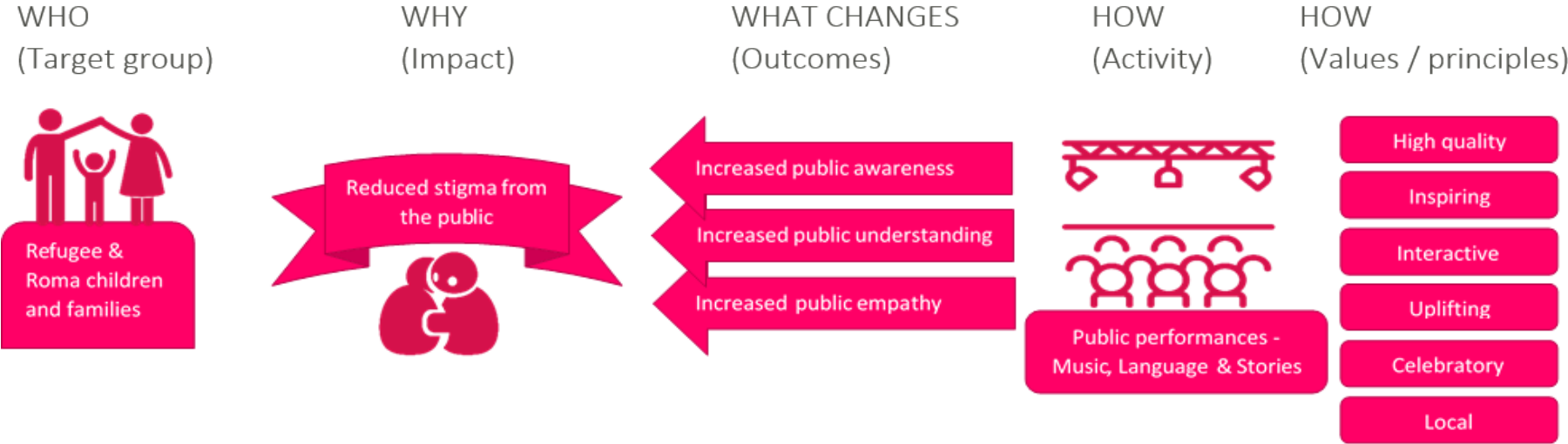


HARMONISE AUDIENCES

The performance fulfilled all the aims Music Action International had for the event, to a very high standard.

This infographic shows **the theory of change** MAI uses to underpin their work with audiences of the Harmonise programme, which was used as the basis for evaluation.



FINDINGS

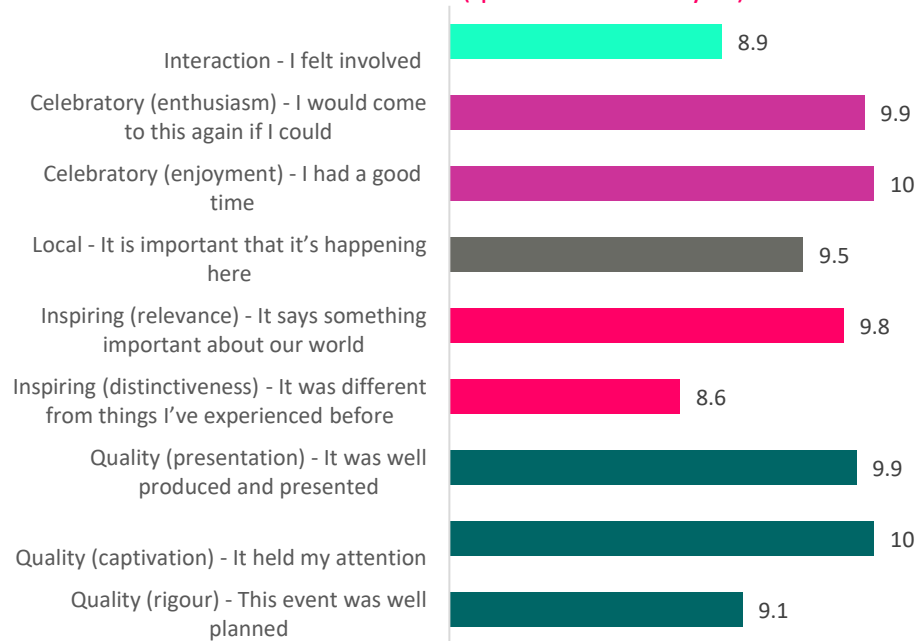
Feedback was collected from audiences leaving the performance at The Bridgewater Hall in Manchester, from adults and children. (More information about the methodology is provided on subsequent pages). The results were as follows...

VALUES & PRINCIPLES

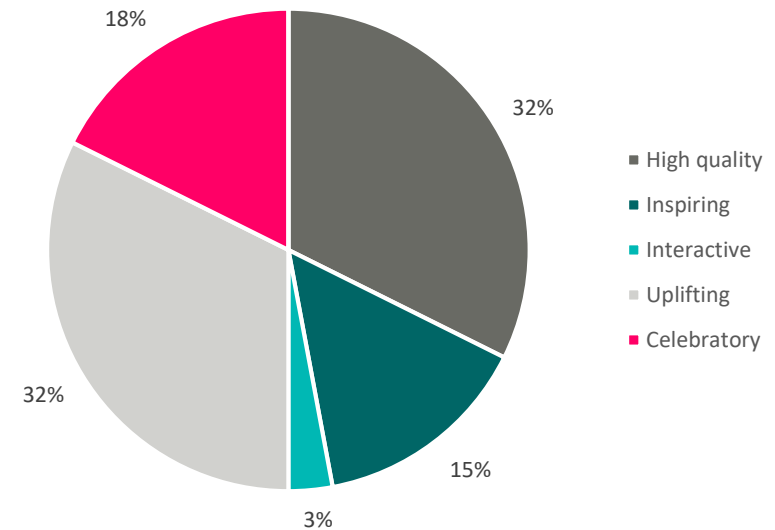
Scores out of 10 were given to show how strongly (or not) audience members agreed with these statements

Comments were analysed to see where the values came across in people's own independent reflections, and

Average Scores / 10 on Harmonise Values
(quantitative analysis)



Values represented in comments
(qualitative analysis)

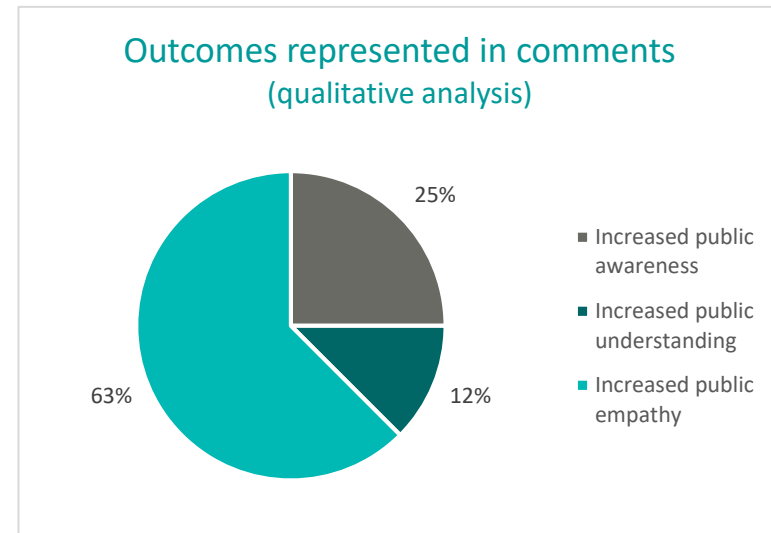
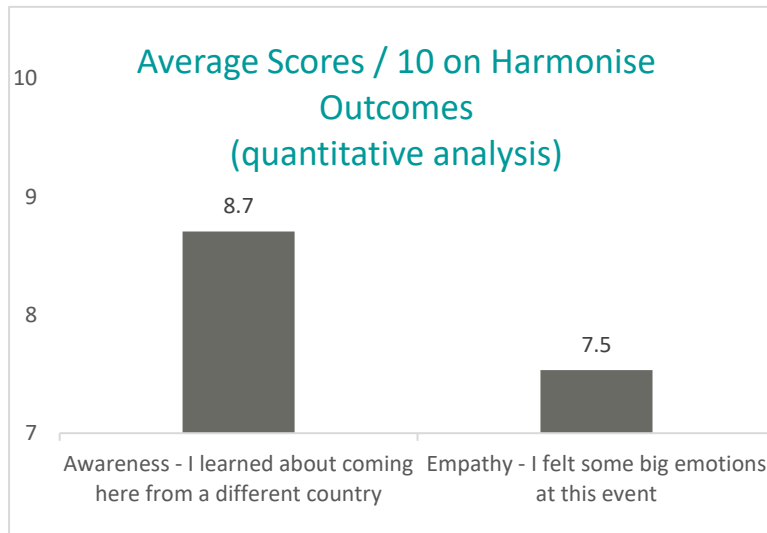


Measured to identify whether MAI were successful in setting the ambience, quality and emphasis they hoped to, in order achieve the impact they work towards. All values scored highly (no lower than 8.6), and most (except for local relevance) were mentioned freely in audience's own comments.

OUTCOMES & IMPACT

The theory of change (p1) shows that ultimately, the intended impact of the Harmonise programme performances on audiences, is to **reduce stigma refugees and Roma people experience from the public.**

Increased public awareness, understanding, and empathy are the outcomes they try to create to achieve this impact.

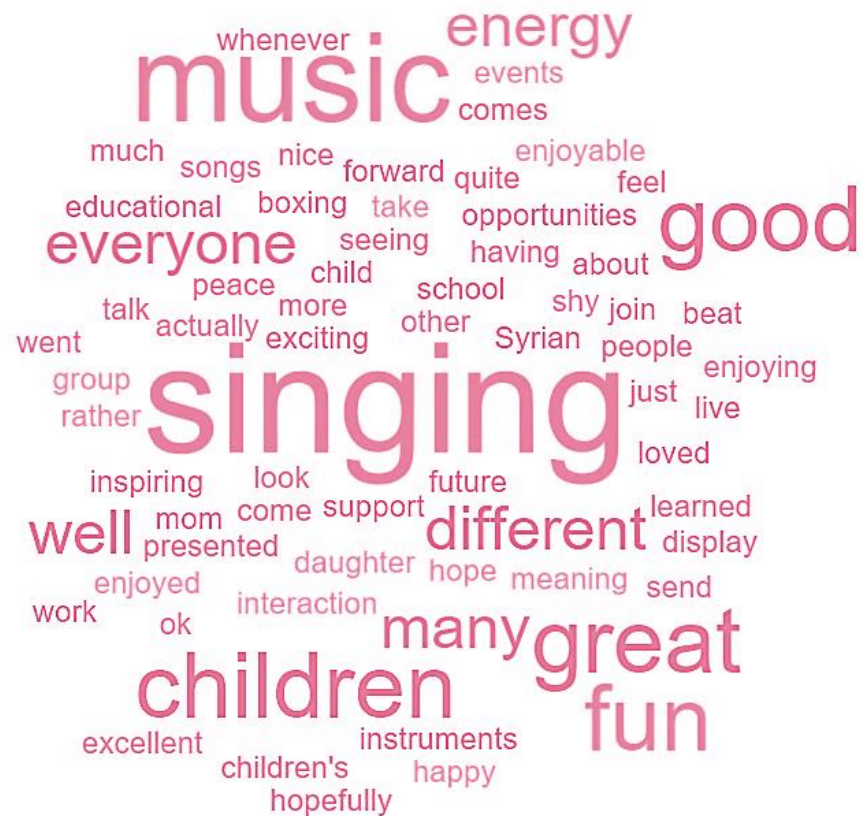


Again, analysis of qualitative and quantitative data shows that these are also being achieved. Perhaps not as dramatically as the immediate experiences of the tone of the event (as shown in the Values page above), since they occurred less frequently in visitors' own comments, but achieved well none the less. The outcomes require deeper contemplation than the immediate experiences, so it may be that they continue to emerge in the hours, days or weeks following the event.

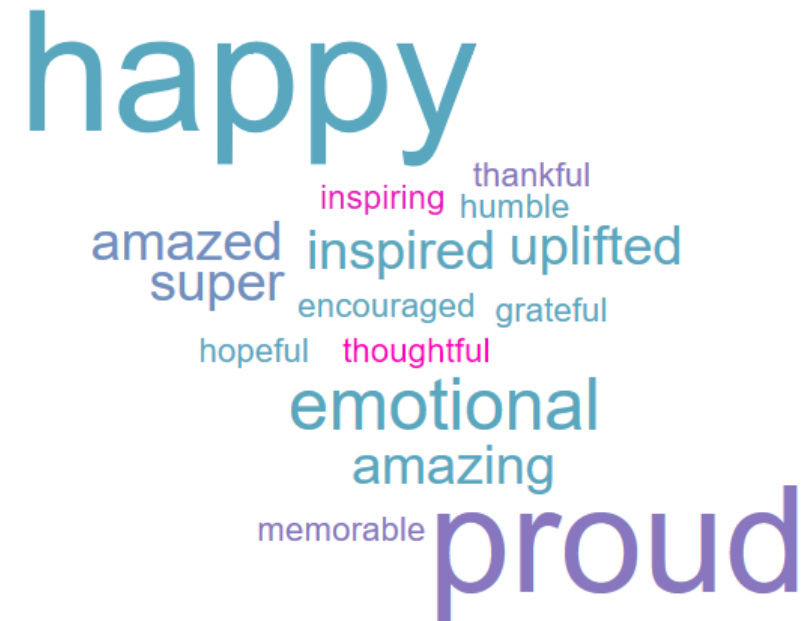
The empathy score is still strong, but the lowest of all scores out of 10. This is perhaps explained by the fact MAI is very mindful of the wellbeing of the pupils who take part. They carefully balance what being displaced from home is like, with optimism, hope and an enjoyable experience. Therefore the spaces to create empathy fall mostly within the song lyrics, where sometimes the direness of the situation can be safely expressed. Outside of that, the experience for audiences is very positive and enjoyable – as the Values charts above demonstrate. As such, achieving empathy is an important part of the performance, but the show (and project) is deliberately designed to ensure this doesn't dominate the full experience. Making changes to strengthen the empathy conveyed, would most likely reduce the celebratory nature of the event. So it seems appropriate that empathy is a strong outcome, but not the strongest.

COMMENTS

The comments audience members gave about the performance are combined as a word cloud below. The larger the word, the more frequently it had been used by audiences.



This word cloud shows how the performances had left audiences feeling



METHODOLOGY

Considerations to be taken into account:

- Mix of children and adults
- Busy environment, people keen to leave the building (especially schools who need to get back on coaches)
- Organised teachers who will already have an exit plan
- Some pupils who won't have strong English / literacy skills
- The need to gather a substantial amount of feedback for it to be reliable
- Low response rates from teachers when collecting data remotely another day as a follow-up exercise
- Very small number of people involved in data collection
- Child protection, GDPR and faith related preferences (e.g. film / photography): total anonymity; no identifying data collected; privacy policies of all partners.

Format selected and rationale:

- On-site data collection at the event (rather than rely on teachers to respond after the event)
- Predominantly multiple choice (to enable very quick responses)
- Large A1 sheets with few question (to enable multiple responses happening simultaneously)
- Positioned by main exist facing the audiences as they come out of the auditorium (to encourage as much response as possible in hasty exits)
- Attractive eye-catching design (to attract attention, encourage engagement and minimise literacy / language barriers)
- Quick and easy to install
- No technical barriers
- Easy to replicate at future events
- No specialist expertise needed* to collect data (can be repeated by volunteers in future if needed) *Except to prime volunteers in how not to accidentally bias feedback / lead answers
- Using recognised / sector appropriate questions (in order to be able to make comparisons with national data if needed)

Content included in feedback format

- Adapted version of Quality Metrics statements (aka Culture Metrics / Manchester Metrics) used by Arts Council England funded organisations.
- Language adapted to better suit audience (children, young people, lower literacy / language development)
- Some Participation Metrics statements, as piloted by Arts Council England organisations who prioritise engagement activity
- Additional metrics following the same format which fulfil the specific values / outcomes of Harmonise
- Targeted open questions designed to draw out reflections on the values / outcomes of Harmonise
- Free open question to encourage audiences to feedback about whatever else is important for them to say

Analysis

Quantitative analysis (scores – statistical analysis)

- Scores separated out into A) Value statements B) Outcome statements
- Average score calculated for each statement
- Bar charts produced summarising value statements and outcome statements
- Critical analysis / cross referencing to identify major strengths and possible areas of improvement

Qualitative analysis (open comments – coding analysis)

- Comments entered one per row into spreadsheet
- One value / outcome listed at top of each column
- Each comment marked in most appropriate column
- Total marks in each column given
- Columns / totals separated out into A) Value comments B) Outcome comments
- Totals shown as a % of the total comments provided as pie chart

DATA

This event was well planned	It held my attention	It was well produced and presented	It was different from things I've experienced before	It says something important about our world	It is important that it's happening here	I had a good time	I would come to this again if I could	I learned about coming here from a different country	I felt involved	I felt some big emotions at this event
10	10	9	10	8	7	10	9	4	9	8
10	10	9	10	9	6	10	10	10	10	8
10	10	10	10	10	9	10	10	10	8	7
10	10	10	10	10	10	10	10	10	9	10
10	10	10	10	10	10	10	10	10	10	8
7.25	10	10	10	10	10	10	10	10	10	8
10	10	10	10	10	10	10	10	8	10	9
10	10	10	10	10	10	10	10	10	10	7
9	10	10	10	10	10	10	10	9	10	9
8	10	10	10	10	10	10	10	8	10	9
10	10	10	10	10	10	10	10	10	10	9
10	10	10	10	10	10	10	10	10	10	9
8	10	10	10	10	10	10	10	1	10	2
7	10	10	10	10	10	10	10	8	10	5
8		10	10		10	10	10	10	10	5
10		10	10		10	10		10	10	5
9			10			10		10	8	6
10			9						1	9
9			8						5	10
9			8						9	10
10			8							4
7			7							6
10			6							9
7.5			6							7
8			5							8
			5							10
			1							10
										7
										7
										5

What surprised me about this event was...

all the different songs
It was all the children singing
you could join in
it was fun and I was enjoying it
the children's singing
the beat boxing
It was all the children singing it
the music
how happy everyone is when singing
great music and it all went well
the energy
they were not shy - it was nice
energy
how much my daughter loved the interaction in school
great music
so many different instruments

(Inspired) As a result of this I will...

send my child to more music events
look forward to seeing my other children in the future
take as many opportunities as possible
talk to my (Syrian) mom about how inspiring it was for her to hopefully feel hope and come down with you
group when she comes
support the work whenever possible

My three words to describe how I felt here are...

amazing happy proud
amazing super happy
proud humble happy
proud happy grateful
happy thankful proud
inspiring emotional proud
proud inspired amazed
proud inspired happy
happy uplifted encouraged
super uplifted memorable
happy emotional amazed
emotional hopeful thoughtful

Other comments

It was really educational and I learned that not all people live in peace
It was exciting
It was a very well-presented display
It was quite good actually! *[meaning very good - rather than just ok]*
excellent!
good
I really enjoyed everyone having fun
really with you great singing
it was very enjoyable