

2016

Multi-cultural Events and Festivals



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MBC

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Introduction & Methodology

Maidstone Borough Council undertook a consultation with Residents and Visitors on Multi-cultural festivals and events between 9 September and 23 October 2016.

The objectives of the research were:

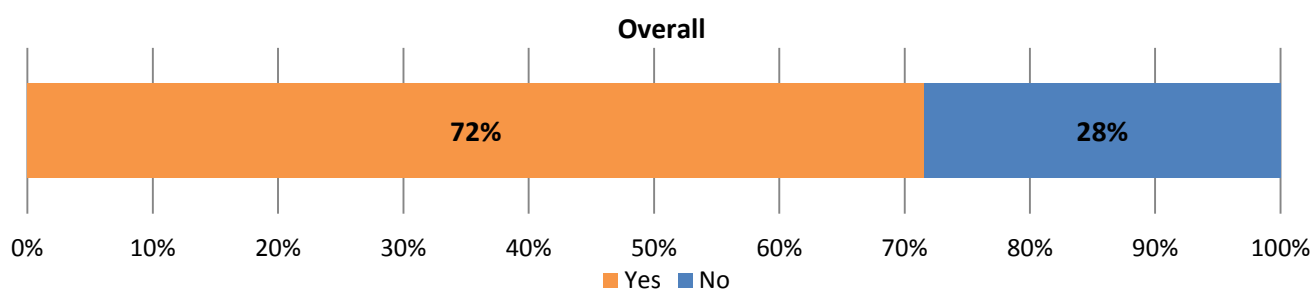
- To assess how important the Mela is to our communities;
- To understand what the most important elements of the day are;
- To identify preferred locations and timings for this type of event; and
- To identify what visitors most want to see at a multi-cultural festival.

Paper copies of the survey were available at the Mela on the 11 September 2016 and an online version survey was emailed to residents that have signed up for the Consultation Mailing List and was made available on the Council's consultation webpages. The online survey was also promoted through our social media channels.

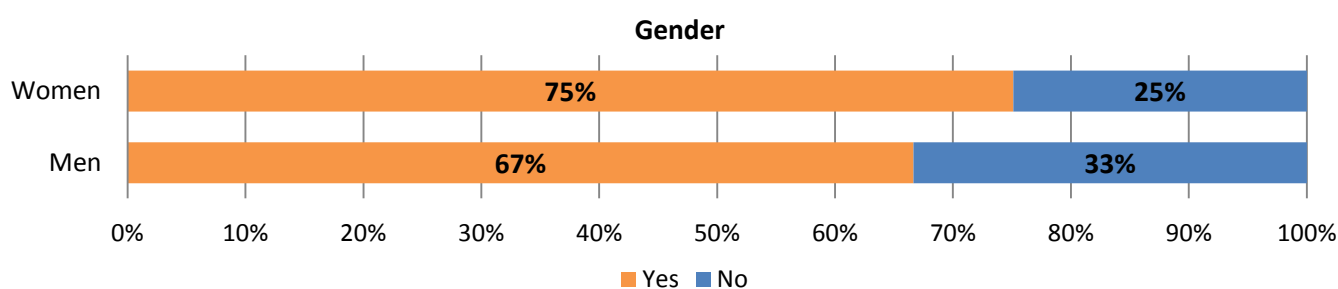
A total of 140 surveys were completed and handed in at the Town centre Mela and a further 785 surveys were completed online by the residents who either received notification of the survey through our mailing list or clicked on the links advertising the consultation on social media.

Data was weighted to counteract nonresponse bias by gender within age bands and ethnicity. The weighting profile was based on 2011 census for age within gender in relation to borough population.

Have you heard of the Maidstone Mela?

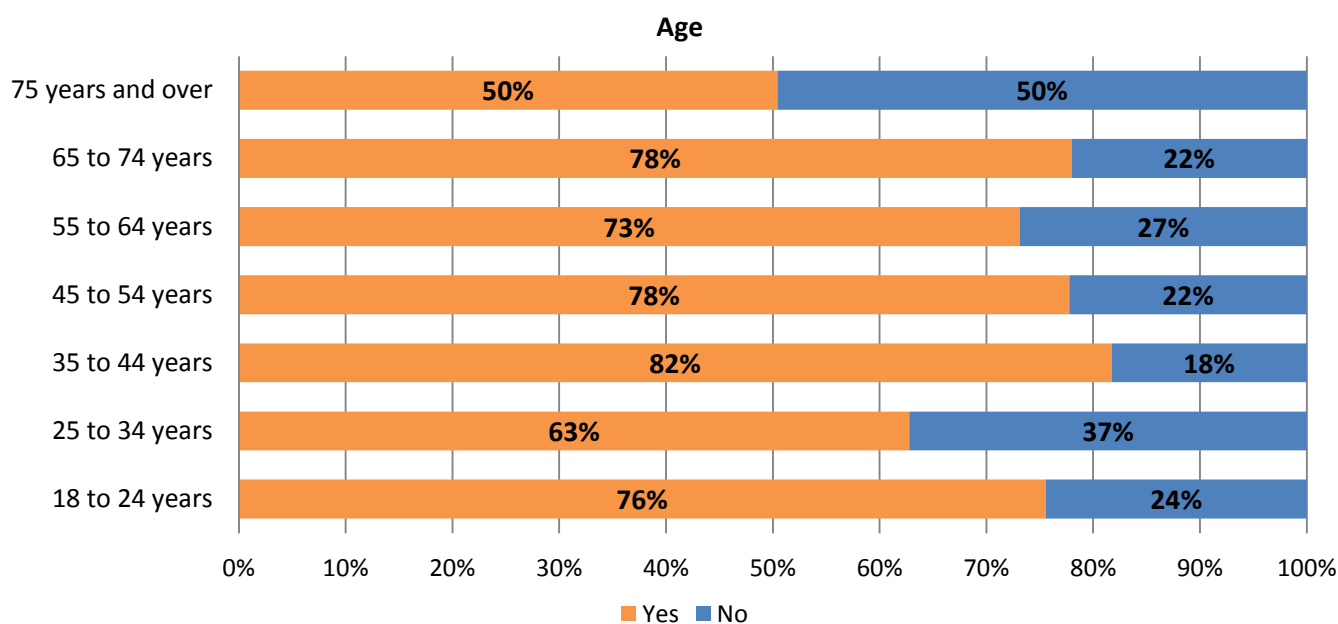


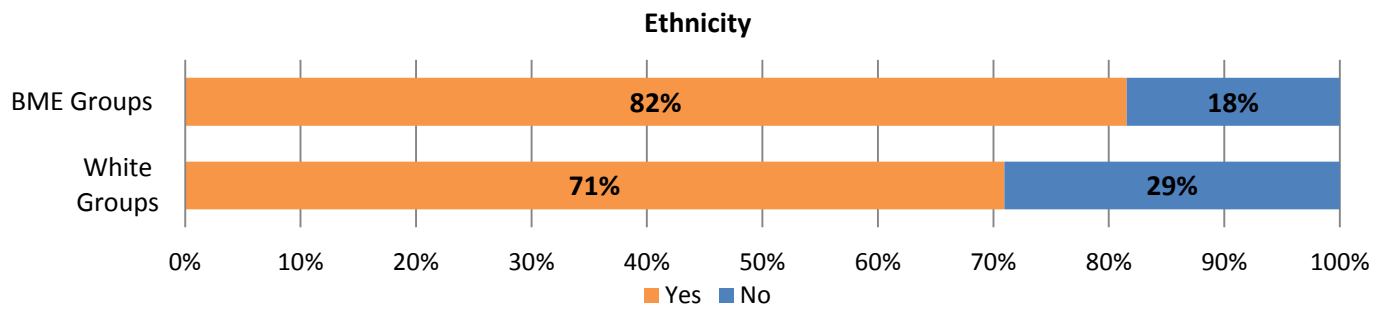
Overall, 72% of respondents had heard of the Maidstone Mela and 28% had not. The greatest difference was between ethnic groups; 82% of respondents from BME group had previously heard of the Mela compared to 71% of respondents from white groups – an 11% difference.



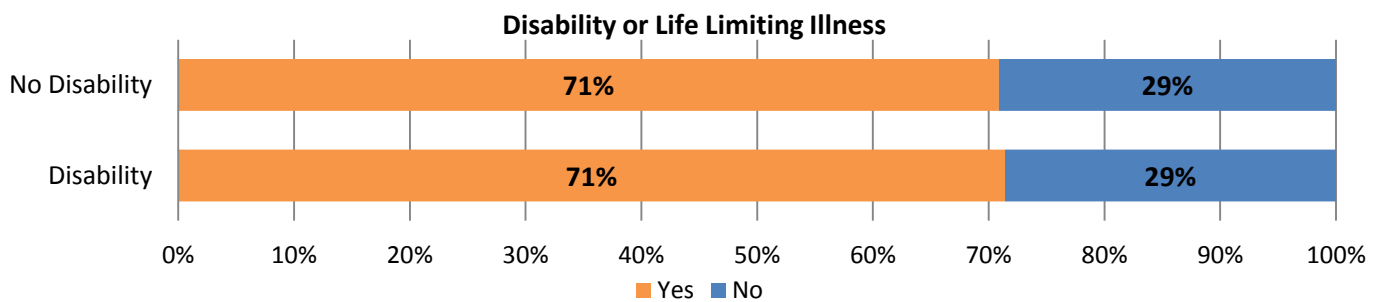
There is an 8% difference in awareness of the Maidstone Mela between women and men, with women being more likely to have previously heard of the event.

The 75 years and over age group were the least likely to have heard of the Maidstone Mela at 50%, while the 35 to 44 years group was the highest at 82%. There was no difference in the proportion of respondents with a disability or Life limiting illness that have heard of the Mela compared to those without.

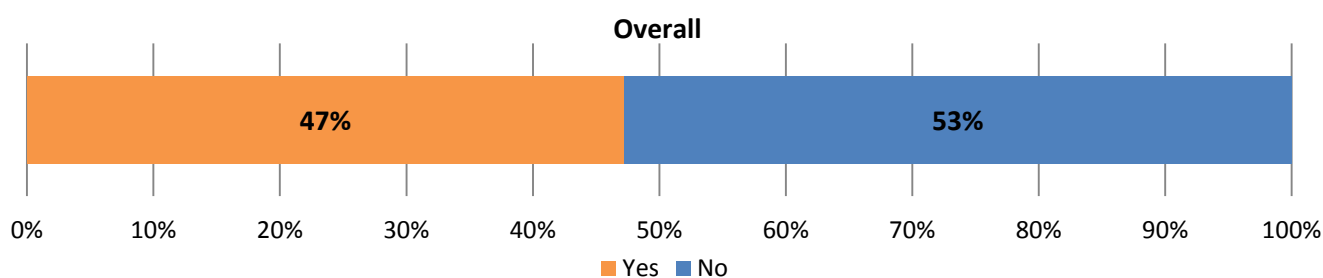




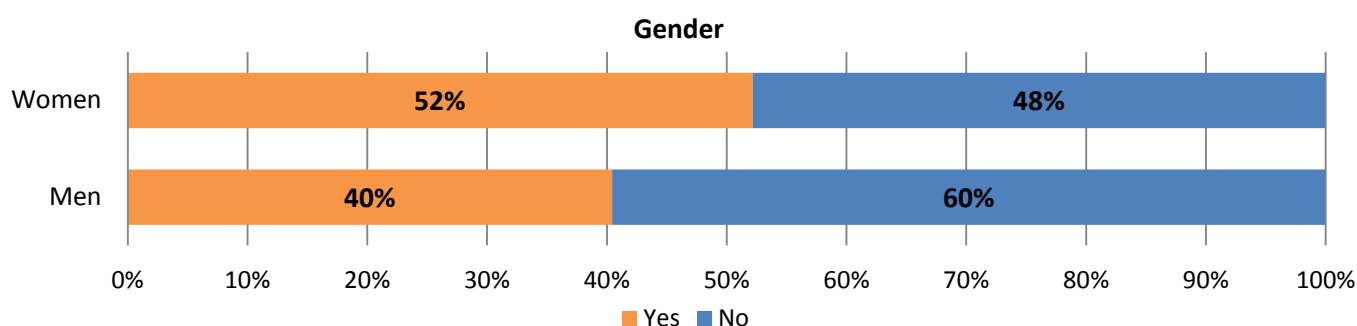
Customer profiling shows that those who had heard of the Mela were more likely than the average Maidstone household to live in a terraced property and have at least one child living at home. Households with people aged in excess of 50 years were under represented implying that those who have heard of Mela are younger families, who are more likely than average to work in retail, office based employment or who skilled manual work.



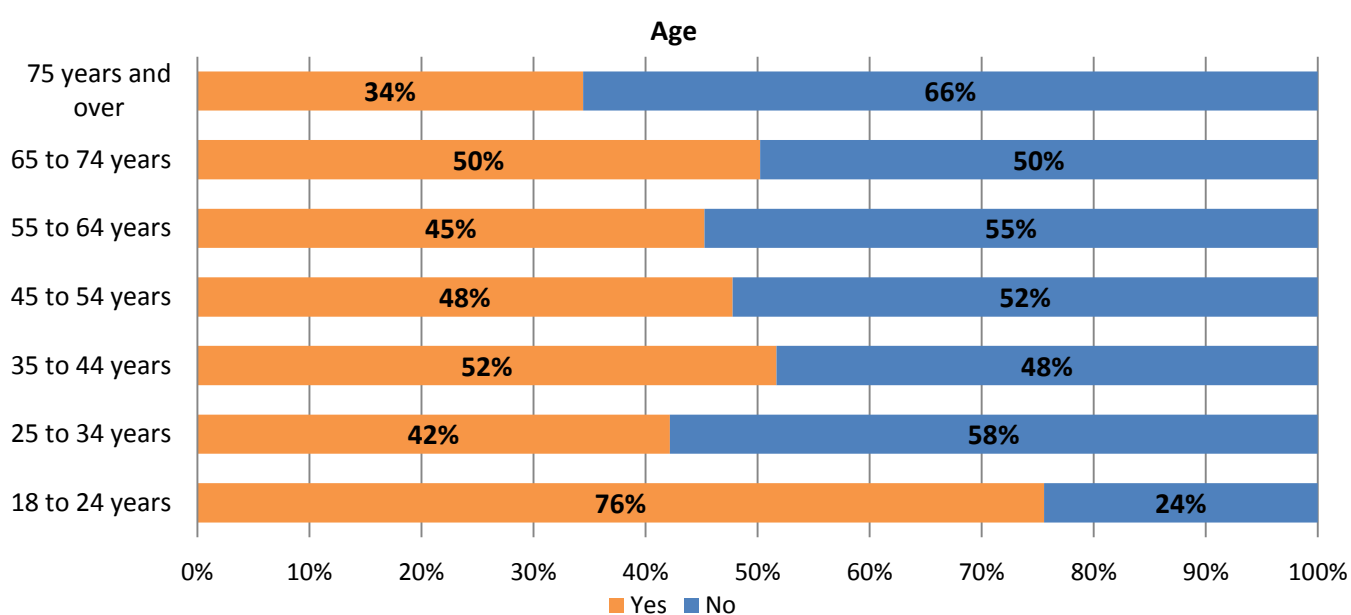
Have you ever visited the Maidstone Mela?

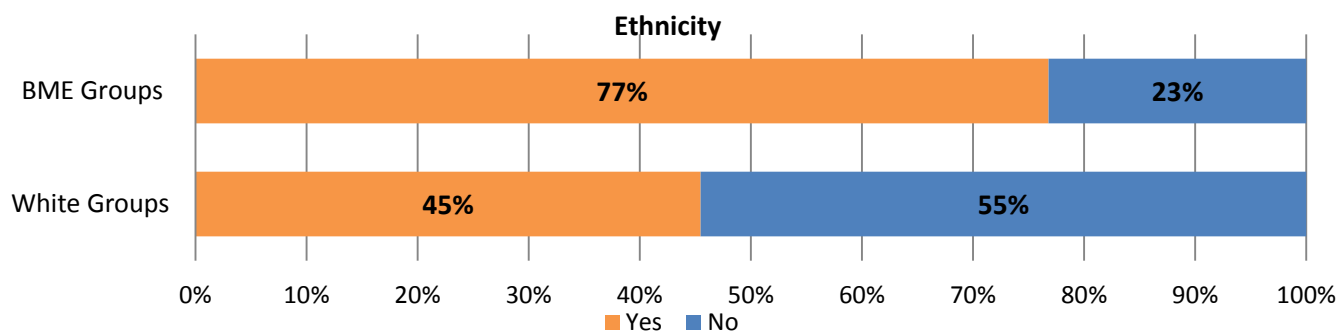


53% of respondent said they had never visited the Mela. The greatest proportional difference between groups is between the over 75's and the 18 to 24 year olds, at 42% with the over 75's having the lowest proportion of respondents that have previously visited the Mela at 34% and the 18 to 24 years old have the highest at 76%.



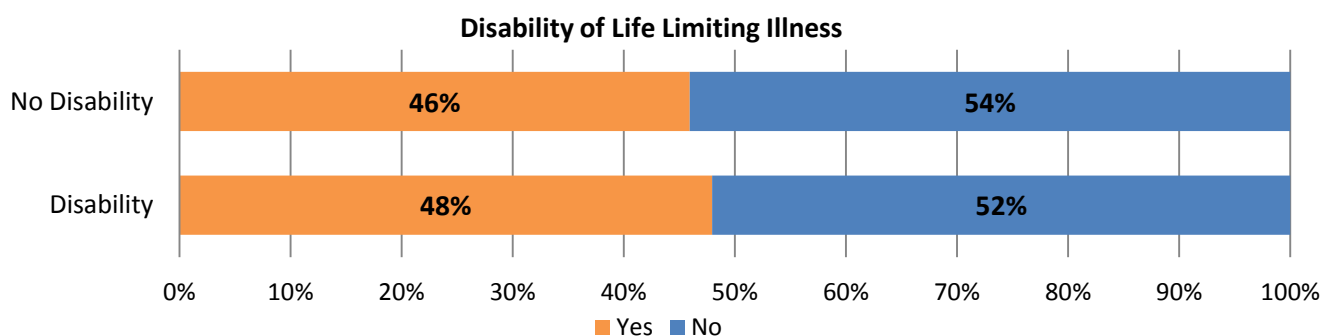
The data shows that there is a 12% difference between men and women with women more likely to have visited the event and there is a 32% difference between respondents from BME groups and those from white groups. BME group respondents are more likely to have visited the Maidstone Mela. There was a 2% difference in the proportion of respondents attending the Mela between those with a disability or life limiting illness and those without.



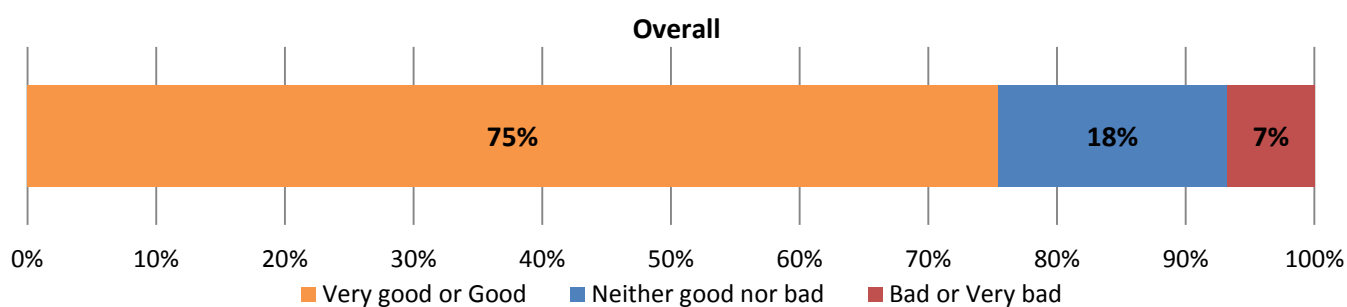


The acorn profile for those who have visited the Mela shows that 32% have a household income less than £20k and that there are a higher proportion of households where someone is unemployed compared to Maidstone overall. The profile also shows that households with children and households in terraced properties are over-represented.

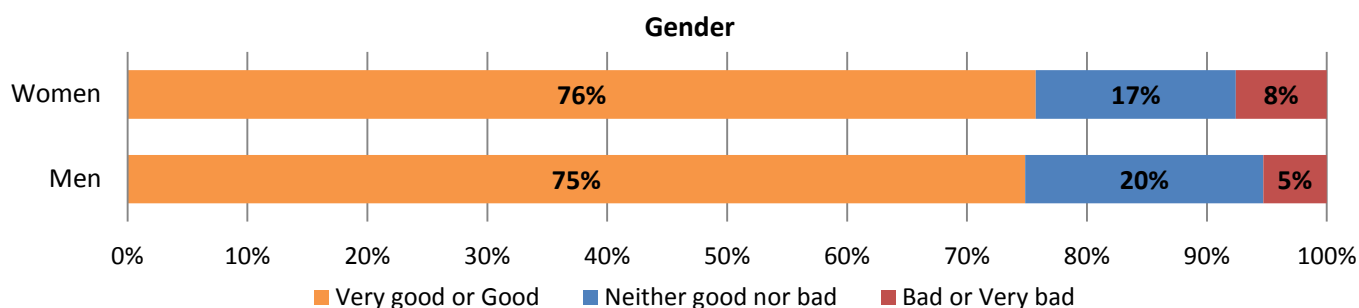
Profiling for the households that have not visited the Mela shows that 23% have a household income in excess of £60k and that self-employed workers are over-represented. As far as housing tenure is concerned households in socially rented accommodation were significantly under-represented while all other tenures were over-represented.



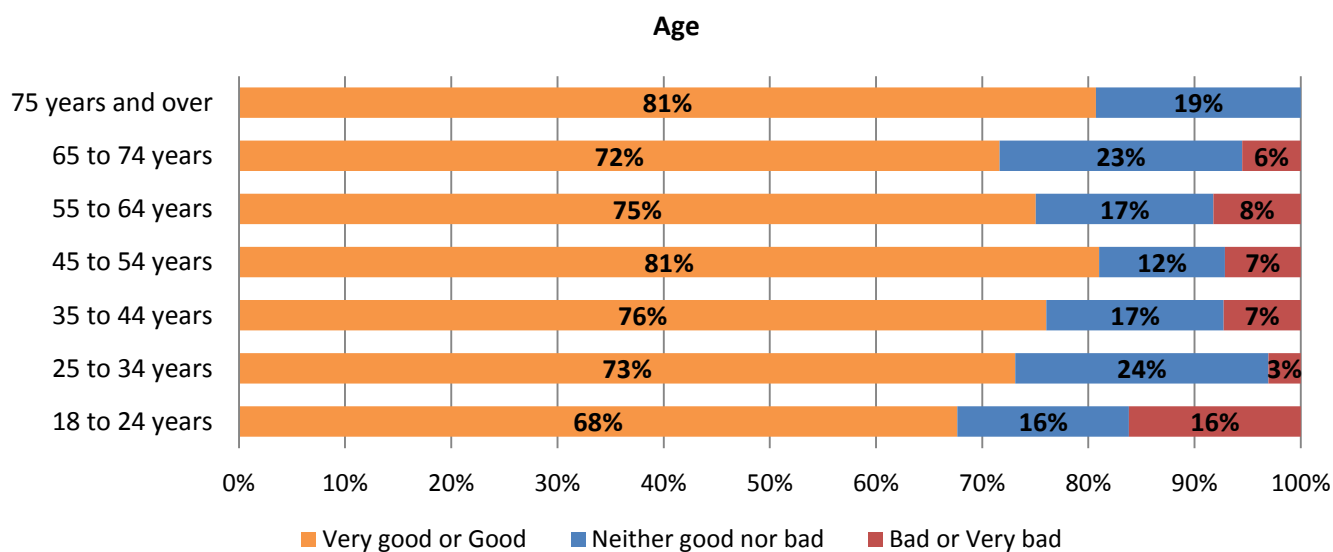
How did you rate the Maidstone Mela as a multi-cultural event?

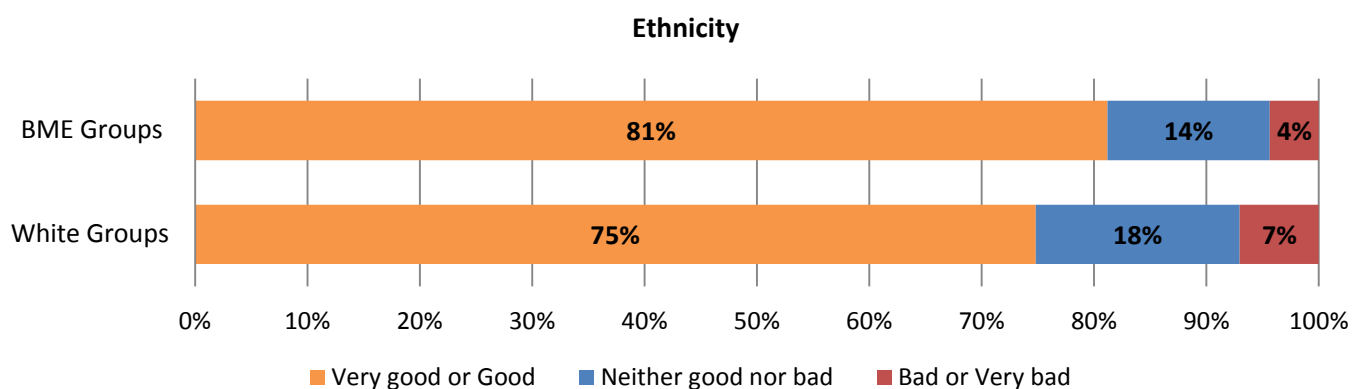


Overall, 75% of respondents rated the Maidstone Mela as Very good or Good. Although we know from the previous question that the 75 years and over group had the lowest proportion of respondents that have visited the Mela, they have the joint greatest proportion of respondents that think the event is very good or good at 81%, alongside the 45 to 54 year olds. However, there were only 25 respondents in the 75 years and over group that answered this question.

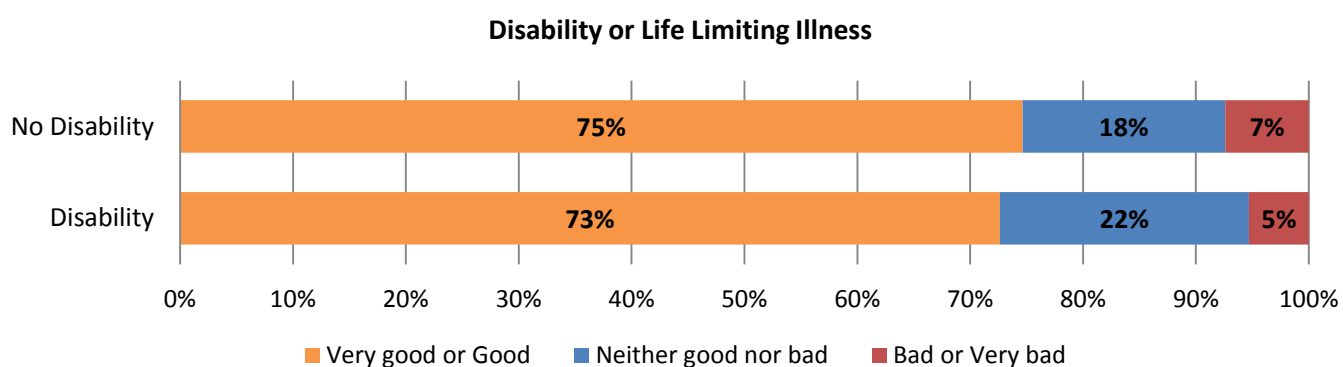


The 18 to 24 years age group had the lowest proportion of respondents saying that the event is very good or good at 68% and the greatest proportion saying it was bad or very bad at 16% (double that of any other group) however as with the 75's group there were few respondents in this group (28). Respondents from BME backgrounds rated the Mela 6% higher than those from white backgrounds, and overall matched the highest ratings at 81%. There was a 2% difference between respondents with a disability and those without.



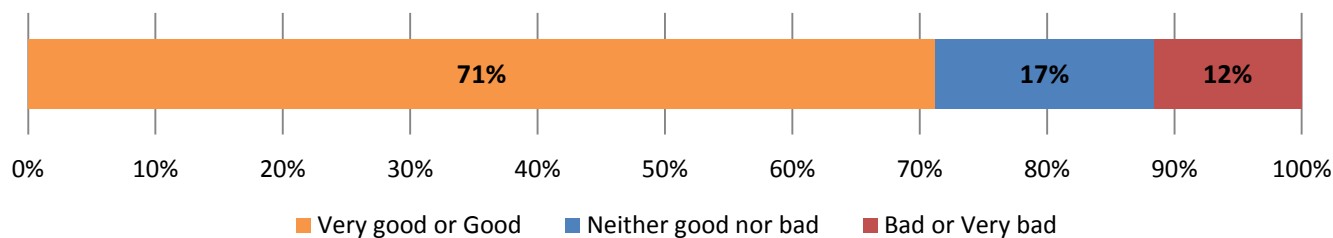


The acorn profile for households that responded as very good or good shows that lone parent families are over-represented in this group and that a greater proportion of households in this profile have someone who is unemployed living there compared to the proportion in Maidstone overall. The majority of households in this profile are living in three bedroomed, semi-detached or terraced properties. In addition to jobs seeker allowance, income support and disability allowance claimants are over-represented in this group.



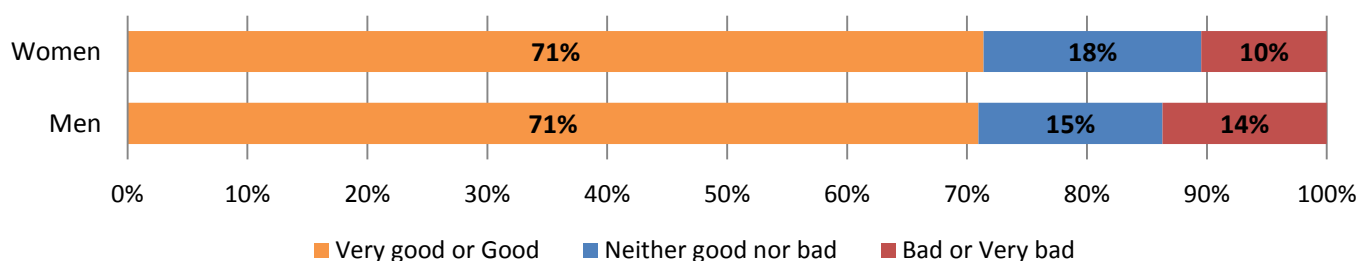
Rating: Variety of stalls

Overall



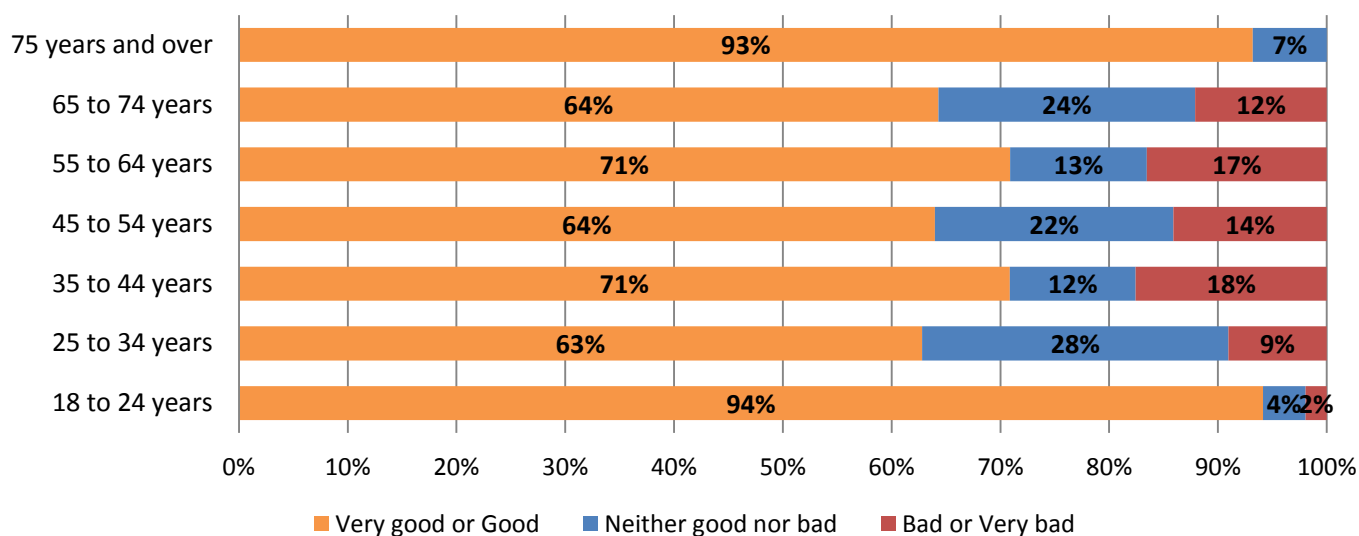
Overall, 71% of respondents rated the variety of stalls at the Mela as good or very good. There are minor differences in rating as between men and women but these relate to the proportion who rated the variety of stall as neither good nor bad, bad or very bad and equate to 2%.

Gender

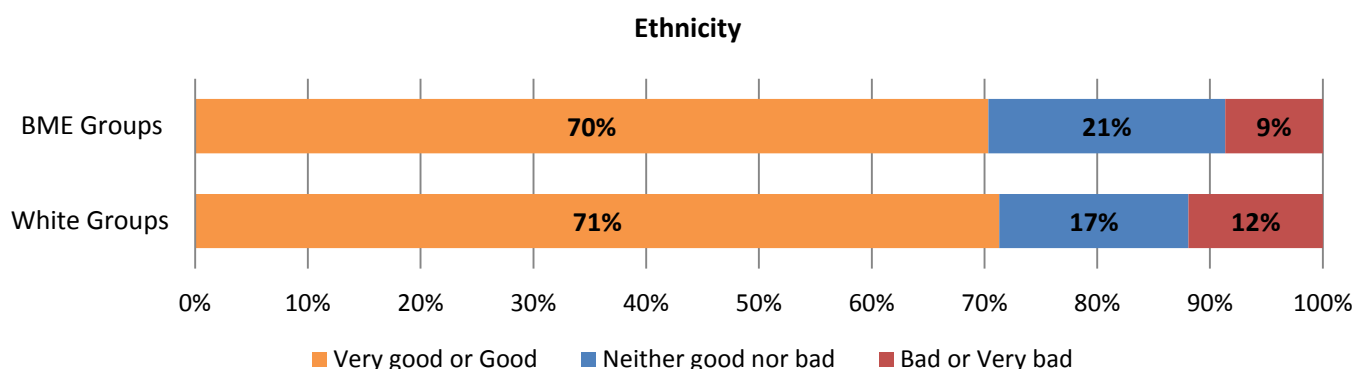


In terms of age the 75's and over and the 18 to 24 year olds have the highest proportion of respondents that rate the variety of stalls at the Mela as very good or good at 93% and 94% respectively. However, as with the previous question due to the low numbers of respondents in these groups, the results should be treated with caution. The 25 to 34 year old grouping has the lowest proportion of respondents rating this element as very good or good at 63% and the highest proportion of people providing a neutral response at 28%.

Age

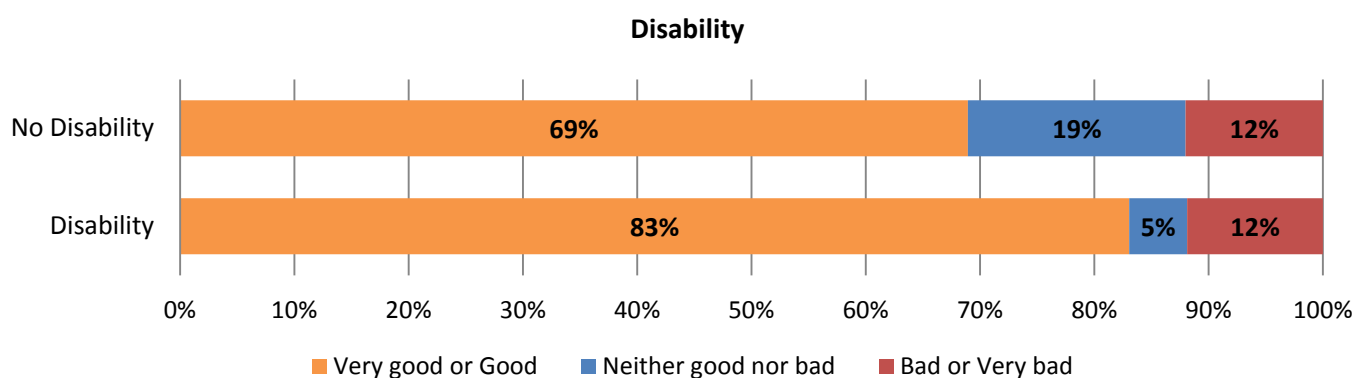


Respondents with a disability were more satisfied by 14%, with the variety of stalls at Mela, than those without a disability. Those without a disability were almost four times more likely to give a neutral response compared to those with a disability.

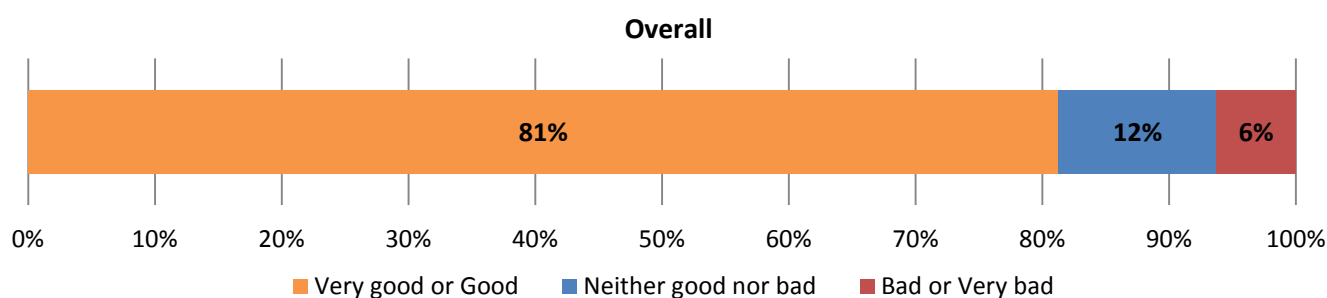


The acorn profile for those who were positive about the variety of stalls at the Mela shows that these households in this group are more likely than average to live in a terraced or semi-detached property that is privately rented. The majority of households in this group, 64% have a household income of less than £40k.

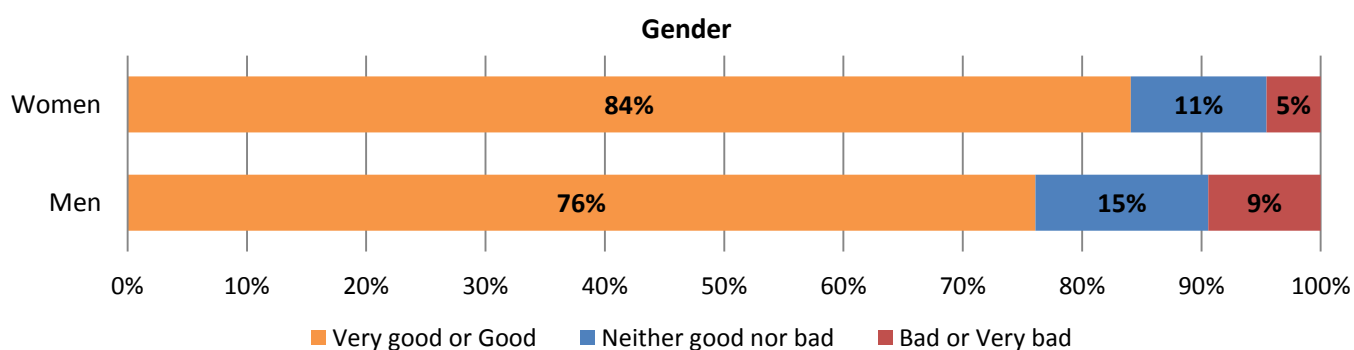
Due to a low negative response to the variety of stalls at the Mela an accurate profile cannot be run



Rating : Music and entertainment

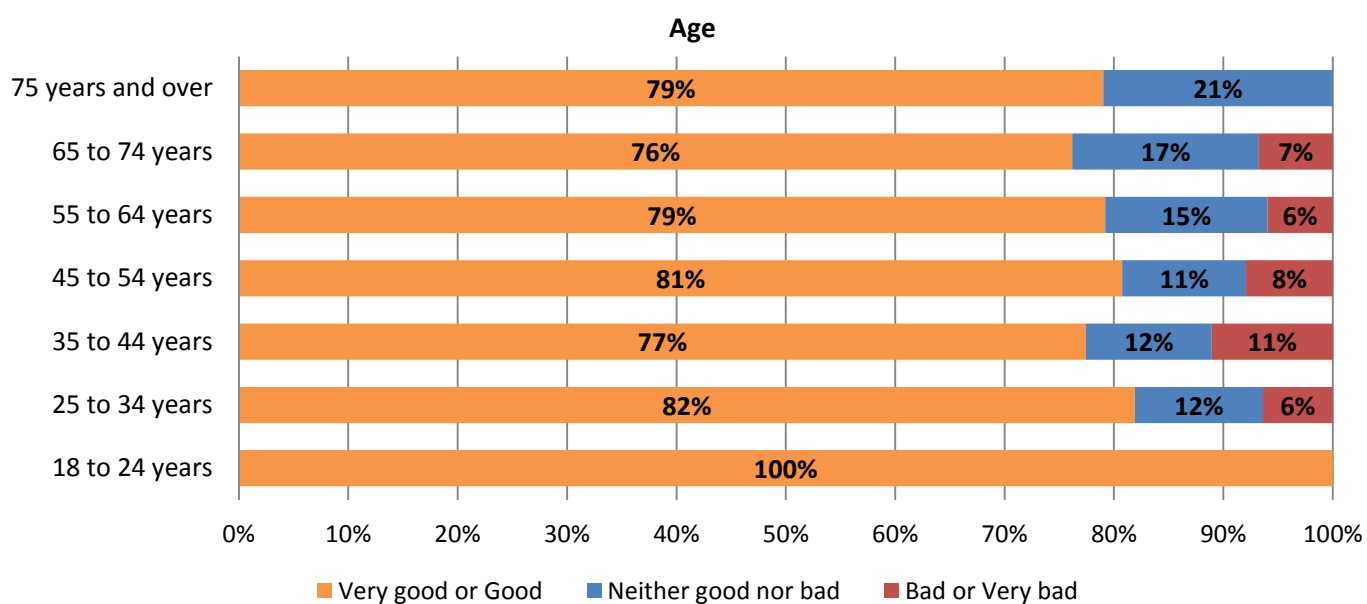


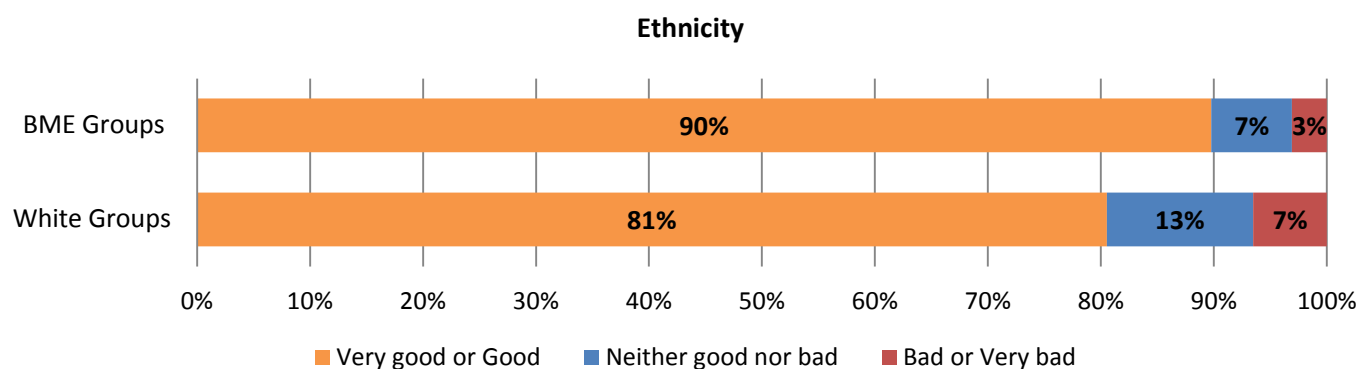
Overall, 81% of respondents rated the music and entertainment offer at the Mela as very good or good, with just 6% rating it as bad or very bad.



8% more women than men, 9% more people with a disability than those without and 9% more people from BME backgrounds than white backgrounds rated this element of the Mela as very good or good.

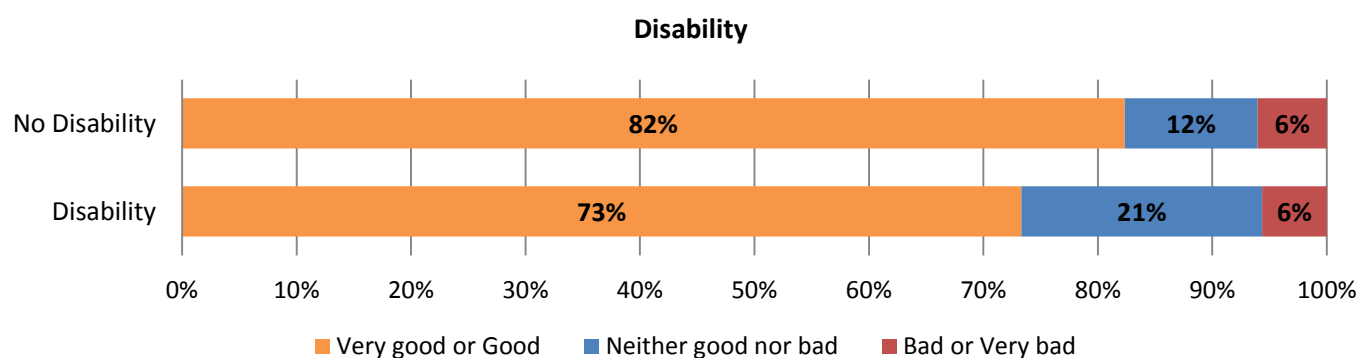
Respondents aged 75 years and over and those with a disability had the greatest proportion of respondents that gave a neutral answer at 21%. The 65 to 74 years group had the greatest proportion saying this element is very bad or bad at 17%, followed by the 35 to 44 years group with 11%.





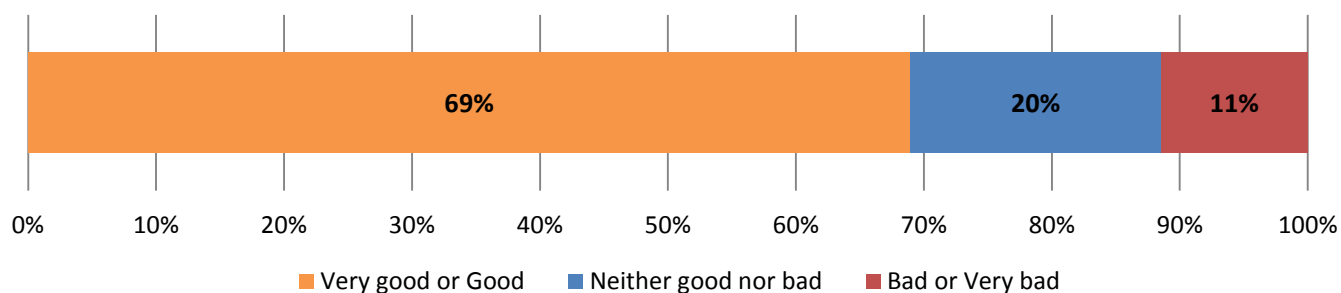
The profile for people that were positive about the music and entertainment offer available at the Mela shows that households in this group are more likely than average to live in semi-detached or terraced properties that are rented, either socially or privately. 64% of households in this group have an income of less than £40k and a greater proportion than Maidstone overall are unemployed. The profile also shows that households with children, households with a smoker resident and income support claimants are over-represented.

There were not enough respondents that were negative regarding the music and entertainment at the Mela to run a profile on this group of people that would have a high enough level of accuracy.



Rating: Food and drink offer

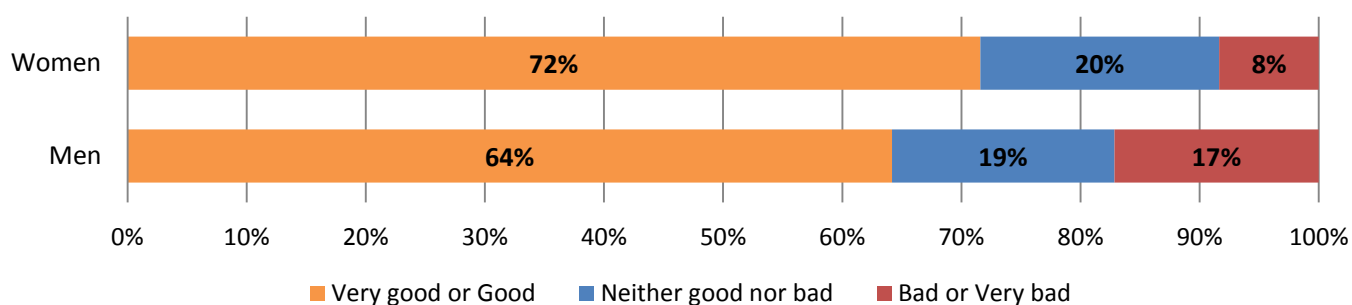
Overall



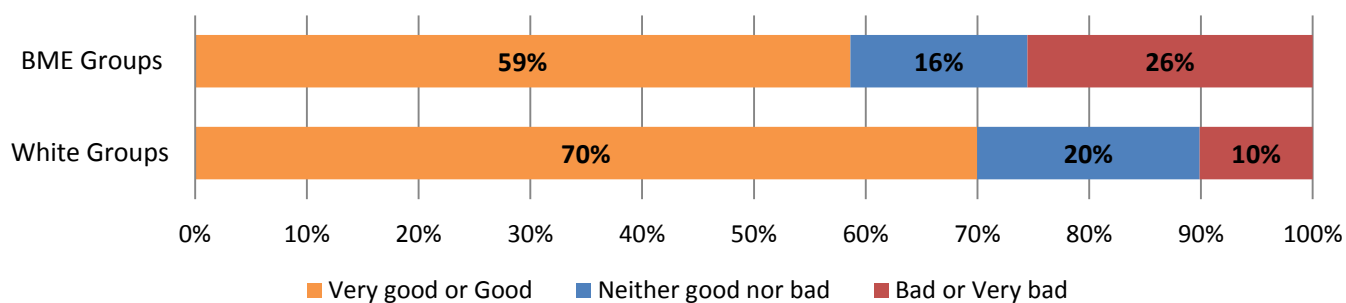
Overall, 69% of respondents rated the food and drink offer at the Maidstone Mela as very good or good.

Male respondents were twice as likely as female respondents to respond that the food and drink offer was bad or very bad at 17% compared to 8% for women.

Gender

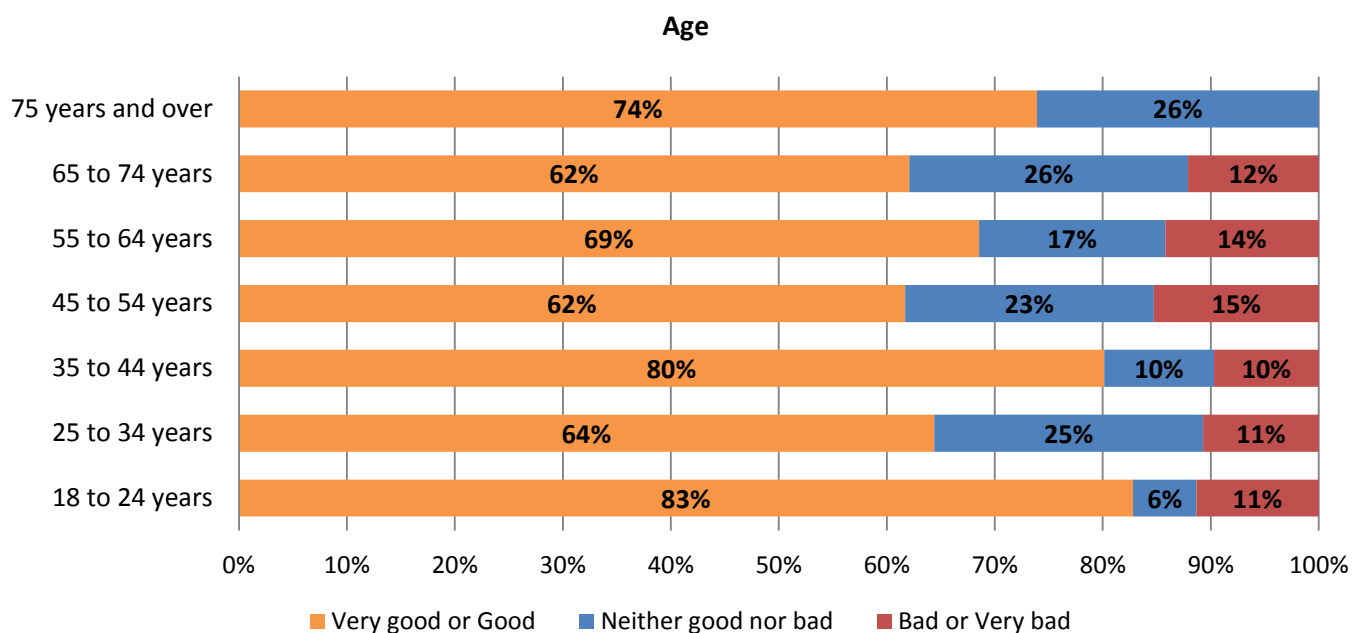


Ethnicity



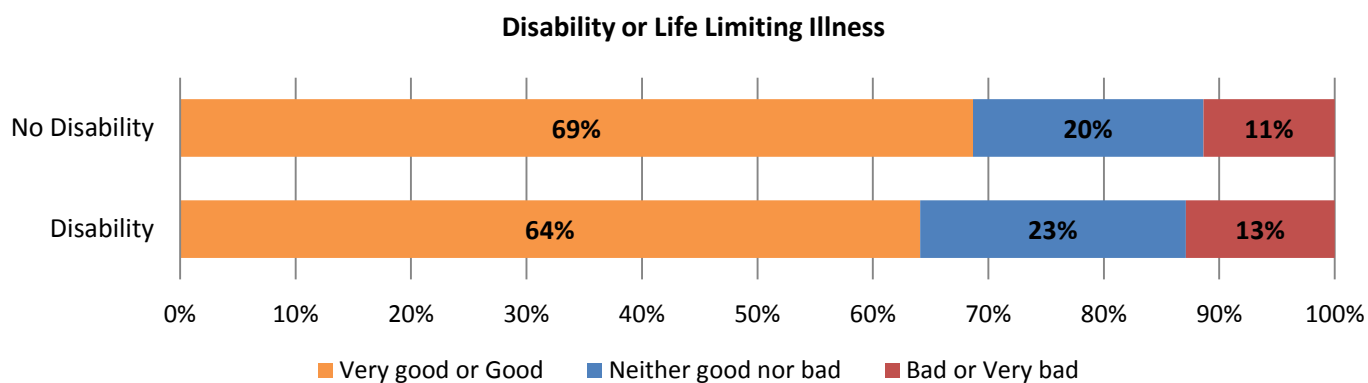
Respondents from BME background had the lowest proportion saying that this element is very good or good at 59% and the greatest proportion answering very bad or bad at 26%.

The 18 to 24 year old group had the greatest proportion responding that the food and drink offer was very good or good at 83% (though there were low numbers of respondents in this group) followed by the 35 to 44 year olds group where 80% rated the food and drink as very good or good.



The acorn profiling for respondents that were positive (responding very good or good) shows that there is a greater rate of unemployed people in this group compared to Maidstone overall and that retired people are under-represented.

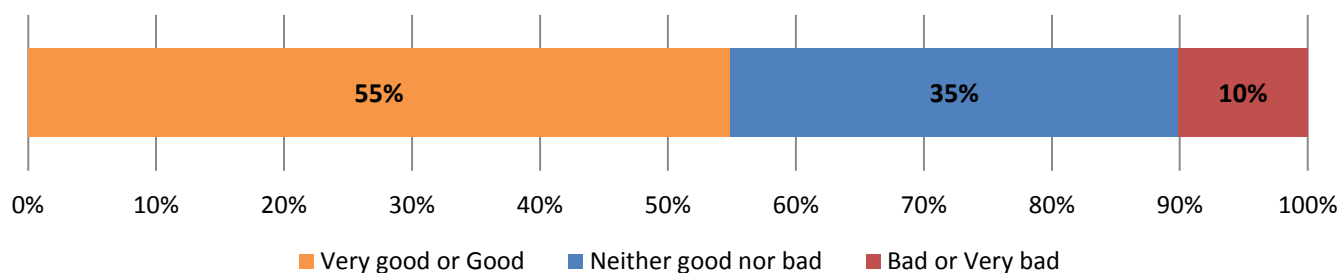
Households with children, living in semi-detached or terraced properties that are rented, either privately or through a social landlord are over-represented in this group. In addition to JSA claimants of income support and disability allowance are also over-represented and households in this group are more likely than average (4%) to have a household income less than £40k.



There were not enough respondents that were negative regarding the food and drink offer at the Mela to run a profile on this group of people that would have a high enough level of accuracy.

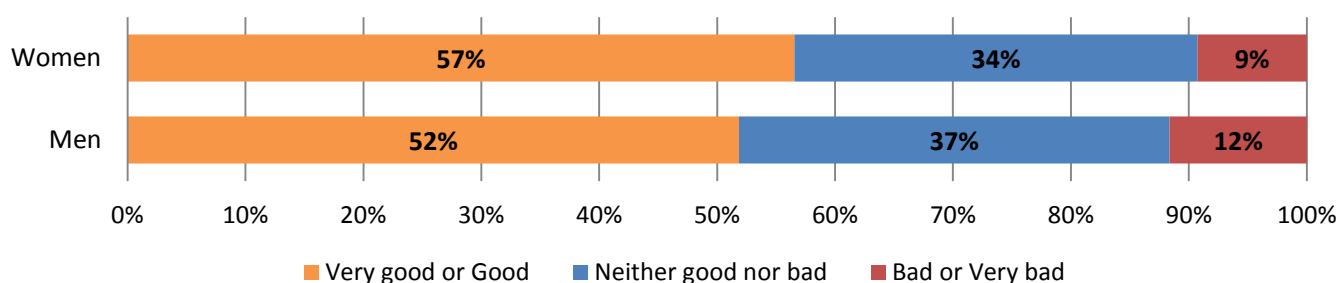
Rating activities for Children

Overall



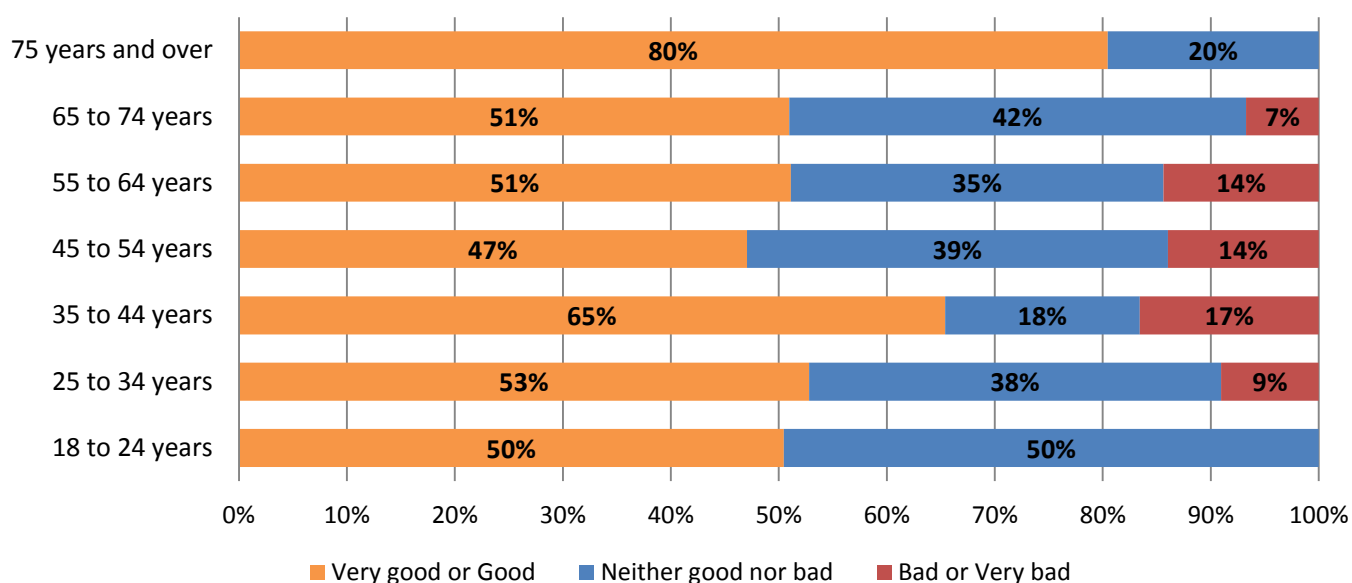
Overall, 55% of respondents rated the children's activities as very good or good and 1 in 10 respondents said they were very bad or bad.

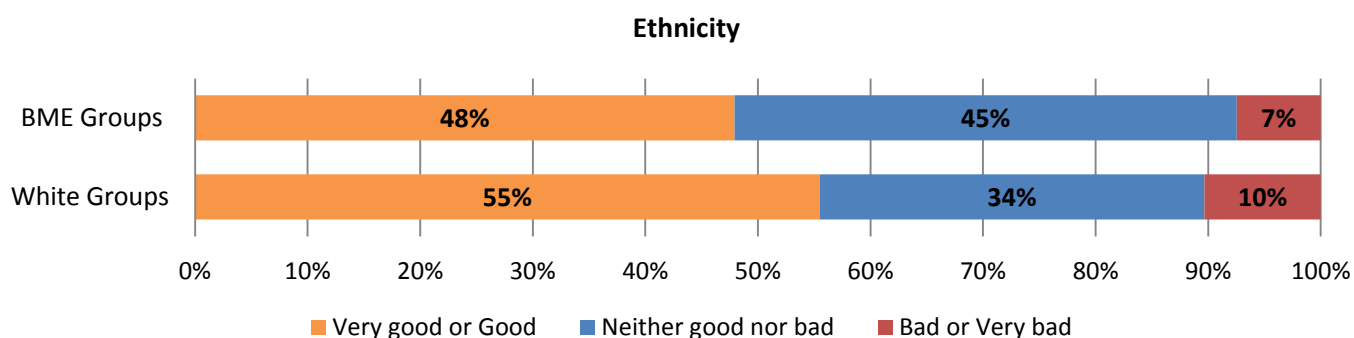
Gender



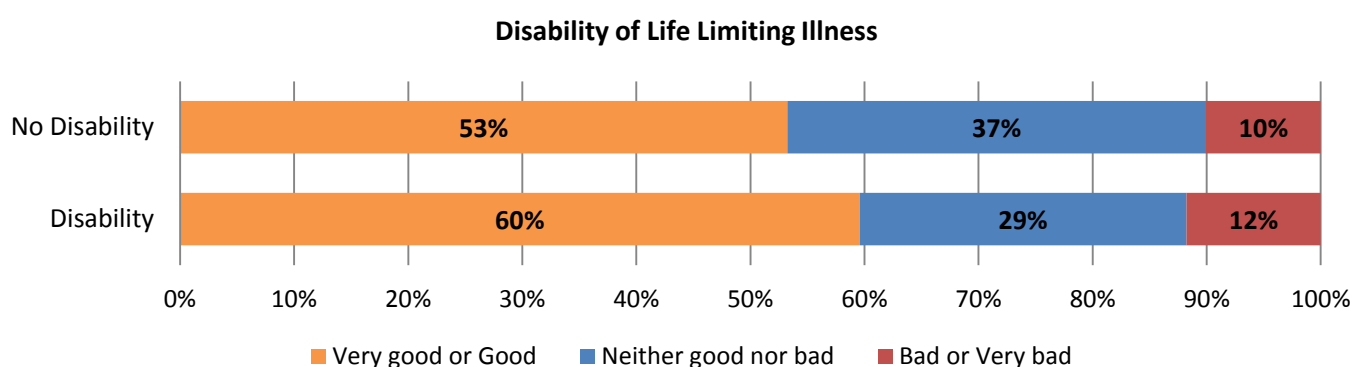
The age groups most likely to have school age children (25 to 64 years) had a higher proportion responding that the children's activities were very bad or bad, ranging from 9% to 17%. The 45 to 54 year old group had the lowest proportion responding that these were very good or good at 47% and the over 75 year group had the highest 80%.

Age





There is a 7% difference in those rating the activities for children as very good or good between those with a disability and those without and those from white background compare to those from BME backgrounds. Those with a disability rated the activities for children higher than those without a disability. Those from BME backgrounds rated this element lower than those from white backgrounds.

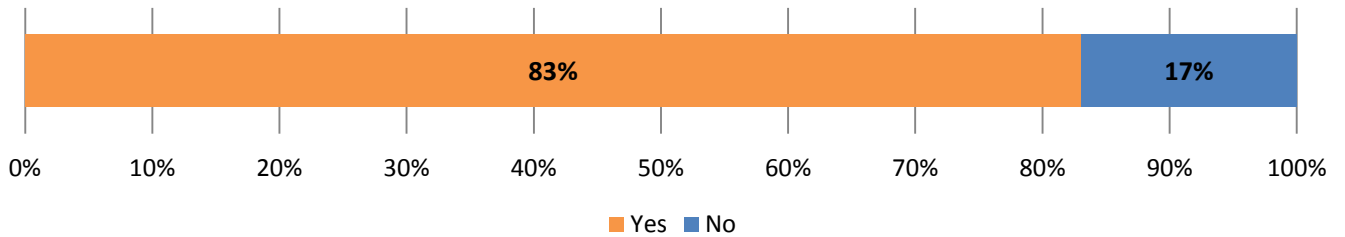


The profiling for respondents that were positive about the programme of activities for children at the Mela is very similar to those who were positive about the entertainment and food and drink offers in the programme with households in this group are more likely than average to live in semi-detached or terraced properties that are rented, either socially or privately. 64% of households in this group have an income of less than £40k and a greater proportion than Maidstone overall are unemployed. The profile also shows that households with children and households with income support and disability allowance claimants are over-represented.

There were not enough respondents that were negative regarding activities for children at the Mela to run a profile on this group of people that would have a high enough level of accuracy.

Would you recommend this event to family or friends?

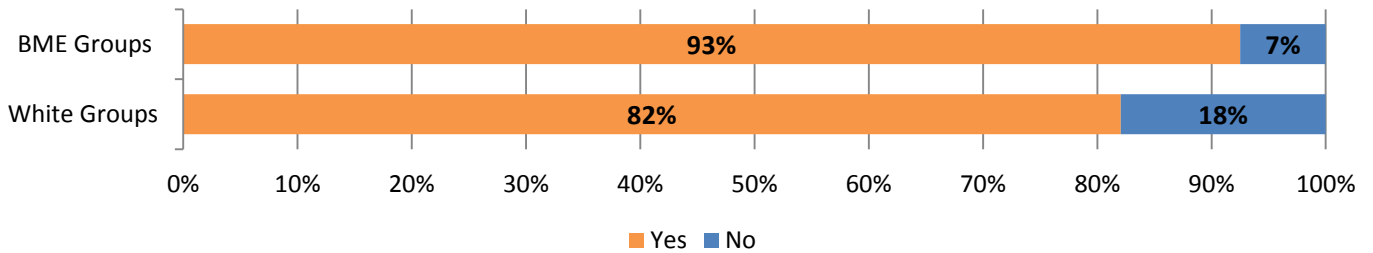
Overall



The majority of respondents (83%) responded that they would recommend the Mela to friends and family. Less than one in five gave a negative answer to this question.

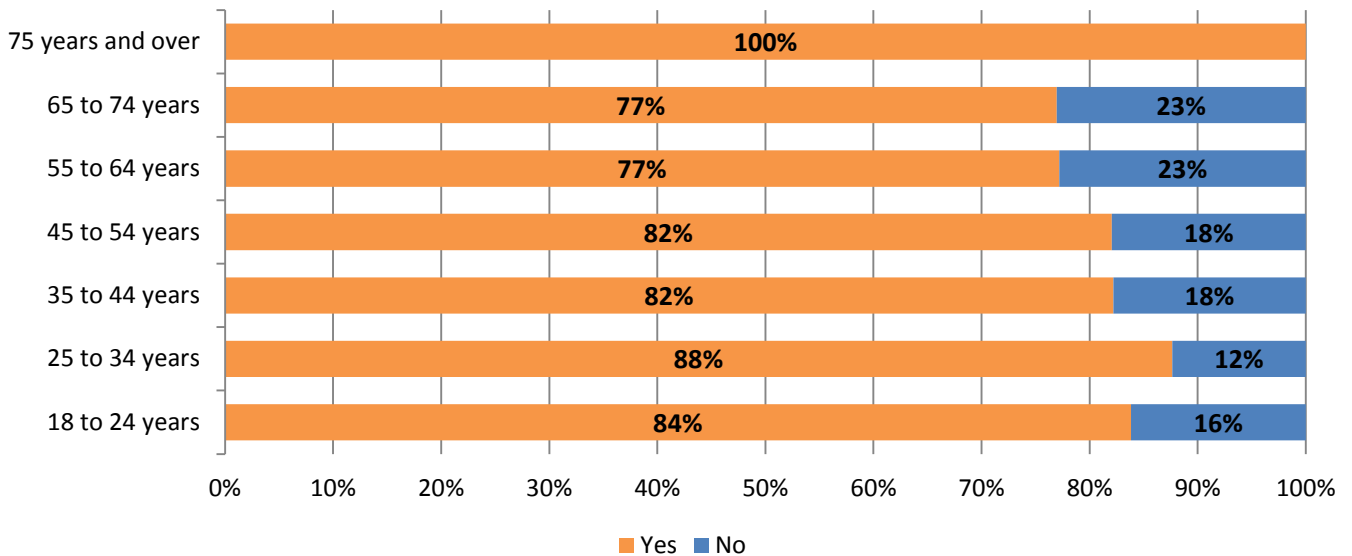
There is an 11% difference in the proportion that would recommend the event between those from BME backgrounds and those from white backgrounds. Overall, the greatest proportion of respondents that would recommend the Mela were the over 75's at 100% followed by respondents from BME groups at 93%.

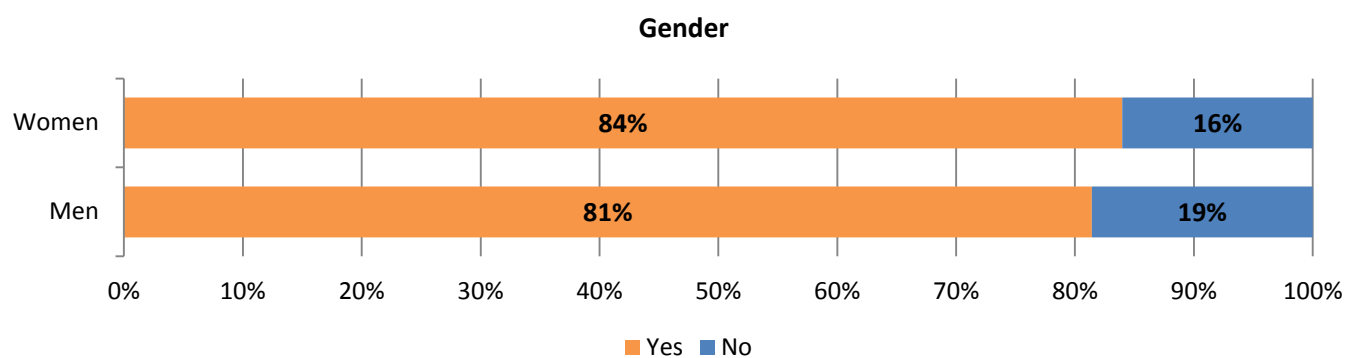
Ethnicity



55 to 64 years and the 65 to 74 years groups had the greatest proportion of respondents answering that they would not recommend the Mela at 23% each.

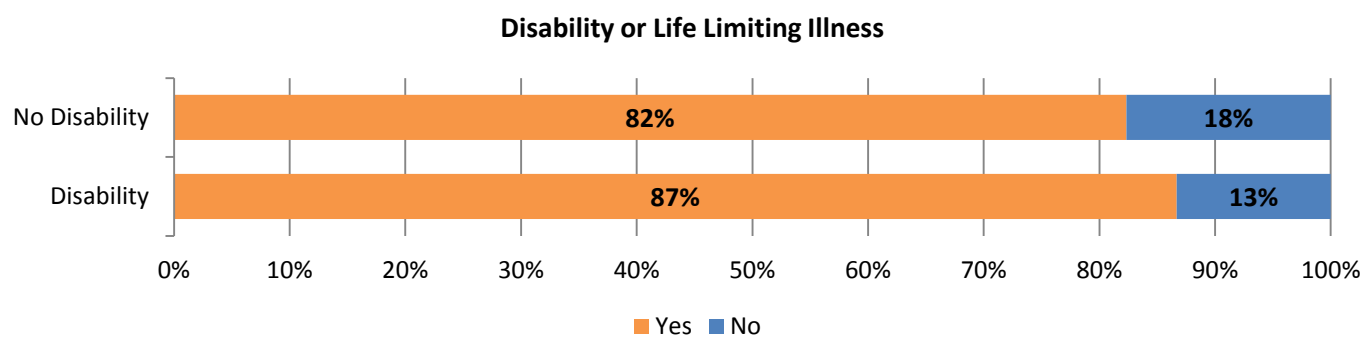
Age





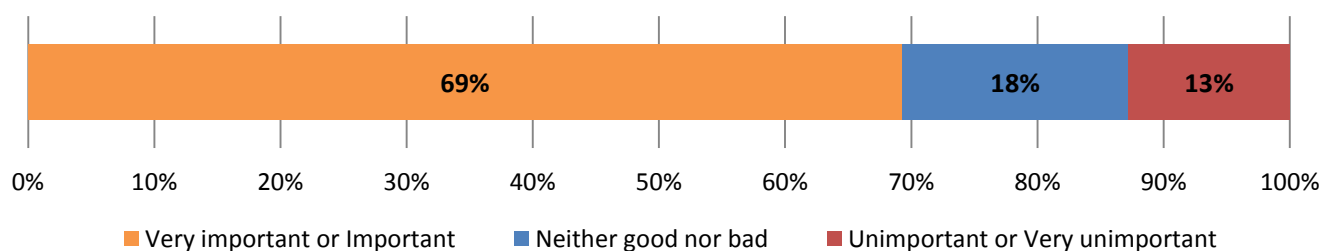
The profile for respondents that would recommend the Mela to family or friends is not significantly different from the previous profiles already outlined in this report for people that were positive about the various elements of the programme.

There were not enough respondents that would not recommend the event to family or friends to run a profile on this group of people that would have a high enough level of accuracy.



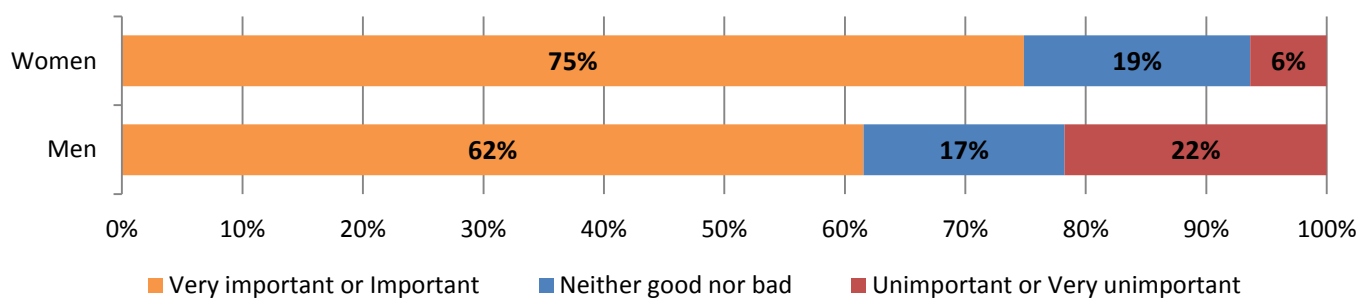
How important is it that Maidstone has a multi-cultural event that celebrates the diversity of its communities?

Overall



Overall, 69% of respondents said that it is very important or important for Maidstone to have a multi-cultural event that celebrates the diversity of its communities.

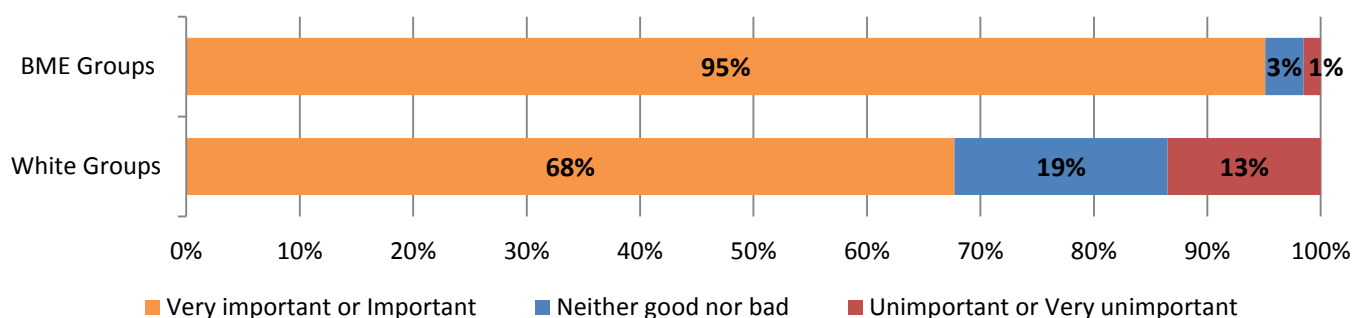
Gender



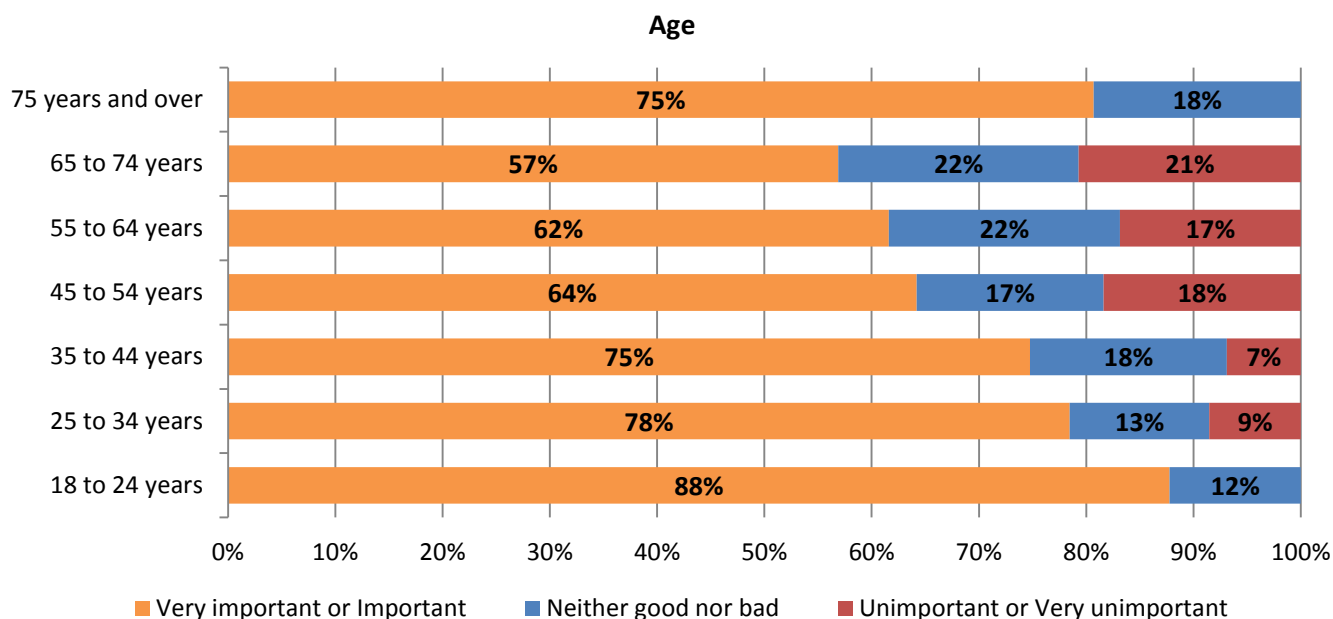
A greater proportion of women than men feel that it is important for Maidstone to have a multi-cultural event at 75% compare to 62%.

Respondents from BME backgrounds had the greatest proportion of people saying that it was very important or important at 95%, compared to 68% of respondents from white groups.

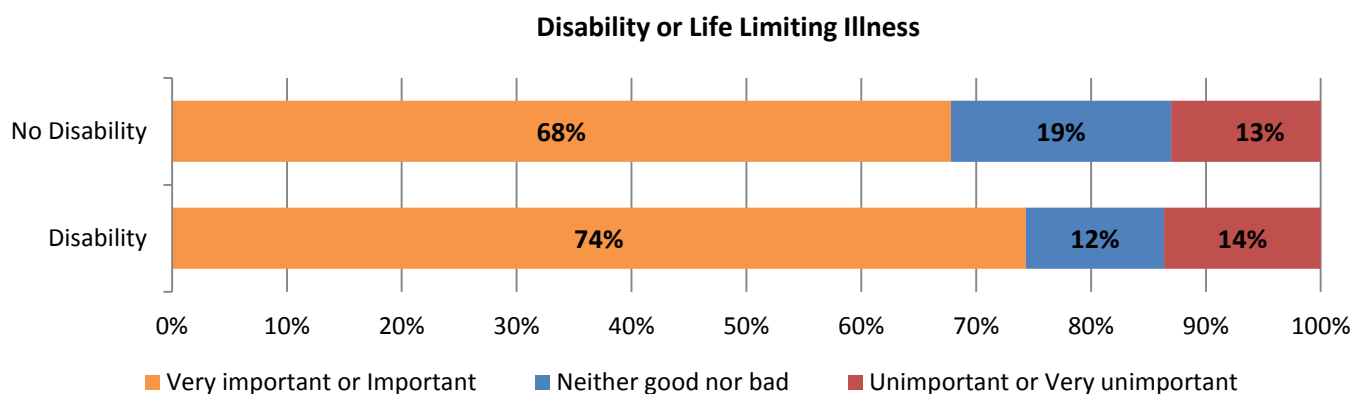
Ethnicity



Just over one in five men and one in five respondents in the age group 65 to 74 years said that it was very unimportant or unimportant for Maidstone to have this type of event.

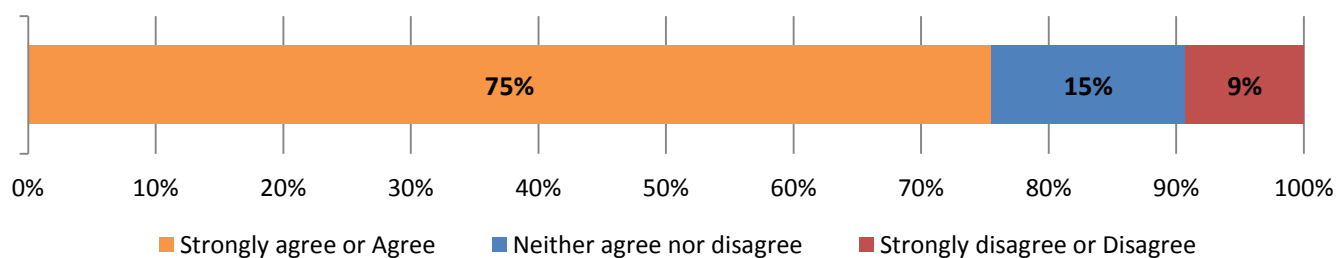


While the profile of the group that responded that it is very important or important for Maidstone to have a multi-cultural event that celebrates the diversity of its communities is very similar to those outlined above for those that were positive about the various elements of the programme there are some notable differences. There are still a greater proportion of unemployed people in this group compared to Maidstone overall but to a lesser extent. Households in socially rented accommodation are under-represented in this group and households with an income of less than £20k are under-represented but those with an income between £20 and £60k are marginally over-represented.



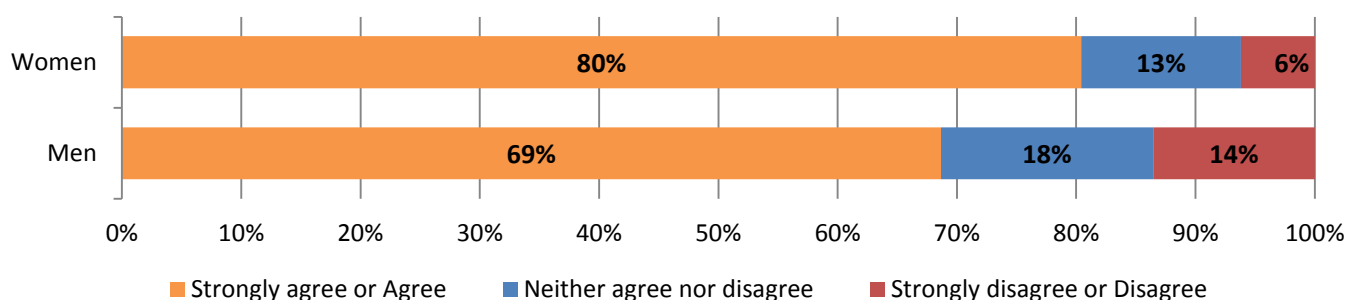
To what extent do you agree or disagree that Cultural Festivals help people gain knowledge or appreciation of other cultures

Overall



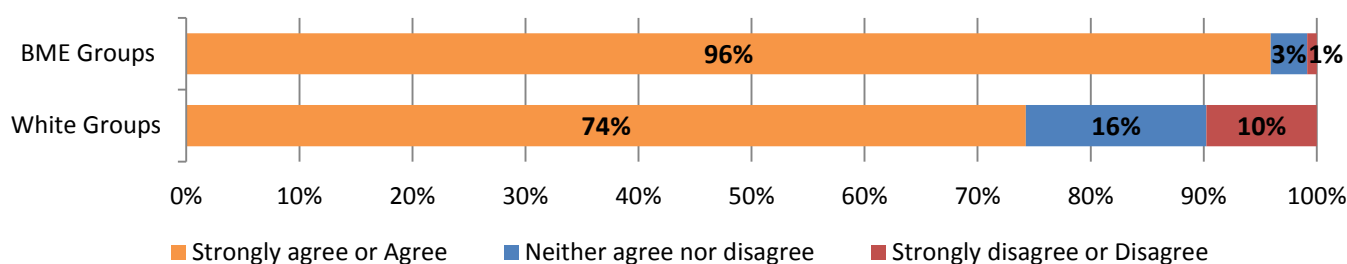
Overall, 75% of respondents agree or strongly agree that cultural festivals help people gain knowledge or appreciation of other cultures. Almost one in ten respondents either disagreed or strongly disagreed with this statement.

Gender

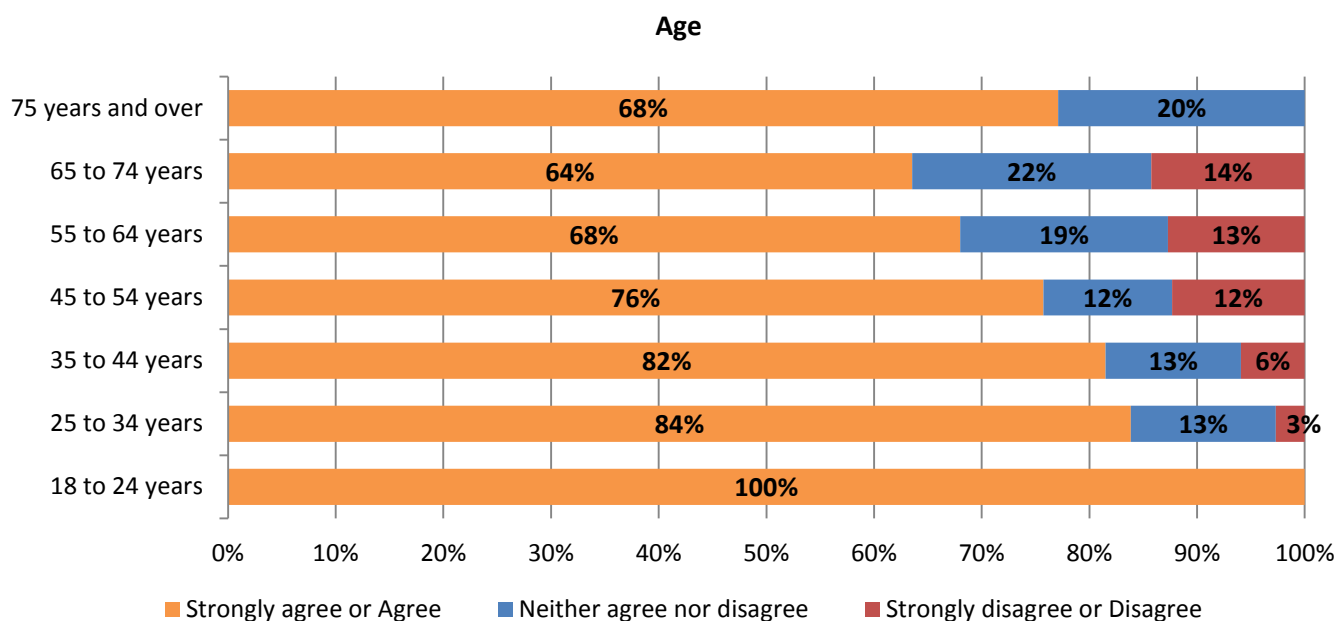


There is an 11% difference between men and women with a greater proportion of women agreeing with the statement compared to men. Men have more than twice the proportion of responding that they disagree with 14% compared to women's 6%.

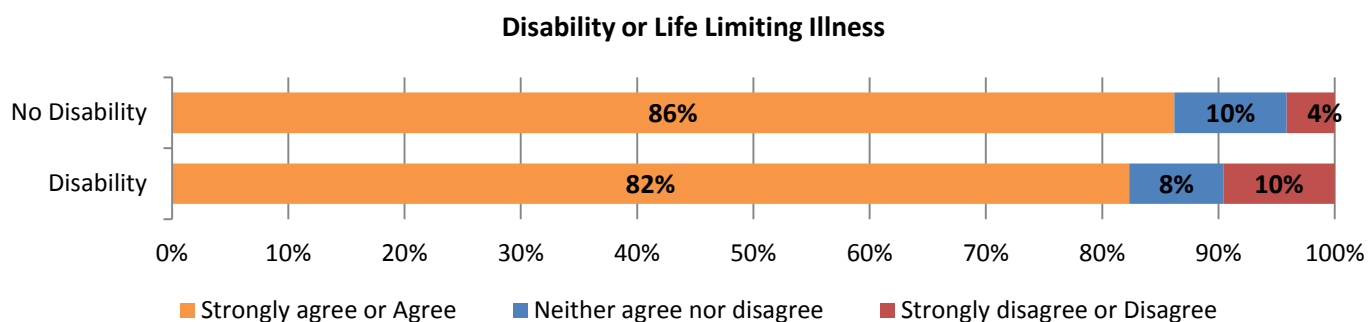
Ethnicity



Out of all the groups assessed, people from BME backgrounds had the second greatest level of agreement at 93%, compared to 74% for people from white backgrounds. They also had the lowest proportion of responded that neither agreed nor disagreed with the statement.

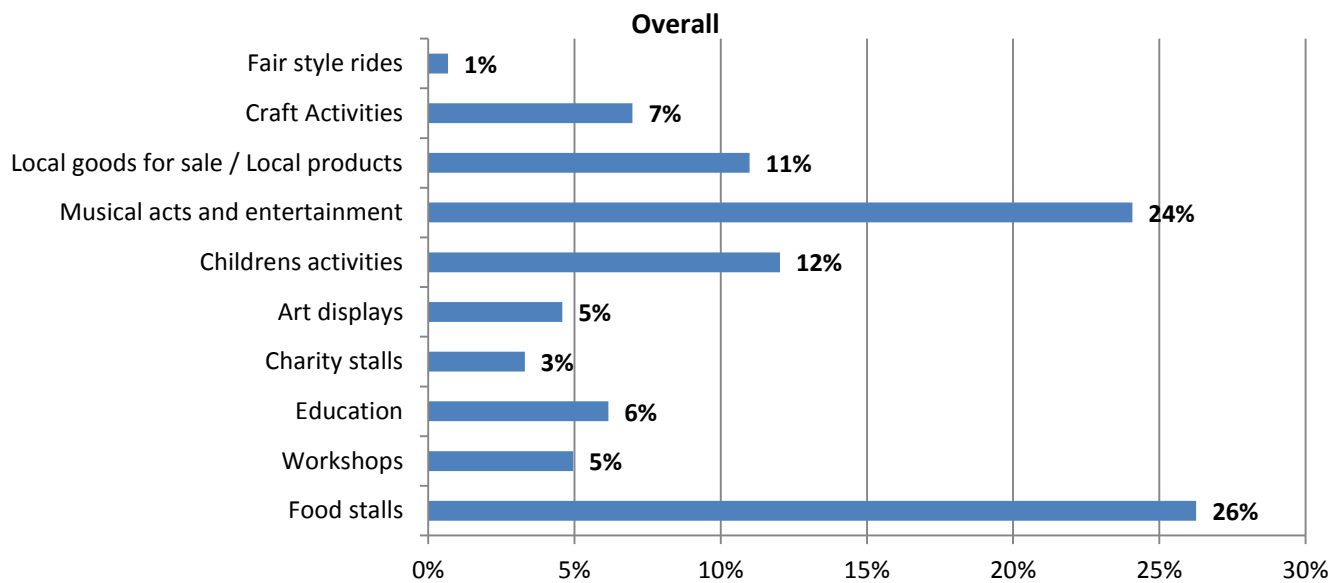


The groups covering ages 45 to 74 years had the greatest levels of disagreement ranging from 12% to 14%. While the graph shows that there were no respondents that disagreed in the 75 years and over and the 18 to 24 years groups this may not accurately reflect the opinions of these groups were heavily weighted.

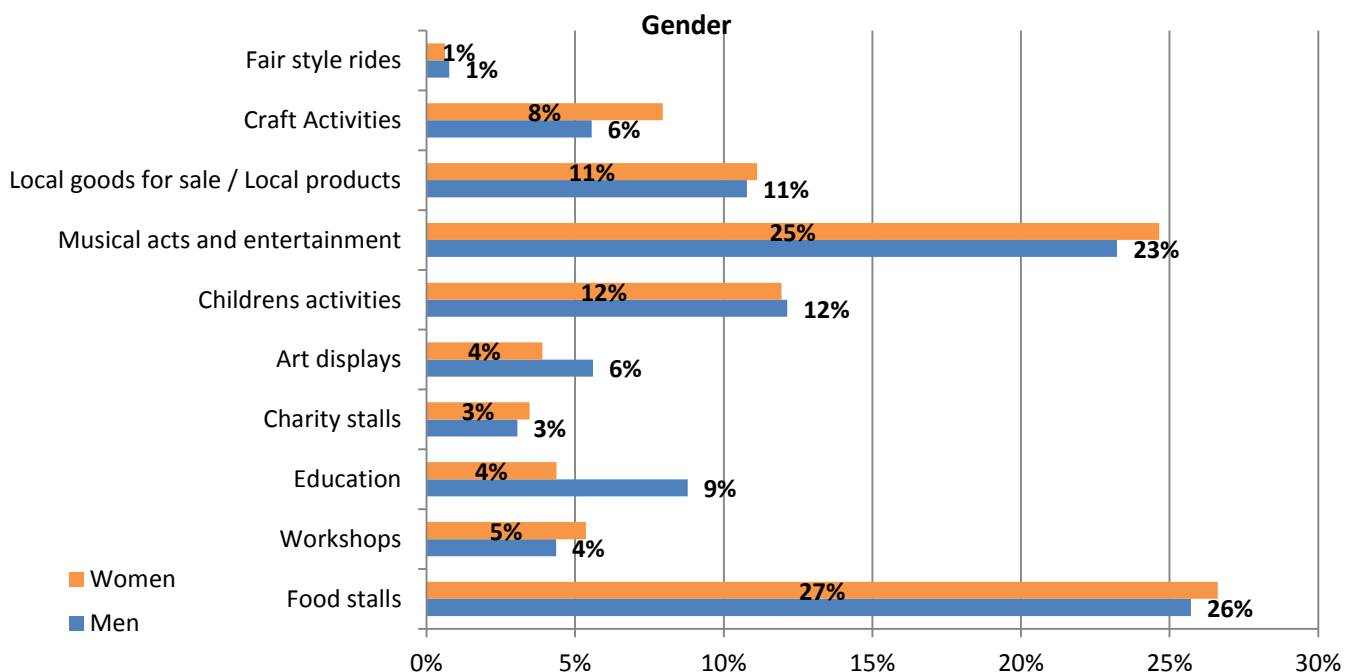


The acorn profile for respondents agreeing with the above statement that cultural festivals help people gain knowledge or appreciation of other cultures shows that unlike the previous customer profiles, single people are over-represented in this group. As in previous profiles unemployed people are over-represented however the average household income is in line with that for Maidstone overall across all income brackets except for those with a household income in excess of £100, who are under-represented in this profile. Those who own their property with a mortgage or rent privately are over-represented as are households with children.

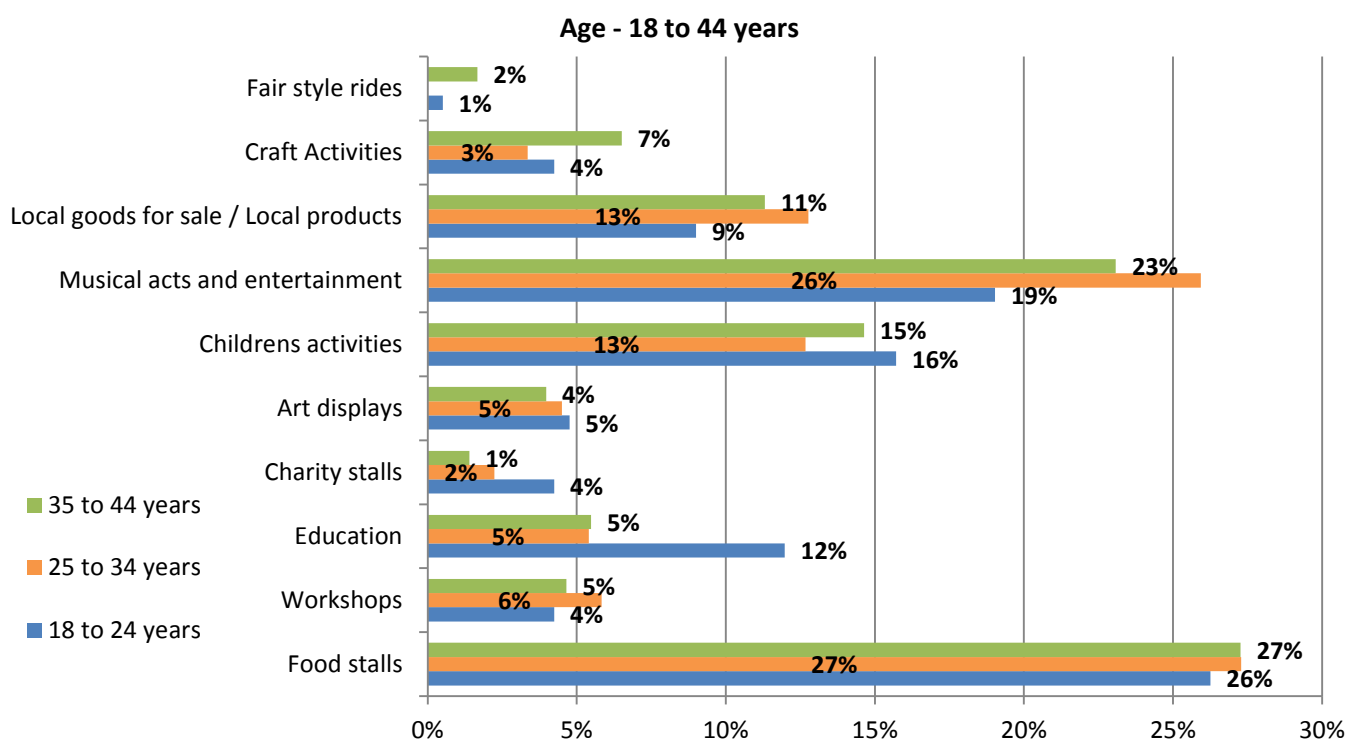
What top three things would you want to see at a multi-cultural festival?



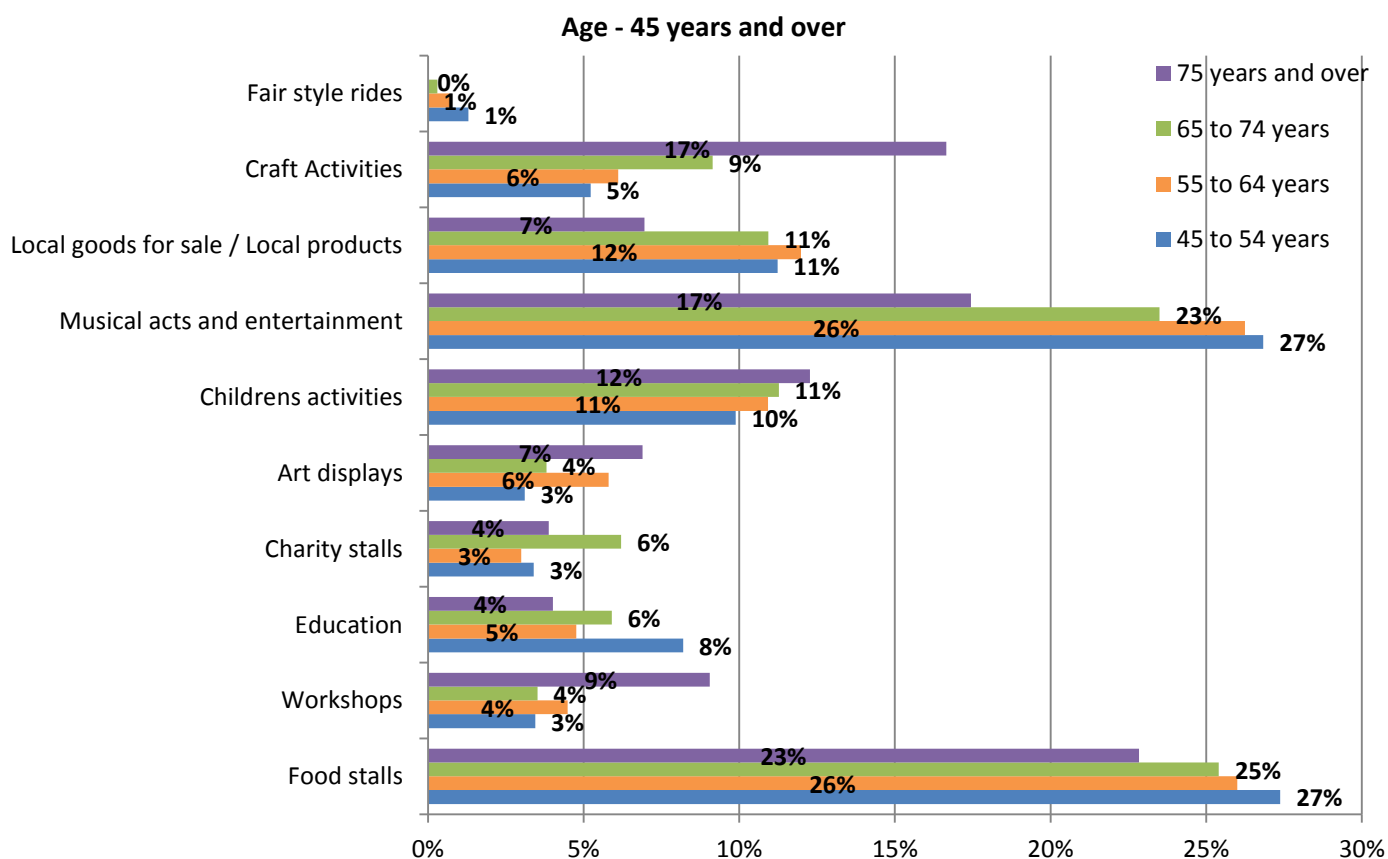
Food stalls and Musical acts and entertainment were the clear top two options with 26% and 24% respectively. Children's activities is the third most popular thing people would like to see at a multi-cultural event with 12% of respondents however Local goods for sale and local products was a close fourth with 11%. Food stalls was the top element across all groups and music and entertainment was the second top element across all groups.



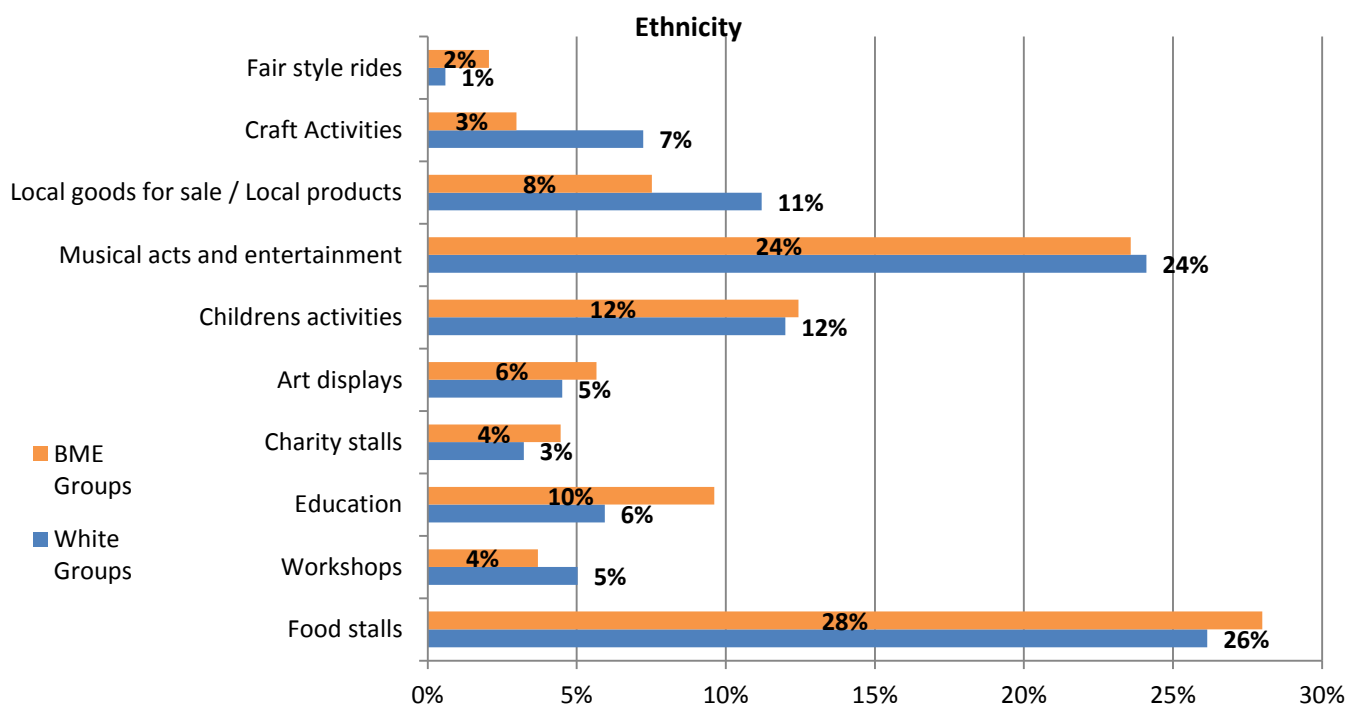
There was no difference in the top four selected by men and the top four selected by women, these matched the overall responses. Although craft activities did not make it into the top four for either sex the graph shows this element is more preferable to women than men, whereas men were more likely to select education than women.



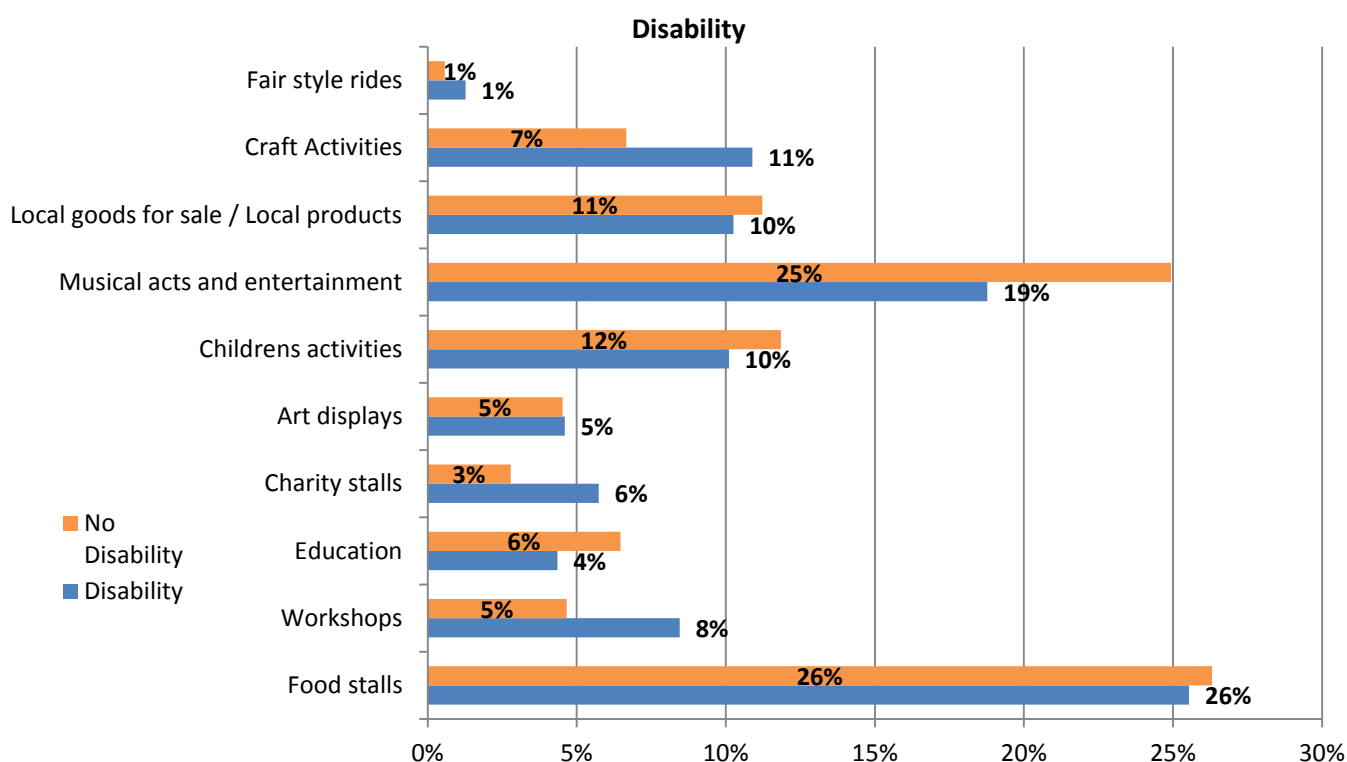
The age groups 35 to 44 years and 65 to 74 years had the same top four elements as overall data shows. However, the 18 to 24 years group put activities for children as third and education as fourth and the 75 years and overs group placed craft activities third and activities for children fourth. The 25 to 34, 45 to 54 and 55 to 64 age groups had the same top four elements with goods for sale/local products as the third choice and activities for children as fourth.



The top four elements selected by respondents from white groups match those that were top for all respondents. The top four elements selected by BME groups are the same as the top four selected by the 18 to 24 years age group, Food Stalls, Music and Entertainment, Activities for children and finally Education.

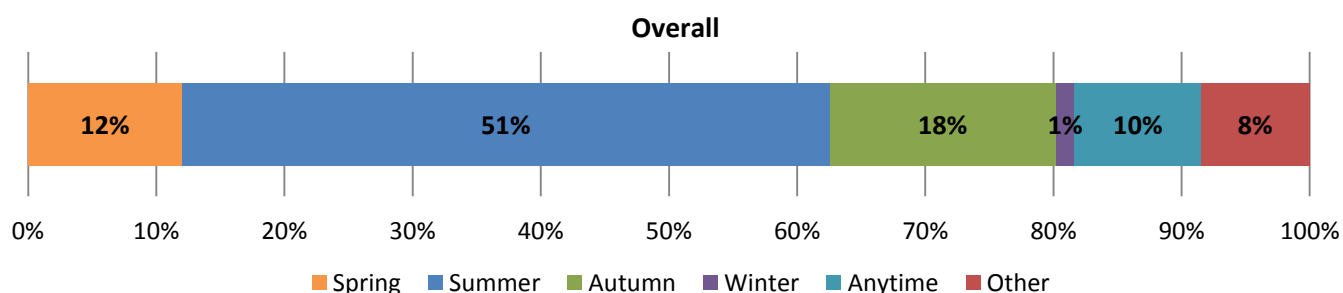


The top four elements selected by respondents without a disability matches that of the top four overall. Respondents with a disability were the only group that did not select activities for children as one of their four elements with craft activities as their third choice and Goods for sale/ Local products as their fourth choice.



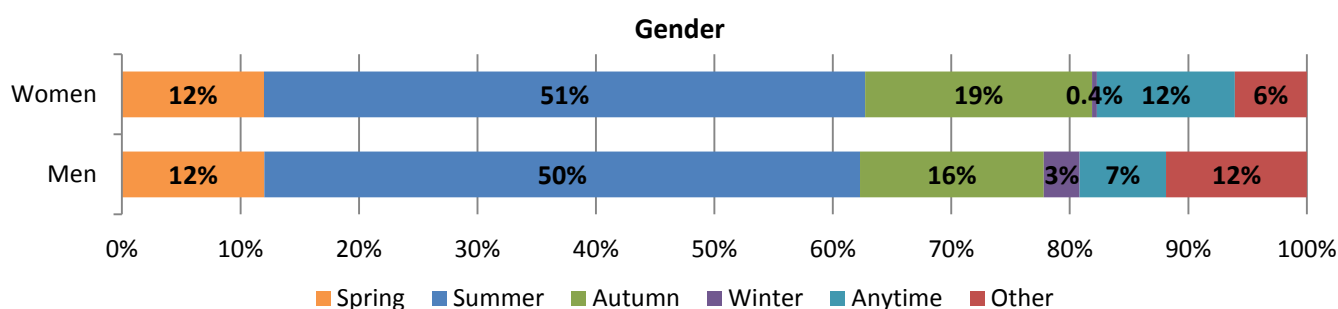
Comment elements across the profiles for the top three elements (Food stalls, Music and entertainment and Children's activities) respondents would like to see at a multi-cultural festival include an under-representation of people that are retired and a slight over-representation of unemployed. They are more likely than average to live in a terraced property that is either privately rented or owned with a mortgage. Household income is for all three groups is within 1% of the Maidstone average and however they are at least 6% more likely than average to have been refused credit in the past.

What time of year do you think a multi-cultural festival should be held?

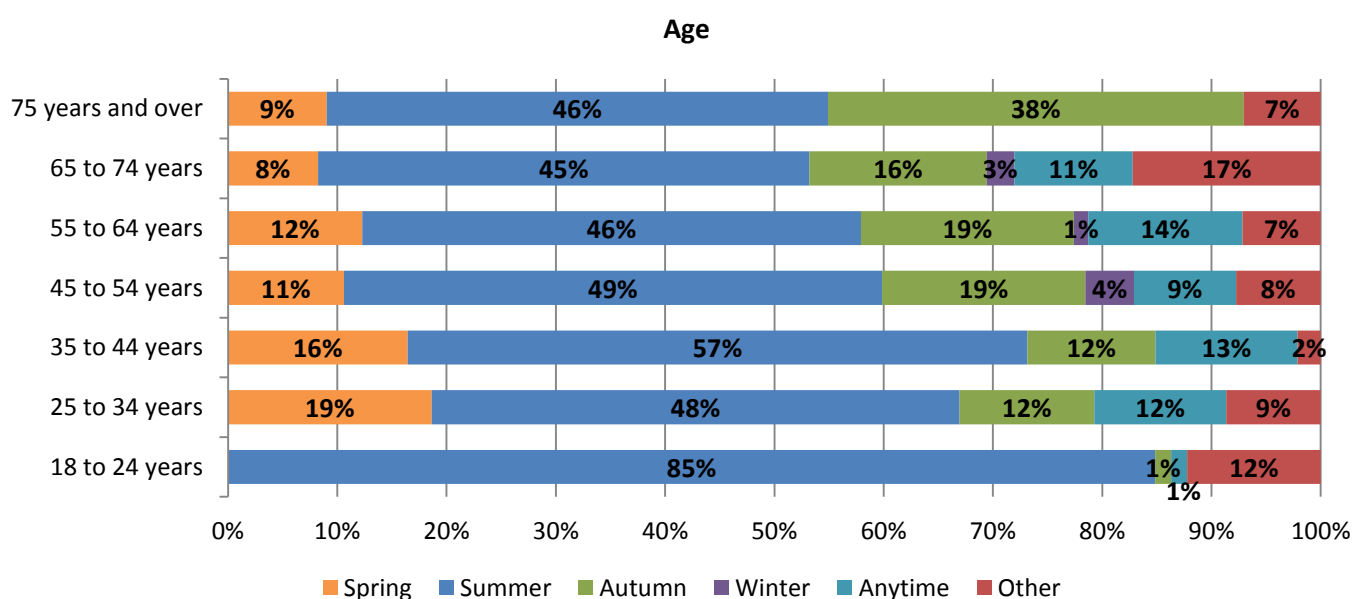


At present the Mela is held in Autumn in September however, 51% of respondents thought that Summer (June, July, August) was the time of year that a multi-cultural festival should be held and this was the preferred period across all of the different groups.

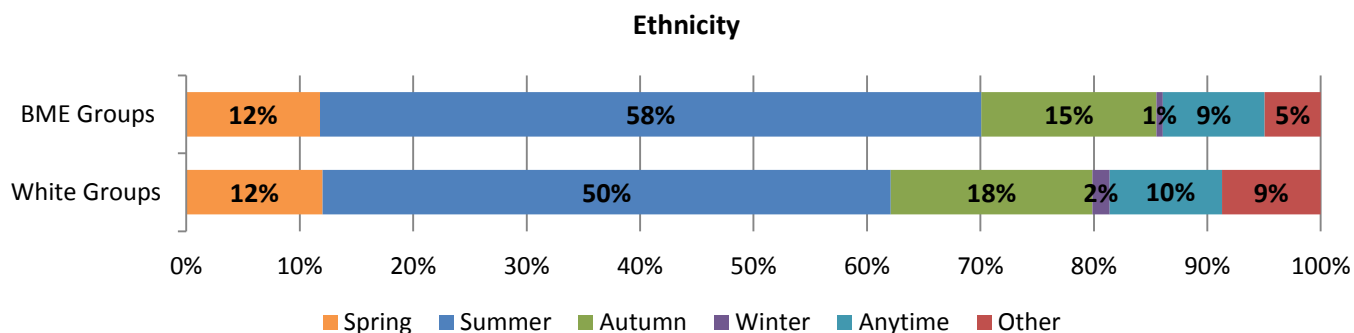
Winter was the least popular period to hold multi-cultural festivals across all groupings. There were 67 'Other' comments.



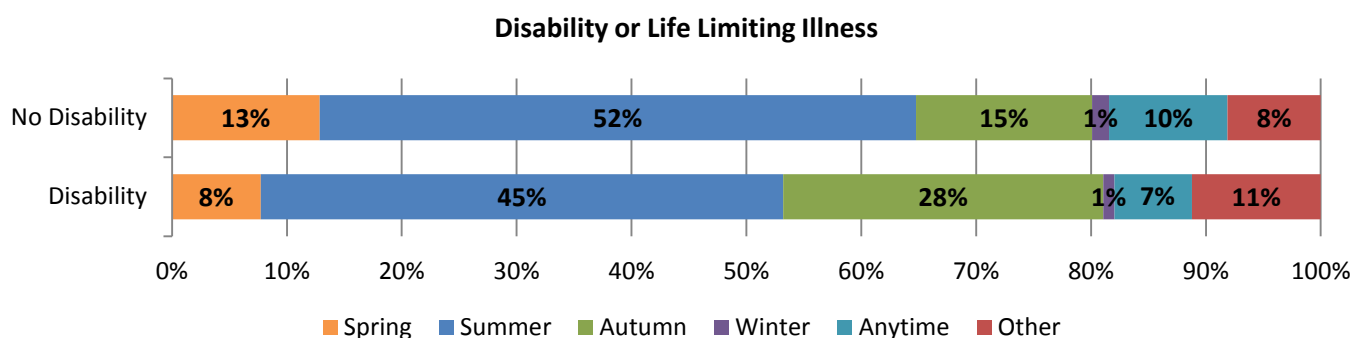
The graph shows that there are some small difference between the opinions of men and women when asked about the best time of year to hold a multi-cultural festival. While the proportions that responded spring or summer are in line with the overall result a greater proportion of men thought that winter would be a good time and a greater proportion of women responded anytime.



The 18 to 24 years groups had the greatest majority with 85% selecting summer as the preferred time of year. The only other age group where there was a clear majority was in the 35 to 44 years groups where 57% had selected summer. The 75 years and over group were the only group where a significant proportion that selected a time of year other than summer with autumn achieving 38% of the response.



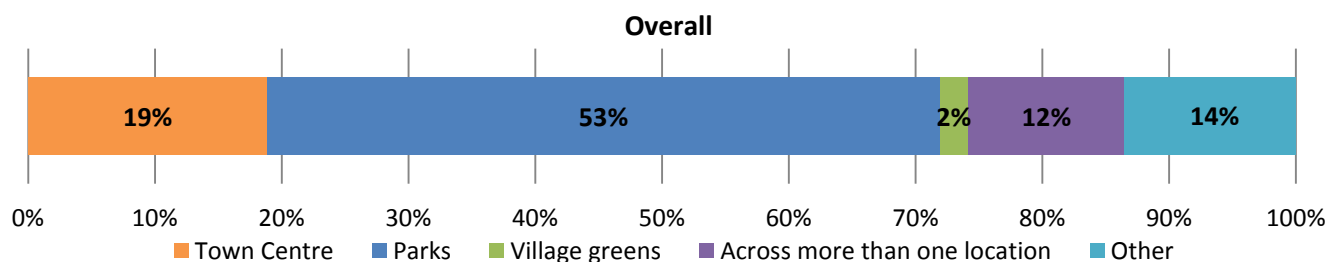
The graph above shows that BME groups had a greater proportion selecting summer as the preferred time of year. While the levels of people responding summer is in line with the overall response to this question respondents from BME groups were slightly more likely to respond autumn or other.



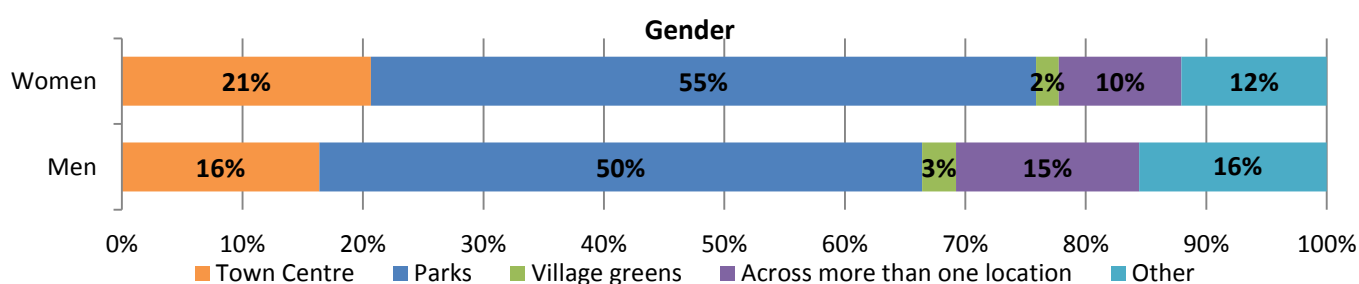
There is a 7% difference between the proportions of respondents that selecting summer as their preferred option and a 5% difference between those selecting spring in the disabled and non-disabled groups. In addition there is a 13% difference between the proportions of respondents selecting autumn.

The acorn profile for people selecting summer as their preferred option show that like the other profiles in this report retired people are under-represented and unemployed people are slightly over-represented. Household income is 1% higher than the Maidstone average however they are 10% more likely than average to have been refused credit in the past.

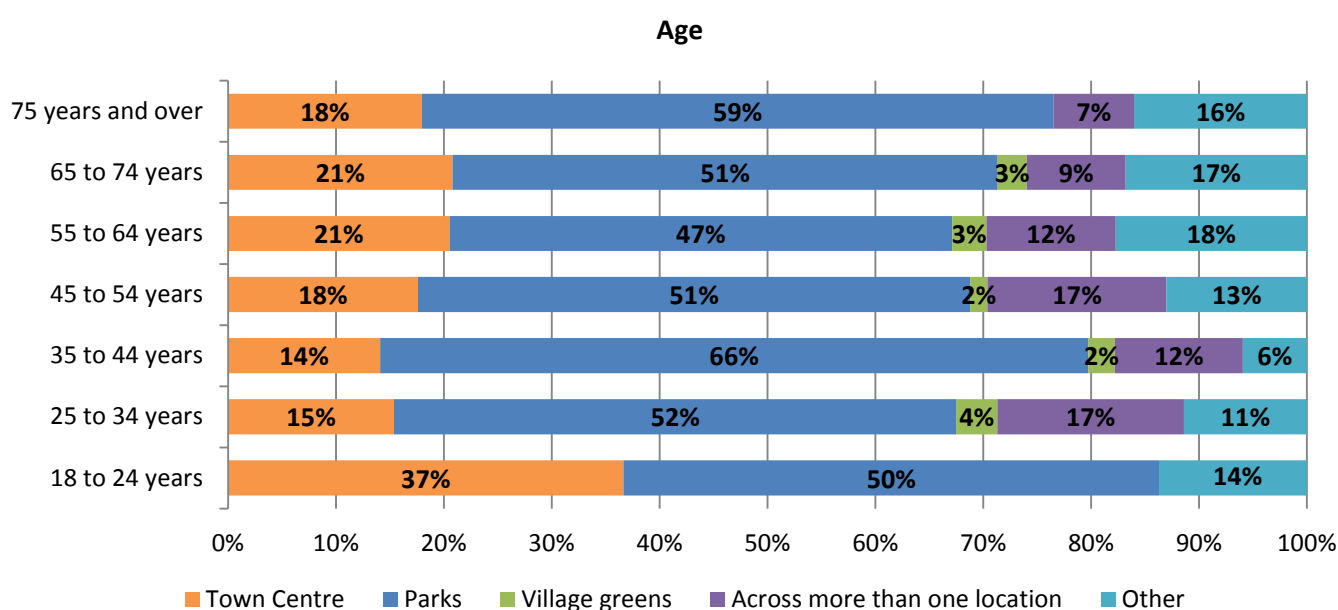
Where do you think it is a good place to hold a multi-cultural festival or event?



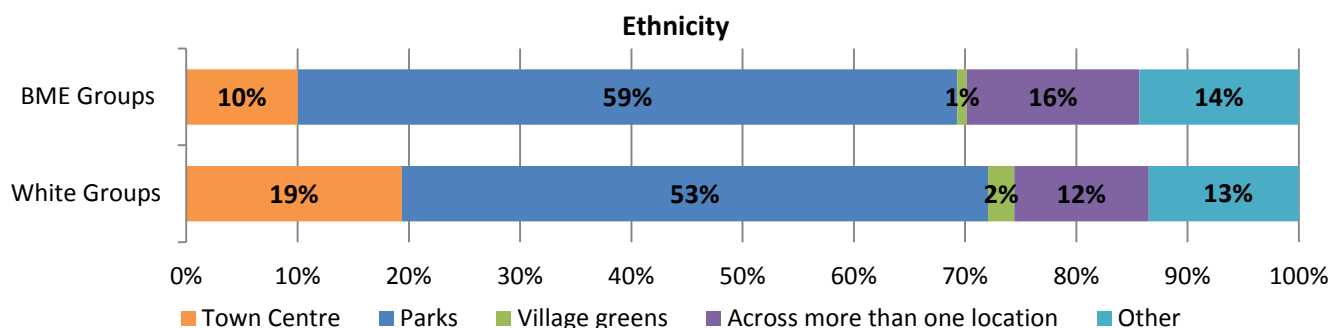
Overall, 53% of respondents said that parks are good places to hold a multi-cultural festival or event and almost one in five said that the Town Centre was a good place. There were 112 other comments of which 42 (38%) specifically identify Mote Park as a preferred location. A further 18 comments (16%) infer or directly state they do not want this type of event in the borough. There were five comments in relation to having such events along the river and two suggesting Kent Showground. Other aspects commented on where the need for the location of these events to have good parking and transport links and have good access and facilities for disabled people.



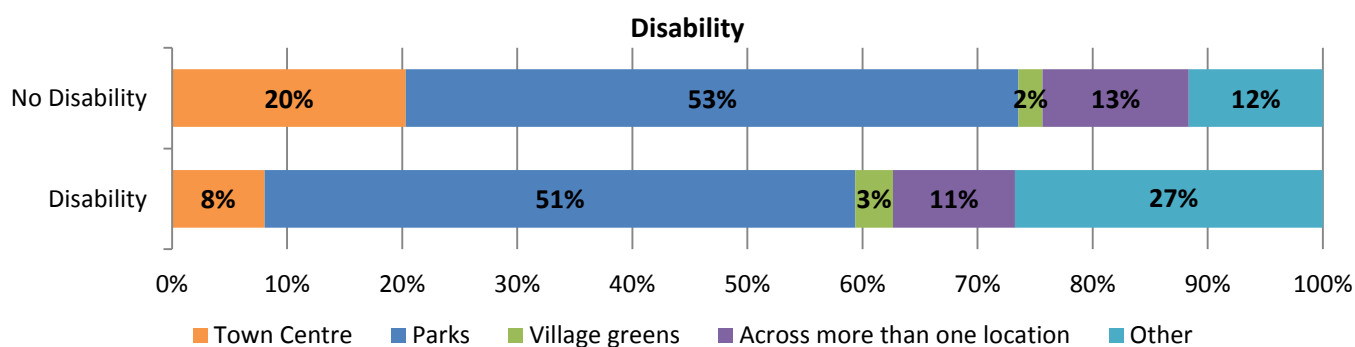
There is a 5% difference between the proportion of men and women selecting the Town Centre and a 5% difference for parks. A greater proportion of men than women said these types of events should be held across more than one location and a greater proportion of men responded other.



The greatest proportion of respondents answering parks were in the 35 to 44 years group with 66% and lowest proportion were in the 55 to 64 years group with 47%. The 18 to 24 years group had the greatest proportion of respondents answering town centre 37%, significantly higher than any other grouping.



A greater proportion of respondents from BME groups were in favour of parks compared to respondents from white groups. Although both groups preferred location is parks there is a 9% difference in those selecting the Town Centre as their preferred location.

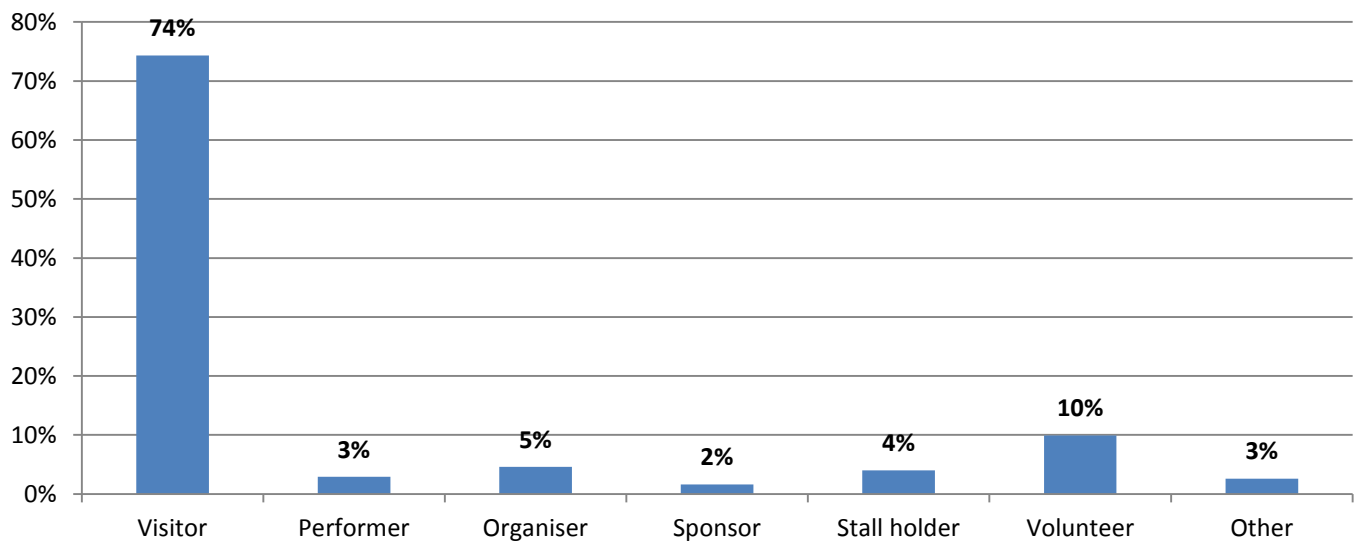


While the overall proportion in these groups selecting summer is in line with the overall response over one in four respondents with a disability responded 'other' the greatest proportion out of all the groupings, with seven respondents mentioning Mote park and only two mentioning parking and transport links being important.

The profile for respondents selecting parks as their preferred option shows that like the other profiles in this report retired people are under-represented and unemployed people are slightly over-represented. Households living in terraced properties are over-represented and average household income is 1% higher than the Maidstone average however they are 7% more likely than average to have been refused credit in the past.

How would you like to be involved in a multi-cultural festival?

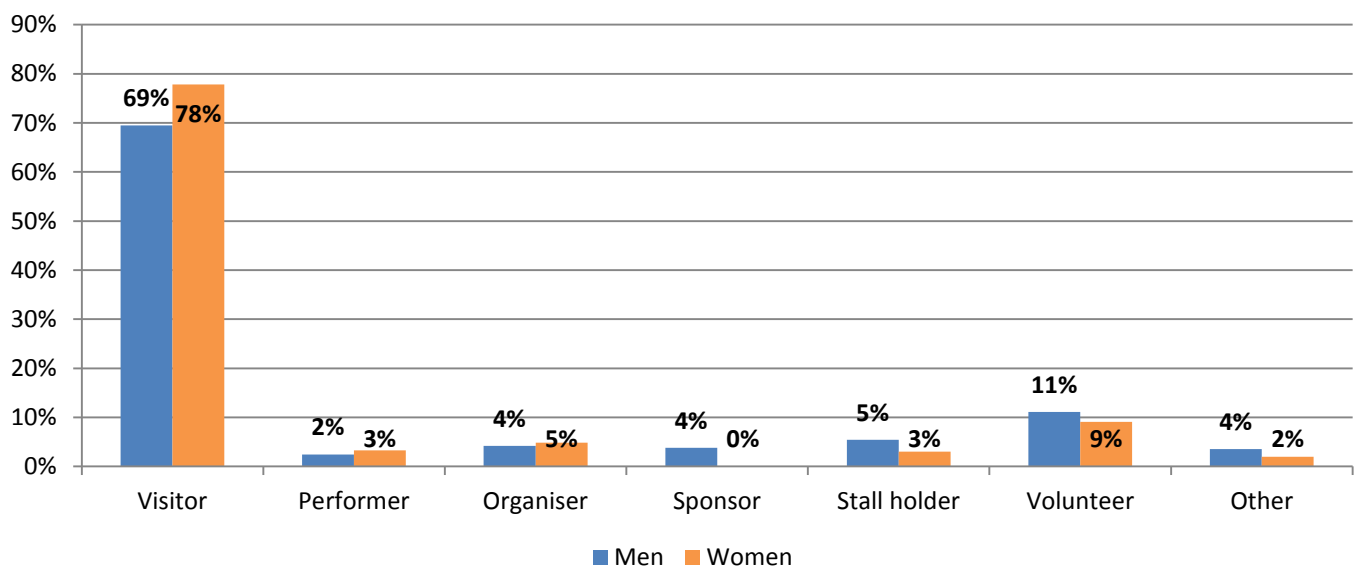
Overall



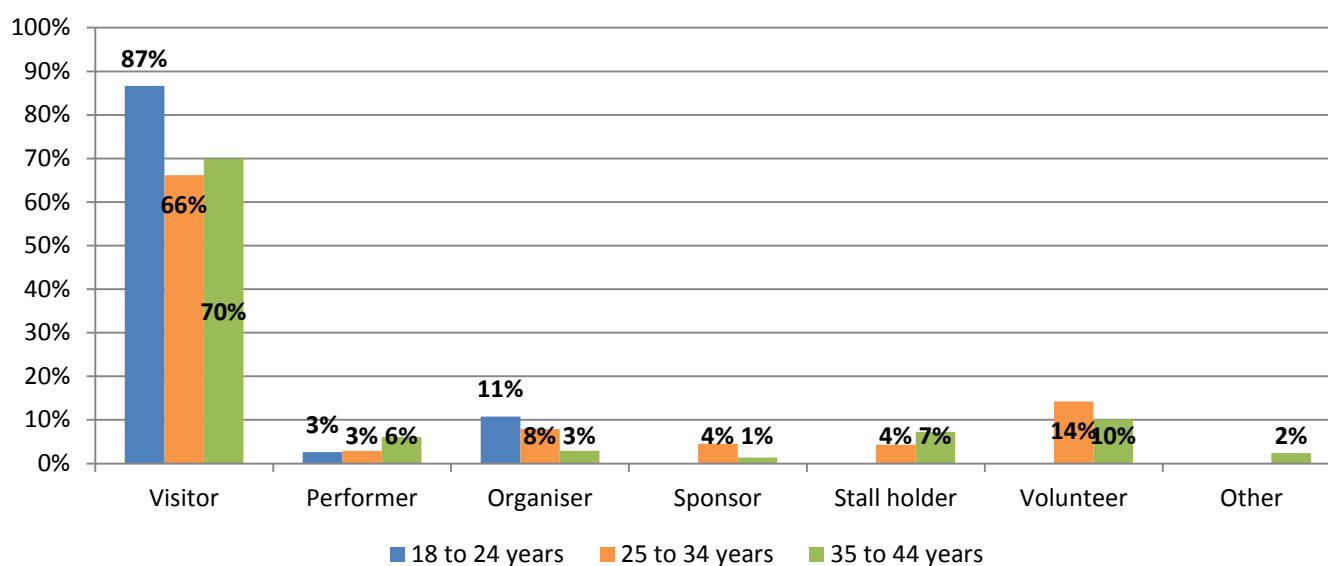
The majority of respondents would like to be involved by visiting a multi-cultural festival and one in ten would like to volunteer.

The graph below sets the differences between men and women and shows that a greater proportion of women 9%, would like to be involved by visiting. It also shows that a marginally greater proportion of men are interested in volunteering compared to women.

Gender



Age - 18 to 44 years

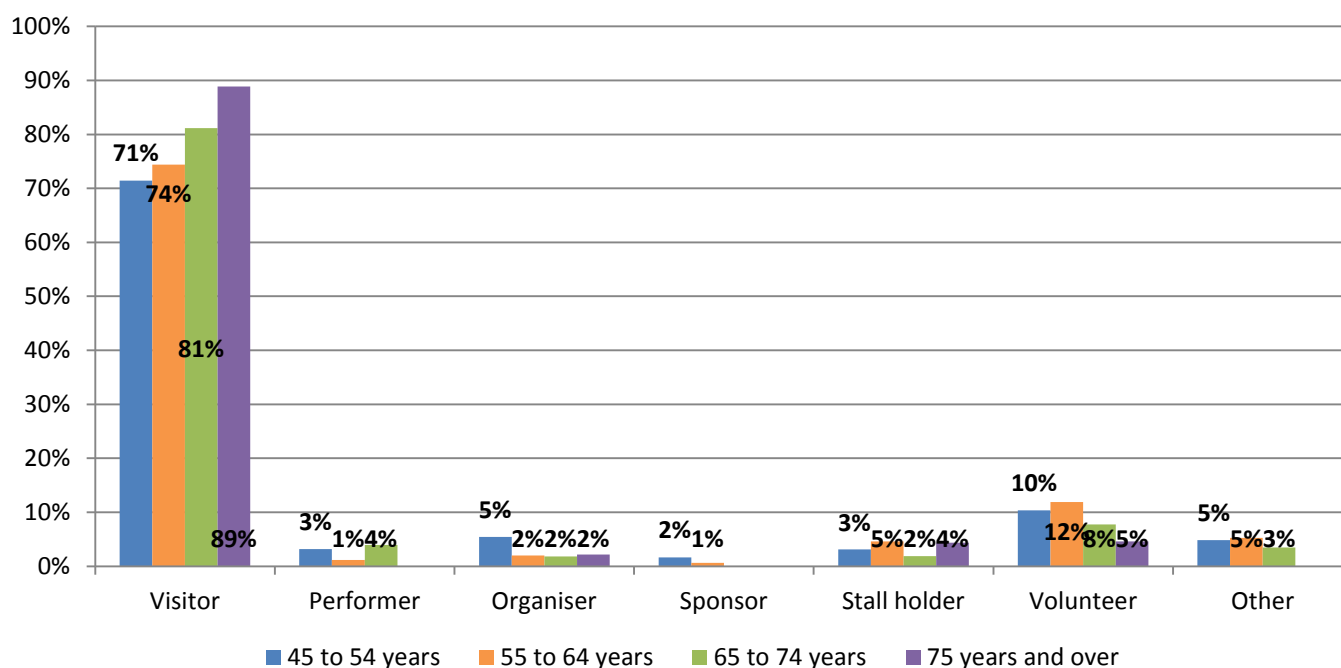


The 75 years and over group have the greatest proportion of people that are interested in being involved by visiting and they have the lowest proportion that would be interested in volunteering at 5%.

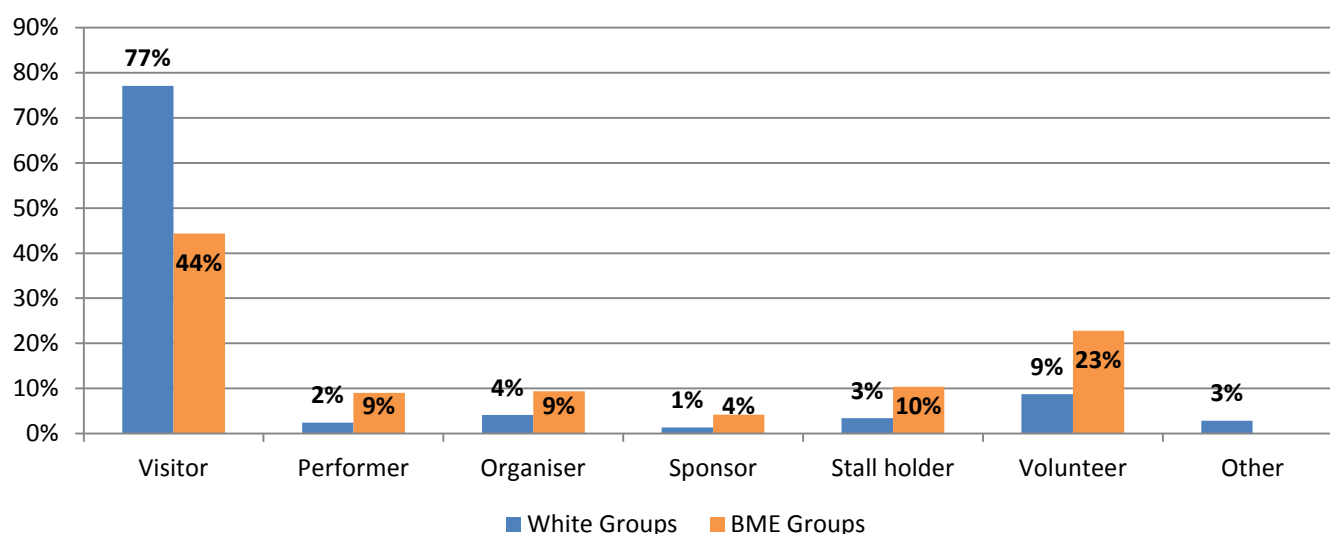
The 18 to 24 years group have the second greatest proportion responding that they would like to be a visitor, however they have the greatest proportion that said they would like to be involved as an organiser at 11%.

The 25 to 34 years group has the greatest proportion of responders saying they would be interested in volunteering at 14%, followed by the 55 to 64 years group with 12%.

Age - 45 years and over

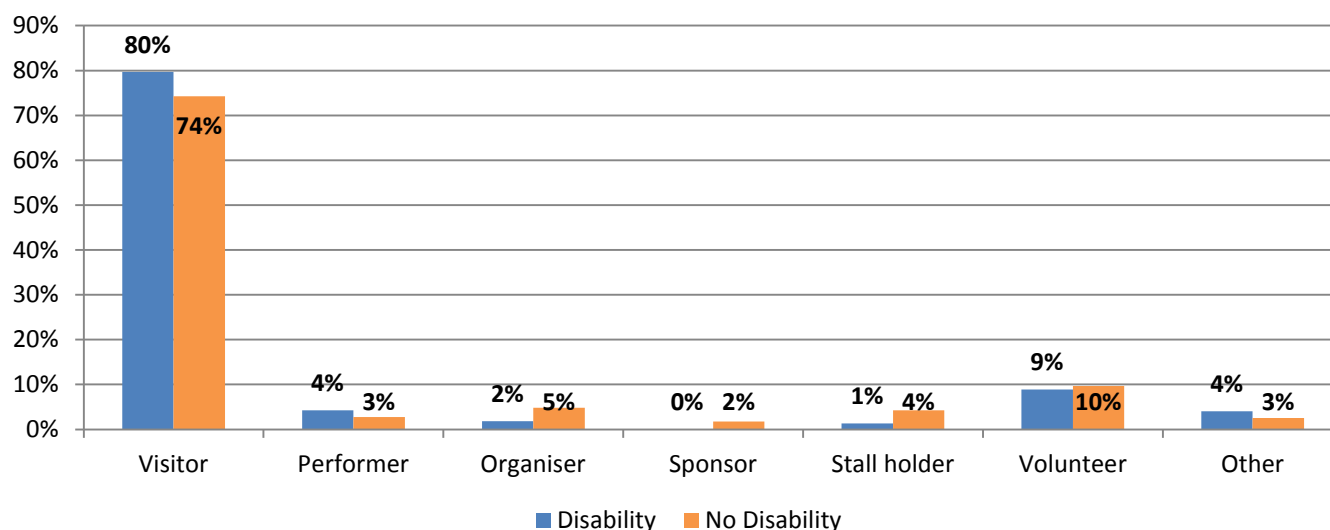


Ethnicity



Respondents from BME groups have the lowest proportion of people that would like to visit a multi-cultural festival or event at 44%. They are group that is most likely to want to be involved in other ways with more than one in five saying they would be interested in volunteering at such an event and one in ten interested in being a stall holder. People from BME groups also have the greatest proportion out of any grouping who would be interested in either performing or organising.

Disability

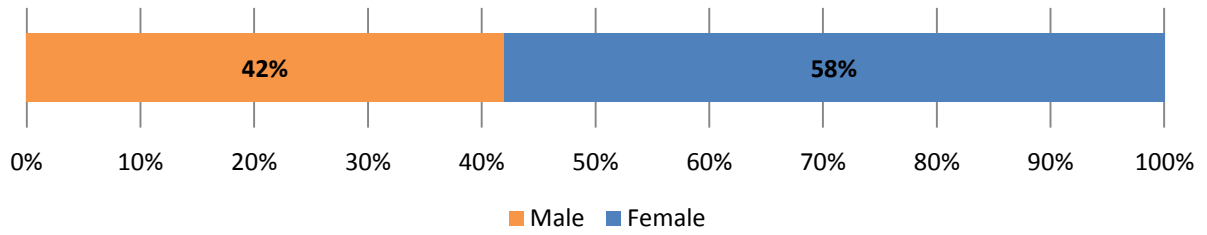


Four out of five respondents with a disability would be interested in being involved by visiting this type of event or festival and just under one in ten would be interested in volunteering.

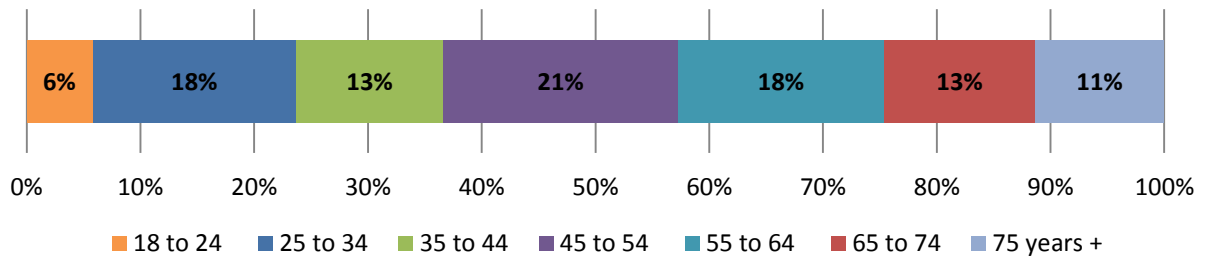
The profile for respondents responding visitor as how they would like to be involved shows that like the other profiles in this report retired people are under-represented and households living in terraced properties are over-represented. Unlike previous profiles unemployment for this group is in line with that for Maidstone overall and average household income is 2% higher than the Maidstone average.

Survey Demographics

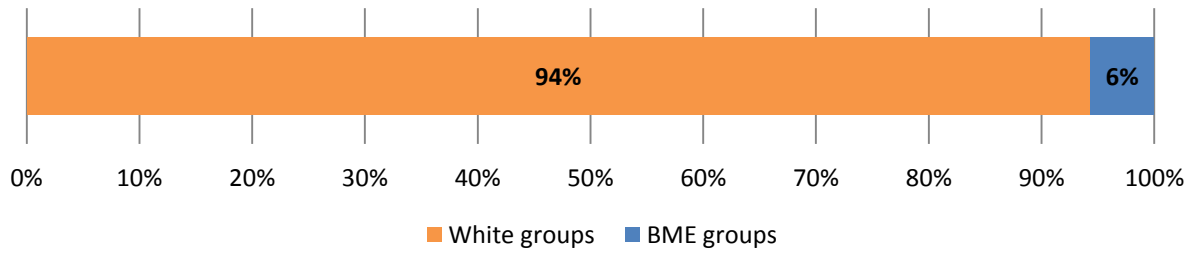
Gender



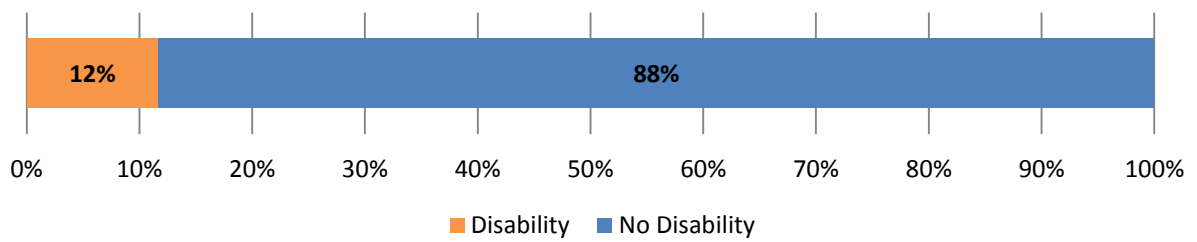
Age



Ethnicity



Disability



Applied Weighting

| Age | Survey Males | | | | Men population | | | | BME Male Weighting | White Male Weighting |
|--------------------|--------------|-------|-----------|------|----------------|--------------|-----|-------------|--------------------|----------------------|
| | White groups | | BME | | White groups | | BME | | | |
| 18 to 24 | - | - | 1 | 0.1% | 5,766 | 4.7% | 534 | 0.4% | 3.18 | |
| 25 to 34 | 28 | 3.9% | 2 | 0.3% | 8,448 | 7.0% | 871 | 0.7% | 2.60 | 1.80 |
| 35 to 44 | 55 | 7.6% | 10 | 1.4% | 10,061 | 8.3% | 818 | 0.7% | 0.49 | 1.09 |
| 45 to 54 | 60 | 8.3% | 14 | 1.9% | 10,673 | 8.8% | 490 | 0.4% | 0.21 | 1.06 |
| 55 to 64 | 74 | 10.2% | 2 | 0.3% | 9,272 | 7.6% | 262 | 0.2% | 0.78 | 0.75 |
| 65 to 74 | 58 | 8.0% | 12 | 1.7% | 6,789 | 5.6% | 166 | 0.1% | 0.08 | 0.70 |
| 75 years + | 17 | 2.3% | 2 | 0.3% | 4,843 | 4.0% | 56 | 0.0% | 0.17 | 1.70 |
| Grand Total | 292 | | 43 | | | 46.0% | | 2.6% | | |

Total Males 335

| Age | Survey Women | | | | Women Population | | | | BME Female Weighting | White Female Weighting |
|--------------------|--------------|-----|------------|------|------------------|--------------|-----|-------------|----------------------|------------------------|
| | White groups | | BME groups | | White groups | | BME | | | |
| 18 to 24 | 7 | 1% | 4 | 0.6% | 5,333 | 4.4% | 368 | 0.3% | 0.55 | 4.54 |
| 25 to 34 | 42 | 6% | 7 | 1.0% | 9,055 | 7.5% | 849 | 0.7% | 0.72 | 1.29 |
| 35 to 44 | 71 | 10% | 15 | 2.1% | 10,479 | 8.6% | 764 | 0.6% | 0.30 | 0.88 |
| 45 to 54 | 88 | 12% | 9 | 1.2% | 10,504 | 8.6% | 485 | 0.4% | 0.32 | 0.71 |
| 55 to 64 | 80 | 11% | 5 | 0.7% | 9,633 | 7.9% | 280 | 0.2% | 0.33 | 0.72 |
| 65 to 74 | 48 | 7% | 4 | 0.6% | 7,182 | 5.9% | 132 | 0.1% | 0.20 | 0.89 |
| 75 years + | 9 | 1% | - | - | 7,269 | 6.0% | 77 | 0.1% | - | 4.81 |
| Grand Total | 345 | | 44 | | | 49.0% | | 2.4% | | |

Total Females 389

Grand Total 724

246 Unweighted due to lack of demographic data.
Population data is sourced from 2011 Census.