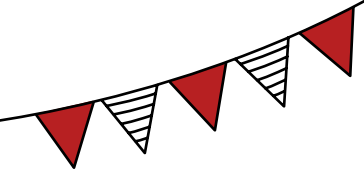


# Fun Palaces Campaign 2017 Evaluation Report



# What is Fun Palaces?

- Fun Palaces is an ongoing campaign for cultural democracy, with an annual weekend of action every October.
- The campaign promotes culture at the heart of community and community at the heart of culture.
- The weekend of action uses a combination of arts, craft, science, tech, digital, heritage and sports activities, led by local people for local people, sharing their own passions and skills, as a catalyst for community-led transformation, with active participation for all ages.
- Our workshops and our Ambassadors Programme support our work with communities; developing local networks, enabling links between individuals and organisations, encouraging large venues to co-create with local people, and small groups to shout about their value as grassroots community activists.
- We believe this hyper-local, grassroots approach to cultural engagement can support community cohesion, helping to develop a more inclusive cultural and civic landscape.

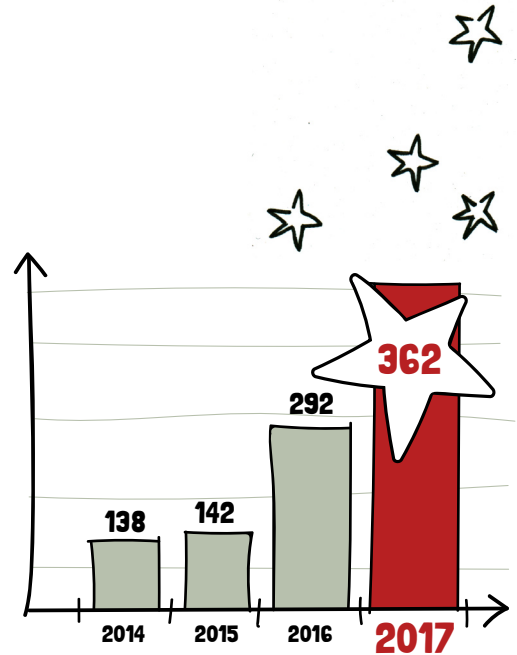
In total there have been  
**934 Fun Palaces** made by approximately  
**24,000 local people** with  
**340,000 participants**.

2014: 138 Fun Palaces, 3183 Makers, 40,000 participants

2015: 142 Fun Palaces, 2079 Makers, 50,000 participants

2016: 292 Fun Palaces, 4800 Makers, 124,000 participants

2017: 362 Fun Palaces, 13,750 Makers, 126,000 participants



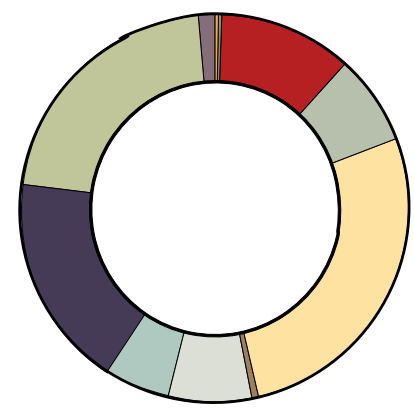


# Fun Palaces 2017 – where did they happen?

Fun Palaces started in the UK. In 2017 there were Fun Palaces in all four UK nations as well as Australia, Germany, Norway, New Zealand and the USA.

In the UK, **88%** of Fun Palaces were out of London.

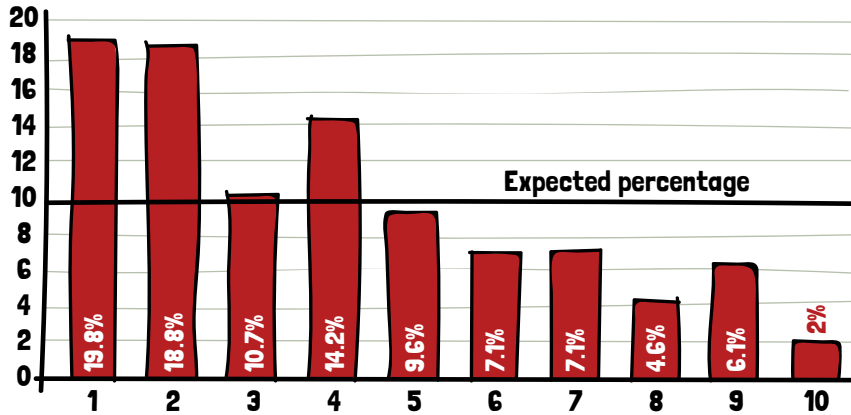
**41%** of participants in 2017 had never visited the venue before.



- Guernsey 0.28%
- Isle of Man 0.28%
- London 11.33%
- Midlands 7.46%
- North 27.07%
- Northern Ireland 0.55%
- Rest of World 7.18%
- Scotland 5.25%
- South East 17.68%
- South West 21.55%
- Wales 1.38%

\*UK geographical designations based on ACE's area definitions.

## Venue locations mapped by level of deprivation



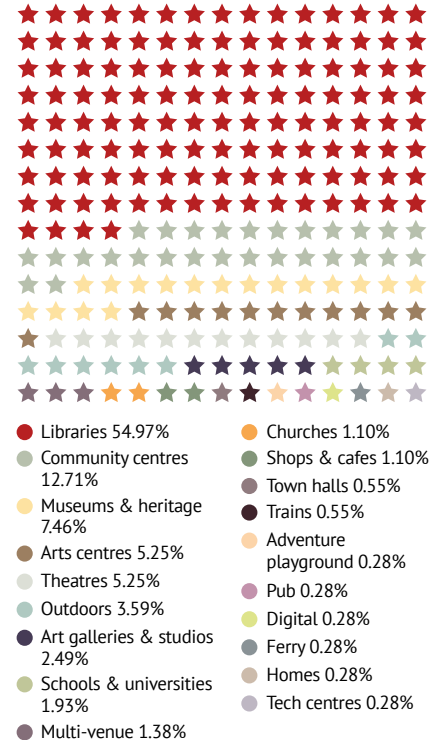
1 is the most deprived, 10 is the least.

\*Data in this graph from Fun Palaces in England only. The Index of Multiple Deprivation ranks all postcodes in England by deprivations. Each decile is 10% of the population, with decile 1 being the most deprived, and decile 10 being the least deprived.

*“It is a real chance to make real connections and real friends, to learn from each other and to celebrate what is unique and exciting about our town and the people who live here.”*

**Royal & Derngate Fun Palace, Northampton (in its fourth year)**

## Type of venue





# What happened in Fun Palaces in 2017?

- **83%** of Makers (the people who make Fun Palaces happen in their communities) involved someone new in their Maker team.
- **56%** of Makers did something they didn't know they were capable of.
- **78%** of Makers felt that making a Fun Palace opened up new partnerships/opportunities for their local community (and **53%** agreed that it opened up new opportunities for them personally).
- Even though **61%** of Makers do not usually seek out science, and **4%** feel that science is not for them, **49%** included science in their Fun Palace – and **50%** agree that making their Fun Palace has changed how they feel about the arts and science.

© ActionSpace



*“People who don't normally come to the museum, came along and had a right good blether whilst getting squidgy with hand-ground paint and bark.”*

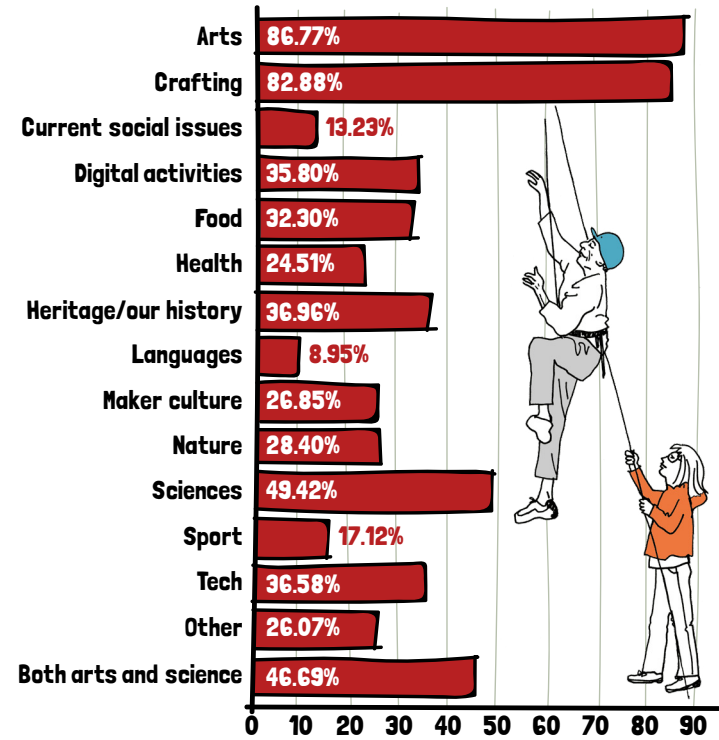
**Campbeltown Museum,  
Argyll and Bute**

*“It brought people of all ages together, allowed people to spend quality time with their family and get to know their neighbours, and got people interested in things they might not otherwise have tried.”*

**Acomb Explore Fun Palace, York**



## Activities in Fun Palaces included:



© Helen Murray



# Who made it happen?

- Fun Palaces are made by teams of Makers. In 2017, the average Fun Palace was made by **38** people.
- **64%** of Maker teams included people from an ethnic minority.
- **28%** of Maker teams included disabled people.
- **43%** of Maker teams included people under 18.
- **38%** included people over 65.
- **21%** of Maker teams included BOTH people under 18 AND people over 65.



*“Fun Palaces has been such an incredible thing for us to produce. It’s brought Bedford’s cultural, creative and science communities together and brilliantly productive networks have been created.”*

**BedPop Fun Palace, Bedford (in its third year)**



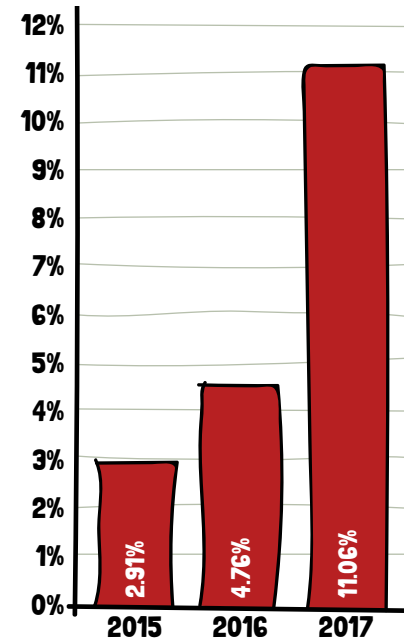


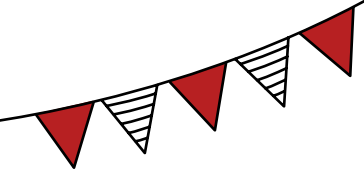
- Each year since we started counting, Fun Palaces has become MORE inclusive, with both Makers and participants from a wider range of ethnic and socio-economic backgrounds.
- Lead Makers (the main contact for each Fun Palace) were most likely to live in the most deprived third of postcodes in England.
- **16%** of lead Makers identified as LGBT+.
- **90%** of lead Makers were female.
- See the table on page 15 for full demographics from 2017.

*“It cuts across the generations, across class, across gender and culture, bringing together a community with its own unique heritage, history and memory and above all is FUN.”*

**Grays Fun Palace, Essex**

## **% of lead Makers with a disability or health condition**





## Who joined in?

- In 2017 **126,000** participants took part in Fun Palaces over the first weekend in October.
- Approximately **30%** of participants came from an ethnic minority.
- **9%** of participants were over 65, and **13%** were under 18.
- **57%** of participants do not usually seek out science activities, and **32%** do not usually seek out the arts.
- See the table on page 15 for full demographics.



*"I felt the Fun Palace was important to our community as it was an event that was for everyone regardless of age, creed, disability and sexuality etc. all things that can be a barrier – we do many things in libraries but often we do not have the chance to offer an event suitable for everyone together!"*

**Blackheath Library Fun Palace, London**



# And what did they think?

*“Freeeeee!! So nice to all be involved not just drop the kids off and collect them later! We all learnt something new together.”*

*“Trying new things, seeing a familiar building used in a different way.”*

*“I liked how people are being creative and they are able to do what they want and make what they want.”*

*“It brings people together, to learn.”*

*“I like that everyone can come together to make new friends.”*

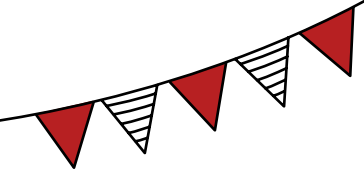
*“I’ve never felt capable of playing a musical instrument before (and I’m 45 years old!) but in just an hour I realised I could.”*

**96%** of participants think it should happen again.

**91%** felt motivated to do more creative things in the future.

**83%** felt motivated to become more involved in local projects and issues.





# Talking about Fun Palaces

- #FunPalaces trended UK-wide on Twitter over the weekend, with a reach of 1.4 million.
- Over the week of 3rd to 10th October funpalaces.co.uk was visited by 15,000 people, each viewing three pages.
- Extensive print, radio, internet and broadcast coverage, with over 100 articles appearing in titles including the *Sunday Mirror*, *Guardian*, *Metro*, *Huffington Post*, BBC Radio 3 and 4, *Time Out London*, BBC Radio Scotland, Wiltshire, London, Norfolk, Devon and Cornwall, *Made in Bristol TV*, and local radio and press nationally including the *Birmingham Mail*, *Bristol Post* and the *Edinburgh Evening News*.



Scotland



Behind the Idea

## Welcome to the palace of fun



GET INVOLVED Fun Palace

## Palaces of free fun across UK

Discover more about the UK's diverse communities and cultural venues for free at the annual nationwide Fun Palaces weekend.

On October 7 and 8 there will be hundreds of family-friendly hands-on arts and science-inspired events at major sites including the Museums of London, Shakespeare's Birthplace in Stratford-upon-Avon, the National Theatre of Wales, and Westminster Abbey - as well as local libraries, village halls, mills and farms.

Go to [funpalaces.co.uk](http://funpalaces.co.uk) to find one near you.





*“(Fun Palaces) change the conception we have of our place in the community. They encourage engagement, cooperation, social sharing and understanding.”*

**Farnham Fun Palace, Surrey  
(in its fourth year)**

# The work of the campaign

## Supporting local action

In 2017 the Fun Palaces HQ team delivered 18 workshops across the UK and New Zealand/Aotearoa.

## Advocacy and policy change

Co-Director Stella Duffy gave 22 keynote speeches and presentations, and contributed regular thought leadership in national and specialist media platforms, including Guardian, BBC Radio 3 and 4.

## Research and learning

As part of our Ambassadors Programme, Action Research brings together the Ambassadors, local Makers and FP HQ, meeting quarterly to learn from each other and improve practice. You can read more about the Ambassadors Programme on page 16.



# Demographics – and how we counted

- In 2017 we collected more data than ever before. 437 people registered online to make a Fun Palace (75 did not go on to make one) and filled in an open box demographic questionnaire, answering in their own words.
- 257 lead Makers out of 362 returned a questionnaire after the Fun Palaces weekend telling us about what had happened, and about themselves and their experience.
- 70 Fun Palaces surveyed their participants, collecting 1042 surveys.
- These surveys form the basis of this report.
- Since we started the surveys in 2015, both Makers and participants have become more diverse year on year, and a greater proportion have lived in the most deprived postcodes, ranked according to the Index of Multiple Deprivation\*.
- This year has seen a large increase in both Makers and participants describing their ethnicity “in another way” or mixed. There has also been a small drop in Makers describing themselves as Asian or Black.
- For the first time, we have collected information on people describing their ethnicity as Gypsy/Traveller/Roma and 1.7% of Maker teams include people in this category.

# 2017 demographics

		UK population 2011 Census	FP lead maker survey	FP Maker teams INCLUDE	FP Participants
Sample size			257	257	1042
ETHNICITY	Asian (combined)	6.92%	2.52%	31.44%	10.39%
	Black (combined)	3.01%	0.42%	22.27%	4.45%
	Gypsy/Roma/Traveller	0.10%	0.00%	1.70%	0.01%
	Mixed	1.98%	5.46%	38.86%	3.65%
	Other	0.92%	6.30%	13.54%	10.84%
	White	87.17%	85.29%	96.51%	70.55%
GENDER	Female	50.89%	89.74%	99.59%	72.05%
	Male	49.11%	10.26%	82.38%	27.32%
	Other				0.63%
AGE	0-19	23.90%	0.43%	43.39%	13.15%
	20-34	20.15%	29.74%	78.10%	22.31%
	35-49	21.31%	38.74%	87.19%	43.53%
	50-64	18.23%	29.74%	79.34%	12.39%
	65+	16.42%	0.86%	38.02%	8.62%
DISABILITY	Yes	18.00%	11.06%	28.03%	10.00%
	No	82.00%	88.94%	71.97%	90.00%
INDICES OF MULTIPLE DEPRIVATION DECILES (NB- 1 is the most deprived, 10 is the least)					
	1	10.00%	12.37%		11.76%
	2	10.00%	11.29%		13.51%
	3	10.00%	11.83%		11.61%
	4	10.00%	10.22%		12.08%
	5	10.00%	11.83%		11.92%
	6	10.00%	9.68%		9.86%
	7	10.00%	13.44%		7.79%
	8	10.00%	6.45%		9.22%
	9	10.00%	7.53%		6.20%
	10	10.00%	5.38%		6.04%



\*Data in this table from Fun Palaces in England only. The Index of Multiple Deprivation ranks all postcodes in England by deprivations. Each decile is 10% of the population, with decile 1 being the most deprived, and decile 10 being the least deprived.



# Fun Palaces Ambassadors

- Our Fun Palaces Ambassadors Programme is running from 2016 to 2020, in five areas around the UK: Bristol, Cornwall, Scotland, Sheffield and Stoke-on-Trent.
- With support from the Paul Hamlyn Foundation and Wellcome, Fun Palaces and our partner organisations are bringing together grassroots cultural activism with Action Research to enable skill-sharing and learning.
- The 6 Fun Palaces Ambassadors work to support Makers and develop cultural democracy, and are hosted by 6 partner organisations: Ceramic City Stories, Cornwall Museum Partnership, FEAST, Elizabeth Blackwell Institute (University of Bristol), Sheffield Theatres, Voluntary Arts Scotland.

*“Fun Palaces are an attempt to stop the culture that sees people being told what to do and helping people to do what THEY want to do.*

*2017 saw people handle tools, paint, babies, machinery, cardboard, planets, lego, poppies, fishing nets, wind turbines and a wealth of things. People sang, played, danced, ate cake, drank tea and saw how other people make things work and we think 2018 will be bigger and more beautiful.*

*This led to a kind of euphoria amongst those that gave precious time and made Fun Palaces. It was a privilege to talk to these people.”*

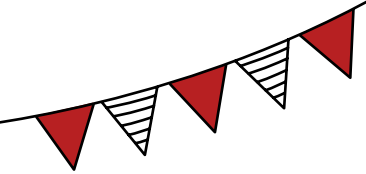
**Jack Morrison, Fun Palaces Ambassador, Cornwall**





# Value for Money

- All participation in Fun Palaces is free: it is free to make a Fun Palace and free to join in on the day.
- Fun Palaces HQ is a team of 5 people all part-time. There are also 5 Ambassador roles.
- It cost approximately £172,000 to run The Fun Palaces Campaign and the Ambassador Programme in 2017.
- This included the management and promotion of the campaign, the Ambassadors Programme and Action Research, support for Makers (one to one, and building connections between Makers), national PR and comms for the weekend and beyond, eighteen workshops, advocacy and campaigning work, evaluation and all staff time.
- The Ambassadors Programme is supported by Wellcome and the Paul Hamlyn Foundation.
- The Albany supports Fun Palaces in kind through overheads and financial management, and Culture Counts supports Fun Palaces with consultancy and evaluation tools.
- Each Fun Palace is financially independent of the HQ. In 2017 71% raised no extra funds to create their Fun Palace, effectively unlocking huge latent value wherever they happen.
- Fun Palaces generates significant sustainable activity for little cost mainly because the participatory model supports communities to take action themselves, using available local assets rather than additional funds.



# Fun Palaces aim and objectives

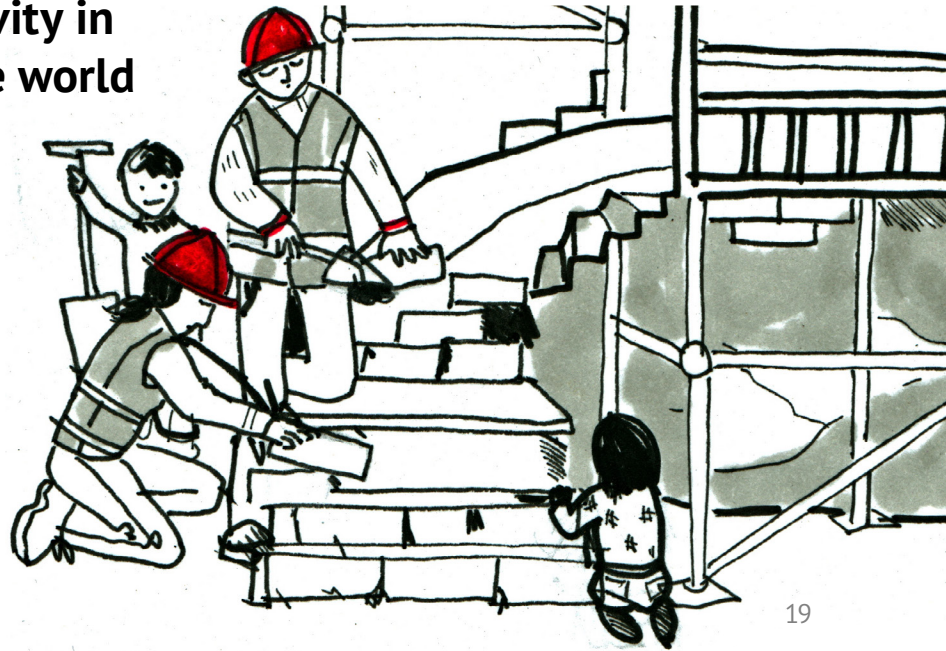
We aim to challenge the way culture\* is currently owned and created by fostering stronger and more engaged communities, where people feel empowered to create the cultural activities and infrastructure that they want, through widening participation, supporting local partnerships and shining a light on unsung activity everywhere.

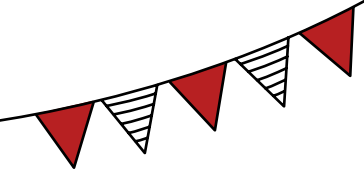
\* By culture we mean arts, sciences, heritage, craft, tech, digital, sports and any other field in which individuals and communities engage together.

- To unearth and shine a light on people's existing cultural skills and activities.
- To encourage people to value their existing cultural participation and production.
- To encourage people to work together to make change in their communities with culture as a catalyst.
- To reclaim local and regional public spaces for all.
- To make the most of local assets and how they are shared within a community.
- To cultivate the conditions for new and existing individual and organisational relationships to flourish.
- To shift the perception of culture to one that embraces and values all cultural participation and production, and for resources to be apportioned accordingly.
- For Fun Palaces activity, both the weekend of action and the ongoing campaign, to reflect the demographics of the places in which they happen.
- To continuously share learning with Fun Palaces and beyond to build on what we do.

# Our Manifesto

We believe in the genius in everyone, in everyone an artist and everyone a scientist, and that creativity in community can change the world for the better. We believe we can do this together, locally, with radical fun - and that anyone, anywhere, can make a Fun Palace.





# FUN PALACES

**THE CAMPAIGN CONTINUES – CULTURE FOR, BY, WITH ALL**  
**THE WEEKEND OF ACTION RETURNS**  
**6TH & 7TH OCT 2018**

[www.funpalaces.co.uk](http://www.funpalaces.co.uk) | [hello@funpalaces.co.uk](mailto:hello@funpalaces.co.uk) |    **FunPalaces**

