



## **Appendix – Full Data**

### **Waterfront Community Day – 19<sup>th</sup> April 2008**

**This information relates to the “how it happened” practical information about the event and has been produced as an appendix to the Final Report**

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### **1. Introduction**

- 1.1 This Waterfront Community Day is being organised as a “Welcome” event for residents and businesses within the Ipswich Waterfront Community and will provide an opportunity to get together, meet one another and promote community groups.

### **2. Objectives of the day**

- To start the process of enabling community
- To start to find out just who makes up the Waterfront Community
- To use the event as a starting point to pave the way for further consultation and provide opportunities for continuous engagement with and strengthening of community
- To start to identify community champions to engage with people and find out what the issues are
- It was agreed that that the event should be focussed on the Waterfront Area (residents and business) and not as a general attraction to draw people to the Waterfront.

### **3. Methodology**

- 3.1 A key outcome is to “enable the community” coupled with the main task of “identifying the community”. Having no raw data to start with, the consensus of the group was that we would gain more of this information by actually talking to people at a fun / information event.

- 3.2 Due to the practical difficulties relating to access of individuals, families and people working in and around the Waterfront area, it was agreed that a Waterfront Community Day should be established. This would then be an opportunity to engage in a relaxed way and gather useful information from people living and working in the area
- 3.3 The Waterfront event will allow the group to harness as much information as possible and raise awareness of service/service providers with the community in this area.
- 3.4 For the event to work well it would really need to be as a result of real partnership work - both in consultation and in the practical working together – **between all of the sectors and accepting that once this process had begun it would be vital that it continue after the event.** Whilst there are already many partners within the committee a number of additional partners would need to come on board to ensure its success and future.
- 3.5 It was felt that the day needed to be a “relationship based” event providing practical opportunities for community engagement. Making the day a “fun activity” would make it more interesting and something that residents and business would want to come and engage in.
- 3.6 Bearing in mind the location it was felt that a “Pirate” theme would be appropriate, with individuals being encouraged to dress up and get into the spirit of the occasion. However, whilst it was felt that the ideas needed to be ambitious, this was the first event to be organised by the group and needed to be manageable.
- 3.7 Care was needed to ensure that whilst the event should be fun and creative the opportunity to engage, network and gather information was essential.

## 4. Practicalities

### 4.1 Finance

An outline budget was drawn up which showed that to run the event (including paying for a Co-Ordinator / marketing / and the event itself) would cost in the region of £5000. Grants were obtained from the Suffolk County Council Locality Budget, Ipswich Borough Council and BT/IP City Network to cover this amount, thereby, allowing the preparation to proceed. It was felt that as finance was in place the event should be of “high quality” and that the event should be “free of charge”.

- 4.2 The group agreed to appoint Jay Harvey to Co-Ordinate the event in view of his experience at managing community engagement projects. It was agreed for Val Peacock (IBC Community Development Officer) to work with Jay Harvey to ensure good partnership working. Using these two people meant that there would be a vast amount of Community Development expertise between them.

4.3 As the group was not constituted and in view of the length of time available it was decided not to open a separate bank account to deal with the finance. Holy Trinity Church PCC agreed to hold and manage the monies in a restricted account on behalf of the committee. As a church procedures were already in place for managing monies in accordance with principles from charity commissioners and their accounts have an annual check by an Independent Examiner. This was felt the most suitable arrangement and good partnership working.

#### 4.4 Venue

One of the issues with the Waterfront is that there is a distinct lack of buildings, which can be used by the community. The only venue is the Church Hall at Holy Trinity on Back Hamlet, which, although suitable, can only be accessed by crossing two busy main roads with no appropriate crossing features. *This is an area, which needs to be addressed at a later date.*

4.5 An approach was made to ABP (Associated British Ports) to ascertain the possibility of being able to use the conference suite on the ground floor of the Old Custom House. The location and history of the building would be ideal and this was kindly agreed at no charge.

4.6 After several visits, a plan was drawn up to make the best use of the facilities. Unfortunately, it was not possible to close the access road outside the building so activities would need to be restricted to inside the perimeter. The areas available inside included a large foyer (ideal for food and sideshows), 2 conference rooms (ideal for exhibition stands) and 2 smaller seated areas. There was a small area outside – but within the gates – which could be used.

#### 4.7 Date

A date 3 months in advance had already been agreed – which avoided Ipswich Town playing at home – and it was felt that although time was tight, it was practicable as there was a Co-Ordinator nominated to push the event forward. The committee would continue to meet monthly and be involved as much as possible.

#### 4.8 Stands

It was felt that the event needed to work in partnership with as many organisations as possible from the private, voluntary and public sectors, and visitors should be able to see the diversity of groups represented rather than having many stands from just perhaps the local authority.

4.9 Apart from direct approaches made to groups, an article was printed in the Evening Star giving advance information about the event and asking organisations to make more contact for information and several enquiries were received.

#### 4.10 Private Sector

Contacts were made to a number of the **local restaurants and cafes** in the vicinity to see if they would support the event by attending and “show casing” their food/drinks to the public by way of free samples. This was put to the companies on the basis that the people expected to attend the event would possibly be future patrons with a great number being “locals” and perhaps becoming “regular users of their amenities, shops etc”. This was a big “ask” to make – particularly as the

majority are small businesses – whose venues would still be open for the usual business hours. Because of this, they would need extra staff to assist them at the event. With large numbers, being expected there would also be costs for the samples they provided. Seeing this as a good business / marketing opportunity, the majority of them agreed to be part of the event.

4.11 Other **local businesses** were invited to attend the event, with Suffolk Chamber of Commerce being an umbrella body.

4.12 Approaches were made from two local photographers [one being a student at UCS] to display photographs they had recently taken of the Waterfront area.

#### 4.13 Voluntary Sector

**Community Groups** were targeted and asked if they would like to become involved and have a stand. There was an immediate response from many organisations to promote themselves. Names of groups had been gathered from local knowledge and whilst some may have been omitted, every effort was made to find out using Infolink and ICVS databases. Umbrella organisations such as ICVS were invited to attend as both representatives of many groups but also providing them the opportunity to network for their organisations.

#### 4.14 Public Sector

**Statutory Bodies** were approached including;

Ipswich Borough Council, Suffolk County Council, Environmental Agency, Suffolk New College, UCS, Cliff Lane School, Police and Health Authorities.

4.15 Because residents would be keen to see plans of future developments, IBC Planning Department should be represented as well as the IBC Community Development Officers. With a new public Children’s Centre shortly to open at Suffolk New College, it was important that this be promoted together with the SCC Children’s Information Service.

#### 4.16 Full

Once all of the stands had become booked, approaches continued to come from other groups and whilst some could be squeezed on tables with other groups it was decided that there would be a general stand where people unable to have a stand could come and display some information and be encouraged to attend and network.

#### 4.17 Vibrancy

Whilst the stands would provide information and opportunities for networking there would very much be a need for activities to be happening to “give a buzz” otherwise as an “exhibition” it *could* be very flat.

4.18 The plan was to have some “busking” style music by a group of a few people – taking 30 minute slots – which would encourage people to come inside the building but despite a lot of effort including work via BBC Radio Suffolk, people couldn’t be found for this role. It was therefore decided to play “Sea Shanties etc” through a PA system outside to give a flavour of the event, and this

coupled with people in pirate costume would create an informal and inviting feel. Bunting would be hung outside together with a large advertising banner so that people could see visually that something is happening, as well as adding a sense of occasion. Welcomers would also be put on duty to greet visitors and explain what was happening.

4.19 The immediate area outside was very limited but felt big enough to have a few traditional side shows which aimed at both children and adults. These included; bowling for a pig, hoopla, fishing for a duck. A professional face painter was also engaged. Once people came inside it would be important for children to have activities to give parents/carers the opportunities to engage so a variety of craft activities were planned. All of the activities would be “free of charge” but would still let you win a prize! Music inside would be provided by a roving “busker”.

#### 4.20 Information

The committee decided that everyone should be asked 3 questions

- “What they liked about the Waterfront Community”
- “What they didn’t like”
- “What they would change”

4.21 As it would not be practical to have enough staff to physically ask these questions of every person, it was decided to provide a questionnaire form for these to be written. As an incentive, every completed form would also be a ticket for a free prize draw with lots of great prizes on offer. This process would also enable personal data to be obtained from everyone entering so that a database could be set up for future activities / contacting peoples. “Welcomers” would be available to help people fill in the forms if necessary.

4.22 Whilst some people would be happy to do this, it was thought there would be people who felt very strongly about specific issues and would want to see them addressed separately. Ways of dealing with this were looked at and a “graffiti” wall was considered but it was decided to put a “washing line” across the main foyer area providing pens paper and pegs so that people could “peg their thoughts up” on the line.

4.23 To make sure that as much data as possible could be captured at the event, comment slips would be given to stall holders and people welcoming visitors to the building so that any information they received could also be gathered centrally.

#### 4.24 Marketing

- **Flyers** – Preliminary Flyer giving details of the event will be delivered 6 weeks before event to local residents and organisations taking part to their own networks. A second flyer will be circulated 2 weeks before hand. These would also need to be available in shops, restaurants, surgeries etc. 3500 copies will be needed of each flyer
- **Posters** – A variety of A4, A3, A2 to be distributed and displayed in the area

- **Banner** – 24ft banner to be displayed outside the Custom House in the week prior to the event
- **Website** – Setting up a website ([www.WaterFrontCommunityGroup.co.uk](http://www.WaterFrontCommunityGroup.co.uk)) and putting web address on flyers and posters along with a contact telephone number
- **Media** – Information before the event to be announced in the Evening Star and local radio
- **Waterfront Community Times** – A local – but professional - newsletter, which covers some of the Waterfront area
- **Local Churches** – Using the Networking opportunities in the 5 local churches
- **Engaging at Other Events** – By attending other events in the area and promoting the day
- **Local Councillors** – Using their own networking opportunities
- **Personal Networking** – By committee members

#### 4.25 Practical Areas

**Setting Up and Clearing Up** is always a big job and volunteers from the local churches were approached to help the committee with this task. This would take much of the Friday afternoon and Saturday morning, as well as the clearing up on the Saturday after the event.

4.26 Additional **tables** would need to be borrowed (from IBC Electoral Services).

4.27 As **car parking** is very limited and there will be a number of stall holders needing to park Suffolk New College were approached and agreed to allow their car park to be used free of charge on the day and stall holders were advised of this. Whilst the facility can be made available to the visitors as well, it was decided not to widely advertise this as the aim is for residents to come along rather than attracting people to drive into Ipswich for the event. Signs advertising the car park will be displayed at the Old Custom House.

4.28 **Walky Talkies** would be borrowed as a way for the organisers to keep in contact with each other.

4.29 **ID** – Organisers and helpers would be given specially made up “Waterfront Community Group” polo shirts and well as an identifying badge with name on it.

4.30 **First Aid** Provision would be needed and qualified First Aider would undertake this and would supply equipment and relevant forms.

4.31 **Rubbish** is always an issue at any event so arrangements would need to be made for wheelie bins to be brought down prior to the event and collected afterwards.

4.32 **Insurance** – Very much a key area but arranged between ABP and IBC with IBC signing the Indemnity agreement.

4.33 **Decoration** including Bunting, Skull and Cross Bones, Eye Patches, Bandanas to be purchased

4.34 **Pirate Prizes / Sweets** to be purchased so they can be given away as prizes on the sideshows.

**4.35 Official Photographer** (student at UCS) to be asked to ensure there would be a record of the event for the future and would be briefed on not taking photographs of children unless permission form signed by parent/carer.

## 5. *The Day*

5.1 Preparation on the Friday afternoon and Saturday morning with around 10 volunteers ensured that by 11.30am that the event was ready. Stallholders were able to arrive for 10am to set-up with a briefing meeting at 11.30am. This all took place as planned with all of the practical arrangements being discussed at the briefing.

5.2 Once the briefing was over at 11.45am, the doors were open and people began to arrive and continued to do so until the end of the event. The building filled and remained full for the whole day with fire doors needing to be opened on occasions to allow people to leave.

5.3 Volunteers from Waterfront Churches filled the roles of “Welcomers” and encouraged people to complete the questionnaires and use the “washing line”. **It is estimated from the number of people who took forms that in excess of 1000 people attended the event.**

5.4 *The following organisations were in attendance*

<b>Community Groups</b>	<b>Statutory Bodies</b>	<b>Local Business</b>
Waterfront Churches	IBC – Community	Quayside Children’s centre
ICVS	Development	Dance East
Town & Bridge Project	IBC – Planning Department	Waterfront Community
18 <sup>th</sup> Ipswich Brownies	SCC – Children’s Information	Times
Ipswich Polish Club	Centre	Cliff Lane Post Office
TS Orwell Sea Cadets	Suffolk New College	Cliff Lane Butchers
Orwell Church	UCS	Coffee Link
Waterfront Community Centre	Cliff Lane School	Loch Fyne
Bumps n Babes Toddler Group	Community Safety Team	Bistro on the Quay
Grapevine Toddler Group	Police	Colours Continental Café
Orwell Toddler Groups (3)	Environmental Agency	Rob Scott Photography
Friends of Holywells Park		Brian Vince Photography
Appeal Theatre Group		
St Clement’s Congregational Church		
Age Concern		
Ipswich Maritime Trust		
Orwell Youth Group		
<b>17</b>	<b>10</b>	<b>11</b>

5.5 The following organisations were not able to have a stand but provided information on the “general table” and were able to network with members of the public

Community Groups	Statutory Bodies	Local Business
Ipswich & Suffolk Credit Union Ipswich Community Woodland May Day Festival Ipswich Ripple Food Co-Op Zoar Baptist Church British Legion	Riverside Clinic	Waterfront Hair Salon ISSBA Salt House Hotel Regatta Quay Suffolk Computer Services Anthony Cullen Photography Suffolk Solutions Optical Eye UK Amenibble Sandwiches Steamboat Tavern Carol Mayston Seascapes Cheeky Chops Polska Chata Dance Vibe IP City Central Savills Group
6	1	16

5.6 This means that a total of 61 groups were represented with 23 from local community, 27 from local business and 11 from the statutory service. There should have been 1 more local business but the Red Rose Chain did not arrive.

5.7 Groups which weren't present because they had either simply not replied to several requests or had declined were;

Community Groups	Statutory Bodies	Local Business
Russian Club Cubs/Scouts Bangladeshi Community Centre	Carbon Reduction Project SCC 2012 Olympics Group	Chamber of Commerce The Last Anchor Lord Nelson PH Neptune Cafe Bentley's / 77 / Isaacs

5.8 Each of the groups in attendance was provided with a stand. They brought along their own materials / display boards / photographs / activities. Stands were deliberately placed against the wall to ensure that rather than being “behind the stand” that stallholders were given the most opportunity to engage with the public as much as possible. Each organisation gave away information and seemed to be busy engaging for the complete afternoon.

5.9 The input from Suffolk New College should be highlighted, as a terrific amount of work was put into the making, presented a vast array of food coming out at regular intervals from a large refrigerated van. Unlike business, this was a service to the community as they would not be able to pick up any “business” as a result of it. The use of the car park was also of tremendous help.

5.10 To make the Waterfront Community Day into a complete Waterfront Weekend, 5 of the Waterfront Churches were planning (for the first time) a joint Waterfront Community Service on the next day at Holy Trinity Church followed by a Hog Roast; flyers were going to be distributed on several of the stands.

### **5.11 Refreshments**

A tremendous spread of high quality food and drinks was provided, by;

- Suffolk New College
- Loch Fyne
- Bistro on the Quay
- Coffee Link
- Colours Continental Café
- Cliff Lane Butchers
- Orwell Youth Group (Non-Alcoholic Cocktails)

5.12 Each of the organisations was responsible for providing the food and serving it in a way that “show cased” their businesses.

### **5.13 Vibrancy**

The event was extremely busy and networking began with organisations talking, making contacts and swapping details before the event officially started! The buzz continued for the whole event.

5.14 The “Jolly Roger” was hoisted up the Old Custom House flagpole, bunting in place, sea shanty music playing outside and the accordion being played inside – plus many people getting in the spirit of the occasion dressed in pirate outfit started the process.

5.15 Bowling for a Pig (Waterfront Churches), Hoopla (Grapevine Toddler Group) and Fishing for a Duck (Bumps n Babes Toddler group) were sideshows outside which helped attract people inside and occupied children giving parents the chance to find out what was happening. Bowling is a traditional sideshow game and built friendly rivalry throughout the afternoon to see who would get the highest number to win a £20 meat voucher from Cliff Lane Butchers. The two, more child orientated sideshows gave children the opportunity to keep trying until they won a prize....or two! Each of the sideshows was free of charge, which everyone thought was wonderful when you could still win.

- 5.16 Inside there was a huge variety of crafts (Orwell Church Toddler Groups) which ensured children were occupied and gave parents the opportunity to network. A professional Face Painter (Cheeky Chops) was employed and kept busy the whole afternoon providing pirates and mermaids to the delight of both children and parents (again free of charge).
- 5.17 It was felt important to engage Young People in the event and the group sponsored the Orwell Church Youth Group to provide a great variety of non-alcoholic cocktails, which proved popular.
- 5.18 The Mayor of Ipswich attended and spent some considerable time engaging with both stallholders and member of the public. Both the Evening Star and Ipswich Community Radio were in attendance and interviews were made with committee members and the public.
- 5.19 Two people were unwell during the afternoon. A recognised First Aider was on hand to react.

## **5.20 Questionnaire / Prize Draw**

A tremendous quantity of top quality prizes was available as follows;

<b>Prize</b>	<b>Donated By</b>
Box for 4 at the Ipswich Regent	Ipswich Borough Council
Meal for 2 – Value £50	Loch Fyne
2 Tickets for Romeo and Juliet	Red Rose Chain
Family Ticket for Boat Trip to Harwich	Orwell Lady
Meal for 2 – Value £60	Salt House Harbour Hotel
Bottle of Champagne	Waterfront Community Times
Tea in the Mayor's Parlour	Ipswich Borough Council
Meal for 2	Bistro on the Quay
Family Sunday Roast & Wine	Steamboat Tavern
6 Bottles of Locally Produced Apple Juice	Friends of Holywells Park
Family Guided Walk	Ipswich Borough Council
Free ½ Page Advert – for charity of your choice	Waterfront Community Times
Hamper	Tourist Information Centre
Windup Torches (3 prizes)	Environmental Agency
2 bags Roasted Espresso Coffee	Coffee Link

[A list of prize-winners is detailed on the website]

## 6. Evaluation

6.1 Some of the people who completed the questionnaire did so incorrectly based on it being on the event itself rather than the Waterfront Area. However, whilst accepting this is not a full evaluation in its own right, this information coupled with the emails received later that day and in the next few days after the event provided the following information.

What I Liked	What I Didn't Like	Changes For The Future
Very Well Organised (18) Atmosphere / Community Feel / All Ages Involved (13) Good Networking (6) Food and Drinks (5) Activities / Themes (5) Washing Line for Comments (2) Range of Organisations represented (2)	Venue too small (5) Not everyone represented (1)	Bigger premises with outdoors (5) Include Art Exhibition (1)

[This is from 8 Questionnaires and 18 Emails = 26 Families/Business]

### 6.2 The objectives of the day were to

- To start the process of enabling community
- To start to find out just who makes up the Waterfront Community
- To use the event as a starting point to pave the way for further consultation and provide opportunities for continuous engagement with and strengthening of community
- To start to identify community champions to engage with people and find out what the issues are

6.3 To an extent, all of these objectives were met and where there was very little information in place before, then progress has clearly been made as shown in the response from the questionnaires.

6.4 The intention for the event to be lively and vibrant was certainly met and felt by the number of people who attended the event. Over 60 organisations in the public, private and voluntary sectors signed up to be part of the "Waterfront Community Day" with then in excess of 1000 members of the public attending. Partnership working was clearly evident.

6.5 In addition to the committee members, some 40 members of the collective Waterfront Churches (Holy Trinity, St Luke's, St Helen's, Orwell Church, SW Ipswich Churches) provided a volunteer work force which delivered leaflets, acted as welcomers, staffed sideshows and craft stalls, provided "muscle" in setting up and clearing up.

6.6 The event was a victim of its own success with double the expected number of people attending. Whilst this was the case, it was still managed well and achieved what it set out to.

6.7 From the questionnaires, the need for **community** stands out, although this is probably two communities “residents and business” and “visitors or friends of...” The people of Ipswich clearly see that the Ipswich Waterfront is an integral part of the Borough in the same way as the town centre is.

### 6.8 Finance

Having drawn up a budget and having monies committed to the project meant that the high quality but free event could be enabled. As many gifts in kind were made, it meant that a surplus was available to be carried over to ensuring that additional research be continued. Having an organisation take on the responsibility for the finance was very useful.

6.9

Grants Received	Gifts In Kind	Expenditure
£2000 SCC Locality Budget	Printing Flyers & Posters, Development Time, Delivering and Collecting special wheelie bins – IBC	£715 - Marketing / Administration Costs
£1000 IBC	Use of Old Custom House – ABP	£2687 - Cost of the event including Co-Ordination
£2500 BT/IP-City	Office Accommodation, Development Time, Accounting, Distributing Flyers, Designing and Hosting Website – Waterfront Churches	£2098 – Monies earmarked for follow up work after the event / liaising with residents / obtaining further information etc)
<b>£5500</b>	<b>(in excess of £1500)</b>	<b>£5500</b>

### 6.10 Venue

The venue allowed people the opportunity to enter a building that is a vital part of “Historic Waterfront Ipswich”. Support from ABP to the concept of the event was clear. Based on the numbers expected it would have been perfectly adequate in size, but as it was, it was drastically too small a building. The numbers attending did mean that everyone was squeezed in and many many people did not get the opportunity to complete questionnaires. Access to the building for setting up and clearing up was good as was the opportunity to prominently display the banner in the week leading up to the event.

### 6.11 Date

Whilst choosing a date that avoided a “home game” was essential, having an event where a good proportion of the committee are elected Councillors and would then not be able to actively participate on the day due to the Purdah period before elections, was something which should be considered for future. Apart from losing some practical hands on people, it also meant some of the organising committee were unable to attend.

## **6.12 Stands**

The food and drink was absolutely fantastic and seeing so many tables laden down with top quality rations which as fast as they were eaten were being replenished by the great teams of staff. Many of these businesses gave out vouchers for discounts for future visits. We have had several examples of people trying samples and promptly going to the restaurant to have a meal. The lure for the day's activities was no doubt helped by the advertising of the top quality provisions all being advertised on the flyer. There were unfortunately some restaurants who were not invited by omission, although notice was given via the Evening Star of the event.

6.13 Due to the number of small businesses in the area, thought should be given to inviting ISSBA to attend (Ipswich & Sudbury Small Business Association).

6.14 A number of small business were represented and note should be made of the quantity of people in the area who work from home in the area. Information could be gathered to ascertain how many small enterprises there are in the area – possibly through a Waterfront Business Event.

6.15 The community groups certainly came out in force and put on very impressive displays about their work and I think people were surprised about the numbers of these groups in the area i.e.: there are 7 parent and toddler groups in an area which is thought of as having few children.

6.16 Whilst the event was as big as the premises would allow there were a number of community group who were not represented; (Bangladeshi Community Centre and Ipswich Mosque in particular) so it is important for future events that different way of engaging with these groups are found to ensure they are represented.

6.17 The public sector stands were very professional and there was enough to make sense of “who does what”, without being seen by the public as being a council event. Of particular interest was the planning stand with the model of the Waterfront, and the information regarding Flooding from the Environment Agency.

6.18 Many organisations used the general stand to advertise. The representative from the Community Woodland for Ipswich Project was engaging well with the public. The CWIP are going to be involved in some work at the edge of Alexandra Park and a vital area of the Waterfront. There could be scope for doing something to promote both Alexandra and Holywells Parks.

## **6.19 Vibrancy**

Having the fun sideshow events brought many smiles and relaxed visitors and it was great to see so many people become involved in these events which are so simple and traditional yet so popular. There was a wonderful buzz at the event from people sampling food, joining in and having fun! The accordion player – in Morris Man Kit - brought some smiles to people as he moved around entertaining (and I am sure I saw a few people dancing!). Having this sort of music again livened up the event.

## **6.20 Information**

A considerable amount of information came out of the event and has produced some real hard facts, which now need to be addressed. With a tremendous amount of positives coming out and well as many changes which needed to be made.

6.21 Some of the concerns had already been identified in a previous report carried out by IBC and out of past Area Forums and this new information will help bolster them. The event also produced additional concerns too which need to be addressed.

6.22 Having the prize draw provided a good incentive for people to participate and a database has now been started with the information provided.

6.23 However, this way of gathering information was not as productive as it could have been for the simple fact that the event was “too successful”. In reality, this meant that with so many attendees, people couldn’t get anywhere near a surface to complete the forms on and simply didn’t get the chance to look at it, and from calculations this amounted to around 2 in 3 people. Apart from noticing this visually, this is also a message that has come back from so many different people. Having said this, there are more opportunities for this information to be obtained through distributing questionnaires at other events and networking situations.

6.24 Whilst the idea with the questionnaire was to keep it as simple as possible, it would in hindsight been useful to have asked the questions “are you an owner occupier” and “how long do you feel you will live in the waterfront area”.

## **6.25 Marketing**

This seemed to work well and 3000 of the preliminary flyers were distributed with around 3000 of the second flyers. I think that the time gap in between them was not sufficient (around 2/3 weeks) to distribute more and would recommend that a longer period be left in future (6 weeks as planned). A few people from the Church Community volunteered their help in delivering the bulk of the leaflets.

The website had simply hundreds of hits and worked well. This is hosted on the Waterfront Churches website. Networking at other meetings and the police surgery has proved to be ways of engaging well.

## **6.26 Practical Areas**

Having a group of people to set-up and clean up went well and using “man with a van” was very successful.

6.27 Car parking seemed to go well although there were problems earlier with the attendant not being aware not to charge, but this was soon resolved. Walky talkies did not work as the buzz and general noise was so loud that nothing could be heard from them. However, the Polo Shirts and badges clearly identified people.

- 6.28 IBC arranged for wheelie bins to be delivered (and picked up post event). Eight wheelie bins of rubbish were filled during the afternoon and were collected on the Monday. As every bin was full, additional bins would be required for the future.
- 6.29 For a future event, I feel that PA equipment would be useful.

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