



Analysis of Black History Events held at the Victoria and Albert Museum during Black History Month

Full Report (February 2003)



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1: Executive Summary

The following summary has been drawn from the research findings section of the report, and are presented under headings that directly relate to the project's objectives (*Section 2.4.2*).

1.1: Event analysis (4.1.) Both questionnaires.

- Just over a quarter of respondents had heard about Black History Month (BHM) via the BHM Leaflet .A quarter had heard via word of Mouth. The majority (over a third) of Black visitors had used the BHM leaflet as had the Asian visitors. The majority of Non-Black visitors had sourced their information from the V&A Museum.
- Local libraries at just under a quarter, were a popular location for visitors to pick up the leaflets. However the majority (a quarter) picked the leaflet up from the V&A. The V&A Mailshot system reached just over a tenth of attendees.
- When asked where in the V&A information had been seen or picked up about the events, a quarter had seen signs for the events and a tenth had picked up the information at the information desk. One in 6 had picked the BHM leaflet up from information points in the V&A.
- Other sources of hearing about the events were; one in six had used the Internet, a fifth said a friend told them and just under a fifth also came across the event by accident as they were in the V&A or passing by.
- When asked how much they enjoyed the event they attended three-quarters replied “a great deal”. There were minimal negative comments about their enjoyment of the event. Only 1% of Black visitors said they had not enjoyed it all.
- When asked why they had particularly enjoyed the event, a quarter of respondents said that the speakers, performers and storytellers made the event special or entertaining for them. Just under a quarter enjoyed the creative, interactive hands on elements of the event. A breakdown by event can be found in *Appendix 5.1.7*.
- Very few people didn't enjoy the event and only one or two visitors passed negative comments. Most complaints were about the room or size and temperature with a few complaints about the lack of content in the events or that they were too short. Negative feedback by event is to be found in *Appendix 5.1.8*
- Just under three quarters of all attendees knew that their event was part of the Black History Month. With the majority of all attendees thinking that it was a good idea to celebrate this event at the V&A. All ethnic groups agreed that to celebrate was a good idea.
- Just over a third of visitors thought that the events should be made a permanent exhibit or part of the museum. Just under a quarter thought that it needed some improvements. A tenth felt that any such events in the future needed far more advertising and marketing.
- Over a third of attendees had been to other events in the month. When this was analysed by ethnicity a much higher proportion of Black and Asian visitors had attended other events than Non-Black visitors with just under half not having seen another event.

- Two thirds of visitors had visited the museum before. When analysed by ethnicity Black and Asian visitors (two thirds) had a lower percentage of previous attendance at the V&A than with Non-Black visitors (three quarters)
- Just over a third had seen the Black History Month Trail but only one in eight had actually used it. A fifth of those thought the trail informative and interesting.
- The majority of visitors attending events in Covent Garden (Theatre Museum) used the BHM leaflet and visitors to the Bethnal green events (Childhood Museum) found out about them at the museum itself or by word of mouth.
- When asked what had encouraged visitors to attend, a quarter said it was because of the different cultures. Just over a quarter of those attending thought the events could be improved by advertising them better and a fifth thought the content of the events need broadening in some way.
- When asked to describe the rest of the museum, two thirds of visitors said they found the museum interesting. In a separate question where asked about their impressions of the museum just over a quarter said they had not seen everywhere and just under a fifth thought that it was poor.
- Some visitors were asked if they had heard about other museums namely the Theatre Museum in Covent Garden and the Museum of Childhood in Bethnal Green. The samples sizes were very small but the majority had heard of these areas. A half and just over half of those visitors had in fact visited the two areas before. When analysed by ethnicity just over half Black visitors had not heard of the Theatre Museum before, whereas The vast majority had heard of the Museum of Childhood. When asked if they had visited the V&A Museum before just under three-quarters of Black visitors had visited before. This was fractionally lower than the percentage of Asians and Non-Blacks where three-quarters of visitors had visited the museum before.
- Just over half of all Black visitors had not visited the Theatre Museum before, this was exactly a 50/50 split for Asian and Non-Black visitors. A much higher percentage of Black visitors had however visited the Museum of Childhood (two thirds). However Asian and Non-Black visitors were even more likely to have visited the Museum of Childhood before at 100% and 71% respectively.

1.2: Demographics (4.3.)

- Two thirds of those attending had visited the V&A museum before. A tenth had visited on over 5 separate occasions. Just over a third having visited more than twice in the year.
- Half of those visiting had come with family (only asked in the longer questionnaire). When analysed by ethnicity this figure remains very similar for Black visitors. Asian visitors had a much higher percentage with two thirds of all visitors coming with family. Non-Black visitors with family is just over two fifths.
- Just under two thirds were in full time employment and a fifth worked part time (only asked in long questionnaire). Black visitors have the highest rate of full time employment at exactly two thirds. Asian and Non-Black visitors level of full time employment is lower at only just over half.

- The profile of Visitors to the Black History events is very similar to the profiles of visitors to the Museum as a whole, two thirds of visitors were female and the largest age group was 35-44 year olds at a third of all visitors. Even when analysed by ethnicity the majority of visitors in all groups are woman between the age of 35-44. Black visitors had the highest amount of people in this age group at two fifths.
- Where the demographics differ is with ethnicity. Just under a third of all visitors to the Black History Events were of Caribbean origin. British was the next largest group at just under a quarter . Normally, this is the largest ethnic group visiting the V&A at 93% with visitors of any black background combined only coming to 3%.
- Ethnic groups were amalgamated for the purposes of analysis so that any visitor with any Black origins were labelled Black. Any Asian or Chinese visitors were entitled Asian and any White visitors of any white origin were entitled Non-Black. The remainder, were labelled “other”. Black visitors account for just over half of those attending events. Asians are a minority with well under a tenth and Non-Black (White) visitors account for only two fifths of all visitors at the events.
- The majority of event attendees came from the London area. With a fifth coming from South West London. The majority of Black visitors came from South West London and the majority of Non-Black visitors also came from there. The majority of Asians came from South East London

2: Introduction

2.1: The Black History Events

A series of events entitled the “Black History Month” were run at the V&A from 27th September until 31st October 2002. The questionnaires and data collection were organised by staff at the V&A and a broad section of these events were surveyed. The full list of events surveyed is in *Appendix 6.1.13*.

2.3: The Market Research Group (MRG)

The V&A has commissioned the Market Research Group (MRG), based at Bournemouth University, to undertake analysis of research conducted by the V&A Museum from 27th September until 31st October during Black History Month. MRG aims to be a key independent resource for the provision and interpretation of market intelligence for its clients. The group offers expertise, experience and advice in the field of market research, tailored to suit the needs of individual organisations. MRG has specialised in consultation of this sort, and has numerous projects to its name.

2.4: Project Aims & Objectives

2.4.1: Project Aims

To provide analysis on data collected by the V&A during Black History Month.

2.4.2: Project Objectives

To provide a breakdown by event on data collected from attendees to these events.

3: Methodology

The questionnaire design and data collection processes were co-ordinated by the V&A Museum.

There were a total of 821 completed questionnaires. There were subtle differences between some of the wording on the questionnaires, which resulted in there being 4 different versions of the same questionnaire. This meant that two data files were set up. One file contains a short questionnaire of only eleven questions and the other slightly longer questionnaire has 28 questions with more open-ended responses. There were 144 of the longer questionnaire and 677 of the shorter one.

Where possible all data including demographic data has been combined to give an overall view of attendees' (821) responses. Where this was not possible Tables have been clearly labelled to identify sample size and which questionnaire the results are from.

It should be noted that for the purposes of extra analysis the different ethnic groups were amalgamated to generalise into 3 groups – Black (any visitor with any black origins) Asian (any oriental or Asian visitors) and Non-Black (White British, Irish and any white other) visitors. This process is applied to many of the tables to give a greater flexibility and range to the analysis.

4: Research Findings

This section of the report discusses the findings of the survey. The findings are presented in question order where possible although question numbers are not referred to because the number sequencing does not correspond between the different questionnaires. An explanation of each table is provided. The tables include; frequency of responses, base (all asked) and valid (all answering) percentages.

As there are two different questionnaires a short one and a longer one. Where there are identical questions the data will be combined, analysed and presented in a single table. These tables will be in section **4.1**. Questions that are unique to the longer questionnaire will be analysed separately in section **4.2**. The third section **4.3** analyses the demographic data that is common to both questionnaires.

4.1: Analysis of combined data

4.1.1: Where attendees heard about the event.

Base: All respondents (821)	Frequency	Valid Percentage (%)
Newspaper	55	6
Magazine	39	4
Radio	30	3
TV	6	1
Web-site	1	0
Black History Month Leaflet	248	27
Info in the V&A	153	17
Word of mouth	224	25
Other	136	15
Missing	11	1
Total (all – Multi code)	903	NA

Table 4.1.1a shows how all visitors found out about the event they attended.

The Black History Month leaflet (27%) was the most effective marketing tool in reaching the largest number of people. Word of mouth was also very useful at promoting the events with 25% of people finding out about the events this way. Table 5.1.1 in *Appendix 5.1.1* shows the break down by event of how attendees heard about that event.

The newspapers that were cited as those publicising the events were; The Evening Standard, The Voice and New Nation. Magazines cited as information sources were Black History, Metro, Northwest Parents' Directory, Primary Times and Time Out however only one or two people found the information in these magazines. Choice FM was mentioned by 12 people and one person heard a mention of the events on GMTV.

Table 4.1.1b shows where the information was found by ethnicity. It can be seen that the majority of Black people used the BHM leaflet, as did Asians visitors who equally used word of mouth. The Non-Black attendees mainly used information sourced from the V&A, itself closely followed by word of mouth.

Base: All respondent (677)	Black	%	Asian	%	Non-Black	%	Other	%	Total	%
Newspaper	26	8	1	0	12	4	1	0	40	6
Magazine	11	3	1	0	19	6	2	1	33	5
Radio	27	8	0	0	1	0	0	0	28	4
TV	2	1	0	0	2	1	0	0	4	1
Black History Month Leaflet	132	40	10	3	47	14	2	1	191	28
Info in the V&A	38	11	6	2	79	24	0	0	123	18
Word of mouth	106	32	10	3	65	20	4	1	185	27
Other	56	17	9	3	54	16	1	0	120	18
Total (Valid: Multi-Code)	332	100	33	10	255	77	8	2	N/A	100

The following table (4.1.1c) shows how or where visitors picked up their Black History Month Leaflets. The majority picked them up from the V&A (25%). But local libraries (23%) were also very good and distributing them. The V&A mail shot service also was successful in informing 13% of event attendees.

Table 4.1.1c: Where BHM leaflet was picked up		
Base: All who used BHM leaflet (248)	Frequency	Valid Percent (%)
Africa centre	1	1
African history, leaflets	1	1
At V&A museum	38	25
Battersea arts centre	1	1
Beacon book store	1	1
Big Draw 5 Oct	1	1
Book shop Marifa (Dalston)	2	1
Brixton (locations within)	7	5
College	1	1
Community centre	5	3
Email	1	1
From church	1	1
From last weeks info	1	1
From my Saturday school	1	1
From Nasiche	2	1
Given by theatre museum	1	1
Handouts	4	3
I am a student at the V&A	1	1
Iroko theatre	1	1
Lewisham art house	1	1
Local library	35	23
Lyric theatre mailing list	2	1
Mail shot	19	13
Malcolm theatre museum	1	1
Morley college	2	1
New Beacon books	1	1
Picked up	1	1
Sent to St Martins	1	1
From a friend	8	5
Tourist info centre, High Wycombe	1	1
Tricycle theatre	1	1
V&A carnival in motion evening	1	1
V&A family events leaflet	1	1
Walked in	1	1
Westminster race equality council	2	1
Work	1	1
Yaa Asantewaa centre	1	1
Total (all who mention source of leaflet)	151	100
Missing	97	NA
Total (all who used bhm leaflet)	248	NA

Table 4.1.1d: Where information was found in the V&A		
Base: All respondents who found info at the V&A (153)	Frequency	Percent (%)
African history, leaflets	2	3
Black history month leaflet	10	15
Brochure	1	1
By cloakroom	1	1
By Raffelle Morrafina	2	3
Came upon it	5	7
Entrance	1	1
Facility events	1	1
From guide	1	1
Front lobby	1	1
Guide	1	1
Guy at entrance told us about it	1	1
Here for the big draw	1	1
Info desk	7	10
Internet	1	1
Leaflet "What's on"	2	3
Mailing list	2	3
On location	1	1
Poster	1	1
Saw when we went to lunch	1	1
Signage	17	25
The Versace leaflet	1	1
Through attendance at V&A	1	1
V&A	2	3
V&A leaflet	2	3
Verbally	1	1
Walked in	1	1
Total	68	100
Missing	85	NA
Total (Base)	153	NA

Table 4.1.1d shows that the majority (25%) of people citing the Museum as the location for finding out about the events, saw signs around the Museum. 15% picked up the Black History Month leaflet there. 10% found out at the Information desk. 7% said they just came upon the information in the Museum.

4.1.1e: Other sources of information		
Base All at Q1g (159)	Frequency	Valid Percent (%)
Advert at royal opera	1	1
Arrived and it was on	26	17
Local Council info.	3	2
Carnival band	1	1
Composer	1	1
Contact with museum	5	3
Draw the world event	1	1
Email	8	5
Through family	6	4
Finding Talawa for Blackstage	2	1
Told by friend	27	18
Funder	1	1
Internet	22	15
Invitation	3	2
Lady at door	1	1
Previous event	2	1
Local library	4	3
Leaflet in shop	2	1
Natella Benjamin	1	1
On V&A mailing list	6	4
Paddington arts	1	1
Performing	4	3
Person handed to me	1	1
Phoned	2	1
Photographer	1	1
Poster	1	1
Renaissance one	1	1
School trip	1	1
Sign in museum	4	3
Susan Croft	1	1
The home office em network	1	1
Through school	6	4
V&A colour leaflet on colour weekend	1	1
Total	149	100
Missing	10	NA
Total (Base)	159	NA

Table 4.1.1e shows 18% of those who ticked “Word of Mouth” as their source of information, were told about the events by a friend. Internet and e-mail account for 20% of “Other” sources although the names of these internet sites or e-mail addresses were not identified. 17% discovered the events by chance as they were passing by or just happened to be visiting the Museum at that moment.

4.1.2: How much attendees enjoyed the event.

4.1.2a: How much did you enjoy this event?		
Base: All respondents (821)	Frequency	Valid Percentage (%)
A great deal	579	73
A fair amount	186	23
Just a little	20	3
Not very much	6	1
Not at all	4	1
Total	795	100
Missing	26	NA
Total (all respondents)	821	NA

Table 4.1.2a shows the combined data for all events, for both questionnaires. 73% of all those attending an event enjoyed themselves a great deal. Those who ticked "Not very much or" "Not at all" were attending the Costume Construction, 18th Century Black Personalities, One of the Gallery Talks, Black Victorians in Britain and the Tie that binds - The Head Tie.

Table 4.1.2b: Ethnicity by enjoyment of the events									
Base: All respondents (Q821)	Black	%	Asian	%	Non-Black	%	Other	Total	%
A great deal	289	72	40	82	212	74	6	547	73
A fair amount	93	23	7	14	72	25	2	174	23
Just a little	12	3	2	4	4	1	2	20	3
Not very much	6	1	0	0	0	0	0	6	1
Not at all	3	1	0	0	0	0	0	3	0
Total (Valid: Multi-Code)	403	100	49	100	288	100	10	750	100

Table 4.1.2b shows how attendees enjoyed the events by their ethnicity. In all cases the vast majority enjoyed themselves a great deal. Only 1% of Black visitors didn't enjoy themselves at all.

4.1.3: What did you like in particular about the event?

Attendees were asked, what they particularly liked about the event. All comments have been grouped to give general comments about the events. Table 4.1.3 below shows how the comments have been grouped.

Table 4.1.3: What did you enjoy about the event?		
Base: All respondents (821)	Frequency	Valid Percentage (%)
All very good	23	3
Atmosphere	17	2
Carnival, costumes, procession & spirit	39	5
Character	2	0
Children	2	0
Creativity, interaction, and activity aspect of making things and participation	143	18
Deepened awareness, knowledge of another culture	14	2
Didn't like anything of this event	1	0
Film	4	1
Friendly	4	1
Fun	4	1

Good for all ages	9	1
Gospel singers singing/dancing/Steel bans	52	7
Great for kids participation, involvement and enjoyment	55	7
Great speakers/performance/storytelling	145	19
Great to have an event about Black Culture	30	4
Historical context	14	2
Informative and interesting entertaining & educational	58	7
It was free	9	1
Move from collection and naturalise into drama	2	0
Nostalgia	41	5
Nothing	2	0
Opportunity to gain knowledge about my/different culture	10	1
Originality	2	0
Photographic images	60	8
Poetry	7	1
Q&A	5	1
Relaxing	2	0
The treasures, ornaments, artefacts	11	1
The whole event	3	0
Topic of surrealism, could have been done better	1	0
Unique	3	0
Variety and Variety of events	4	1
Venue	4	1
Other	39	5
Total (Base)	821	100

The aspects that were enjoyed the most by attendees were, the people who delivered the event (19%), i.e. the lecturers, the performers and the storytellers. Visitors were charmed by the delivery of the performances or storytelling. Some of the talks and storytelling were delivered by very enthusiastic individuals, who allowed experiences to come to life. Visitors found it Nostalgic (5%). The next most important factor in the visitor's enjoyment was the participation in events, to be creative, make things and interact with the performers and other visitors (18%). The photographs, pictures and slide shows were also very popular (8%). 7% of visitors loved the fact that children were entertained and that they could make things and participate in many activities, singing, dancing, face painting, mask making and cotton spinning etc. The singing, dancing and Steel bans were also very much enjoyed by 7% of the attendees.

The full breakdown of why visitors' enjoyed each of the events, is to be found in *Appendix 5.1.7*.

4.1.4: What didn't you like about the event?

The main comments that occurred when attendees were asked about what they hadn't liked about the events were; the event was too short and it lacked depth and content (12%), 14% thought that the room was too small with poor acoustics and too warm.

Full open-ended comments by event can be found in *Appendix 5.1.8*.

4.1.5: Did you know the event was part of Black History Month?

4.1.5: Did you know the event was part of Black History Month?		
Base: All respondents (821)	Frequency	Percent (%)
Yes	583	71
No	214	26
Total	797	97
Missing	24	3
Total (Base)	821	100

71 % of attendees knew that the event was part of Black History Month.

4.1.6: Do you think celebrating Black History Month at the V&A is a good idea?

4.1.6a: Do you think celebrating Black History Month at the V&A is a good idea?		
Base : All respondents (821)	Frequency	Percent (%)
Yes	776	95
No	18	2
Total	794	97
System	27	3
Total (Base)	821	100

95% of attendees thought that celebrating Black History Month was a good idea. Visitors were then asked to express why they thought it was or wasn't a good idea. All comments were grouped together and are displayed in Table 4.1.7 and 4.1.8 below. The full list of all verbatim comments can be found in *Appendix 5.1.9 & 5.1.10*.

Table 4.1.6b: (Q5XQ10) Is the BHM a good idea by ethnicity.										
Base: All respondents (677)	Black	%	Asian	%	Non-Black	%	Other	%	Total	%
Yes	322	97	32	100	245	99	8	100	607	99
No	9	3	0	0	2	1	0	0	11	2
Total (Valid: Multi-Code)	331	100	32	100	247	100	8	100	618	100

Table 4.1.6b shows whether visitors think the BHM is a good idea by ethnicity. Overwhelming the response is almost 100% in all ethnic groups.

4.1.7: Reasons for Black History Month being celebrated.

Table 4.1.7: Reasons for celebrating Black History Month.		
Base: All respondents (821)	Frequency (f)	Valid Percentage (%)
(1) Good Idea	83	24
(2) A bigger exhibition is needed	4	1
(3) It's a natural link for the theatre	1	0
(4) Adds to culture	8	2
(5) Reaches a wider audience	9	3
(6) Black Culture needs more publicity	38	11
(7) Black people should know	11	3
(8) Should be a permanent exhibition	12	3
(9) To help understand history	15	4
(10) Because its in Central London	3	1
(11) Educational/awareness	32	9
(12) Long overdue	3	1
(13) More people involved	5	1
(13) Part of British Culture	11	3
(14) Creates Access	4	1
(15) Culture is generally suppressed	3	1
(16) Important for children	10	3
(17) Multicultural	4	1
(18) Recognition	4	1
(19) Good Venue	34	10
(20) Helps irradiate racism	11	3
(21) Celebration	4	1
(22) Brilliant idea	9	3
(23) It needs to be done	3	1
(24) Its good for the museum	6	2
(25) It gives a sense of community	4	1
(26) Other Counts (<= 2)	22	6
Total (Valid: open-ended)	353	100
(0) Missing Values	468	N/A
Total (Bae)	821	N/A

24% of visitors just thought that it was a good idea. 11% felt that Black Culture needed more publicity and 10% felt that the V&A, was a good venue for such an event.

4.1.8: Reasons for Black History Month not being celebrated.

Base: All respondents (821)	Frequency (f)	Valid Percentage (%)
(1) Taught from European perspective	1	7
(2) Should be incorporated throughout year	5	33
(3) Divisions between races is not helpful	2	13
(4) Room too small	4	27
(5) Too fringe	1	7
(6) Should look at culture instead of race	2	13
Total (Valid: open-ended)	15	100
(0) Missing Values	806	N/A
Total (Base)	821	N/A

There were very few reasons given for not celebrating Black History Month only 15 people expressed an opinion which is only a little under 2% of all respondents. This is not statistically significant.

4.1.9: How should Black History events be developed at the V&A?

Base: All respondents (821)	Frequency (f)	Percentage (%)	Valid (%)
(1) A permanent exhibition needed	151	18	35
(2) Needs Improvement	95	12	22
(3) More publicity needed	51	6	12
(4) Interactive	11	1	3
(5) More child friendly	21	3	5
(6) Carry on as you are	25	3	6
(7) Needs more funding	2	0	0
(8) Tours and competitions	2	0	0
(9) Other Cultures	12	1	3
(10) Historical links	8	1	2
(11) Live performances	4	0	1
(12) Needs relating to education	2	0	0
(13) Needs to be in partnership with black groups and communities	3	0	1
(14) Other Counts (<= 2)	42	5	10
Total (Valid: open-ended)	429	52	100
(0) Missing Values	392	48	N/A
Total (Base)	821	100	N/A

35% of all those interviewed thought that a more permanent exhibition should be held at the V&A or that similar events should be held far more regularly not just for one month in the year. 22% of all respondents felt that the events needed some improvements and 12% felt that there was not enough advertising or marketing of the events and that more should be done to promote, advertise and market the events through local schools and colleges. A full list of all comments and suggestions can be found in *Appendix 5.1.10*.

4.1.10: Have you attended other Black History Month Events?

4.1.10a: Have you attended other Black History Month events?		
Base All respondents (821)	Frequency	Percentage (%)
Yes	321	37
No	448	56
Total	769	93
Missing	52	7
Total (Base)	821	100

37% of attendees have visited other events in the Black History Month. A full list of those events can be found in the *Appendix 5.1.1*.

Table 4.1.10b.: Have you attended other BHM events by ethnicity										
Base: All respondents (Q5xQ10)	Black	%	Asian	%	Non-Black	%	Other	%	Total	%
Yes	277	85	27	87	151	59	4	50	459	73
No	49	15	4	13	103	41	4	50	160	26
Total (Valid: Multi-Code)	326	100	31	100	254	100	8	100	619	100

Table 4.1.10b shows that the vast majority of Black visitors have attended other events. This is also the case for Asian visitors. Non-Black visitors have a much lower percentage with only 59% having visited other events.

4.1.11: Have you visited the V&A before?

4.1.11a: Have you ever visited the V&A before?		
Base All (821)	Frequency	Valid Percentage (%)
Yes	518	63
No	229	27
Total	747	100
Missing	74	NA
Total	821	NA

66% of the respondents of the short questionnaire had visited the V&A before.

Table 4.1.11b.: (Q7xQ10) Previous visits to the V&A by Ethnicity										
Base: All respondents (677)	Black	%	Asian	%	Non-Black	%	Other	%	Total	%
Yes	216	66	21	64	193	75	7	88	437	70
No	110	34	12	36	66	25	1	13	189	30
Total (Valid: Multi-Code)	326	100	33	100	259	100	8	100	626	100

It is interesting to see the difference in percentages between those who have visited previously amongst Black and Asian visitors (66%) and White visitors (75%).

4.1.12: How many times in the last year have you visited?

4.1.12: If yes, how many times have you visited in the last year?		
Base All (821)	Frequency	Valid Percentage (%)
0	78	10
1	132	16
2	106	13
3	66	8
4	31	4
5+	80	10
Total	493	63
Missing	328	40
Total	821	100

16% have been once before, but 10% have visited 5 or more times. This may be due to people coming back, time and again to the Black History events over the whole month.

4.1.13: Have you seen or used the Black History Month Trail?

4.1.13: Have you seen or used the BHM Trail?		
Have you? Base All respondents (821)	Frequency	Percentage (%)
Seen the Black History Month Trail	235	35
Used the Black History Trail	53	8
Neither	385	57
Total	678	100
Missing	148	NA
Total (Base)	821	NA

35% of respondents had seen the Trail but only 8% had used it. Generally people found it very good. All comments can be found in *Appendix 5.1.12*.

4.1.14: If you have seen/used it, what did you think of it?		
Base: All those seen/used (288)	Frequency	Percent (5)
a little difficult to find all artefacts. trail a very good idea	1	1
children attracted by colour art available	1	1
could be more lively for kids	1	1
don't know if its aimed at students, young people or adults	1	1
easy guide, always someone from V&A to help	1	1
have not used it yet	6	7
more info on kids activities and times	1	1
Busy with other kids events	1	1
nice effort, feel offended that only 10 objects scattered through museum	1	1
Not enough of it. should be put together	2	2
not that hot	1	1
should be more about what blacks achieved	1	1
the V&A is a bit of a maze - did not see all exhibits	2	2
informative/interesting	15	18
will discover today	1	1
slightly helpful, more work needed on leaflet	1	1
would like more info on items	1	1
a good idea	46	55
Total (Valid)	84	100
Missing	204	NA
Total	288	NA

Of the 288 people who saw or used the trail, 28% thought or found it interesting and informative and 55% thought it was a good idea. (Table 4.1.12)

4.1.15: If you saw it but didn't use it, why was this?		
Base: All respondents (235)	Frequency	Percentage (%)
Do no live in London	1	20
Fantastic, something for all, fashion	1	20
Not enough energy	1	20
We had a pushchair, not sure if it accommodate one	1	20
Will use in the future	1	20
Total (valid)	5	100
Missing	139	NA
Total (Base)	144	NA

*This question was only asked in the longer question

This is a very small sample size and therefore too small to be statistically significant.

4.2: Analysis of questions unique to the longer questionnaire.

There were 3 locations used to hold events during the BH month. The following table shows where the information was found to attend events at these two locations other than at the V&A itself.

Base: All respondents (Q5xQ10)	Theatre Museum	%	Childhood Museum	%	Total	%
Newspaper	1	3	1	4	2	4
Magazine	1	3	2	8	3	5
Radio	0	0	0	0	0	0
TV	0	0	0	0	0	0
Website	0	0	0	0	0	0
Word of mouth/recommendation	7	23	5	20	12	21
Black History Month Leaflet	10	32	3	12	13	23
Another leaflet	0	0	2	8	2	4
At the museum	0	0	7	28	7	13
Other	12	39	5	20	17	30
Total (Valid: Multi-Code)	31	100	25	100	56	100

The majority of those attending events in the Theatre Museum found the information in “other” ways to any of the suggested options. The majority of those attending the Museum of Childhood events had found their information at the Museum itself.

4.2.1: What was it that encouraged you to attend the event?

Base: All respondent (144)	Frequency (f)	Valid Percentage (%)
Children	24	17
Part of my heritage	22	15
Interested in different cultures	30	21
Quality of past events	10	7
To see Rapso workshop	3	2
Came with friends and family	5	4
Curiosity	8	6
Interested in Carnival & Costume	16	11
Its free	2	1
To do something creative	5	4
Tourist visit	1	1
Big Draw	1	1
Other Counts (<= 2)	7	5
Total (Valid: Open-ended)	134	100.0
(0) Missing Values	10	N/A
Total (Base)	144	N/A

Table 4.2.1 shows the open-ended responses to question 3. All like-minded comments have been grouped together. “Interest in different cultures at 21% was the greatest draw for people to attend the events closely followed by “Children” at 17%. 15% were drawn because they felt it was part of their heritage.

4.2.2: How do you think the event could be improved?

Base: All respondents (144)	Frequency (f)	Valid Percentage (%)
(1) Longer sessions	7	8
(2) Advertise better	20	22
(3) Participation	3	3
(4) Needs to be better organised	7	8
(5) It needs a better room	11	12
(6) Needs more music	4	4
(7) Need better directions	7	8
(8) Needs more depth	6	7
(9) Need more visuals	6	7
(10) Less queuing	2	2
(11) Its good enough	11	12
(26) Other Counts (<= 2)	7	8
Total (Valid: open-ended)	91	100
(0) Missing Values	53	N/A
Total (Base)	144	N/A

The majority of visitors thought that everything needed better advertising (22%)

4.2.3: Apart from this event how would you describe the rest of the museum?

Base: All respondents 144)	Frequency (f)	Valid (%)
(1) Interesting	72	68
(2) Welcoming	14	13
(3) Okay	7	7
(4) Some things are interesting	3	3
(5) Boring	1	1
(6) Daunting	5	5
(7) Not really me	2	2
(8) Not related to my culture	2	2
Total (Valid: Multi-Code)	106	100
(0) Missing Values	38	N/A
Total (Base)	144	N/A

Visitors were asked to describe the rest of the museum. They were invited to tick as many boxes as they thought appropriate. 68% thought that the museum was interesting and 13% thought it was welcoming. Very few visitors had negative comments to say about the museum only 6% thought that it was boring or daunting.

4.2.4: What are your impressions of the museum?

Some questionnaires allowed visitors to respond to the same question in an open-ended style. The following table (4.2.4) groups like-minded comments. The most frequently expressed impression was that visitors had not seen every where (26%). 23% thought it was poor and 10% found it Limited.

Base: All respondents (144)	Frequency (f)	Valid Percentage (%)
First time coming	2	5
Clearly sign-posted	1	3
Too much for children	2	5
Limited	4	10
Appeals to children	3	8
Have not seen everywhere	10	26
Could improve	1	3
Poor	9	23
Educational	1	3
Other Counts	6	15
Total (Valid: open-ended)	39	100
(0) Missing Values	0	N/A
Total (Base)	39	N/A

4.2.5: Do you have any other comments about the museum or it's services?

Only 20 people responded to this question and all comments vary. The full list can be found in *Appendix 5.2.1*.

4.2.6: Have you heard about the V&A Museum, the theatre museum or the museum of childhood? (Q10)

Base: All @ 3 events (52)	Frequency (f)	Valid Percentage (%)
(1) Yes	24	47
(2) No	27	53
Total (Base)	51	100

In tables 4.2.6 the majority of visitors hadn't heard about the Theatre Museum.

Base: All respondents (52)	Black	%	Asian	%	Non-Black	%	Other	Total	%
Yes	15	47	1	50	7	50	0	23	48
No	17	53	1	50	7	50	0	25	52
Total (Base)	32	100	2	100	14	100	0	48	100

As can be seen in Table 4.2.6b there is a similar result. Even when the same question is asked by ethnicity over half of Black visitors hadn't heard of the Theatre Museum whereas it was an exact 50/50 split for Asians and Non-Black visitors.

Table 4.2.6c shows that the majority of attendees had heard of the Museum of childhood.

Table 4.2.6c: (Q10) Have you heard about the Theatre of Childhood before		
Base: All @ 5 events (28)	Frequency (f)	Valid Percentage (%)
(1) Yes	22	92
(2) No	2	8
Total (Base)	24	100

When the same question is analysed by ethnicity in Table 4.2.6d it can be seen that again what ever ethnic background an attendee to the events were the vast majority had heard of the museum.

Table 4.2.6d: Have you heard of the Museum of Childhood?									
Base: All respondents (28)	Black	%	Asian	%	Non-Black	%	Other	Total	%
Yes	8	89	1	100	14	93	0	23	92
No	1	11	0	0	1	7	0	2	8
Total (Base)	9	100	1	100	15	100	0	25	100

Table 4.2.6e: (Q10) Have you visited the V&A Museum before?		
Base: All except those visiting theatre or childhood museum	Frequency (f)	Valid (%)
(1) Yes	532	75
(2) No	176	25
Total (Valid)	708	100

Table 4.2.6e shows of those attending events at the V&A, the vast majority had heard of the museum before.

Table 4.2.6f: Have you visited the V&A museum before?									
Base: All respondents (28)	Black	%	Asian	%	Non-Black	%	Other	Total	%
Yes	267	73	36	75	205	77	10	518	75
No	97	27	12	25	62	23	1	172	25
Total (Base)	364	100	48	100	267	100	11	690	100

Table 4.2.6f asks the same question but is analysed by ethnicity. Again the majority had visited before but for Black visitors the percentage was very slightly lower than either Non-Black or Asian visitors.

4.2.7: Have you visited the theatre museum or the museum of childhood? (Q10)

There were 2 different versions of this question. Have you ever visited the theatre museum before and had you heard of the museum of childhood before this event?

Table 4.2.7a: (Q10) Have you visited the Theatre museum before?		
Base: All @ 3 events (52)	Frequency (f)	Valid Percentage (%)
(1) Yes	24	48
(2) No	26	52
Total (Valid)	50	100
(0) Missing Values	2	N/A
Total (Base)	52	N/A

Table 4.2.7a shows that slightly more than 50% of people had not visited the Theatre museum before.

Table 4.2.7b.: Have you visited the theatre museum before?									
Base: All respondents (48)	Black	%	Asian	%	Non-Black	%	Other	Total	%
Yes	15	47	1	50	7	50	0	23	48
No	17	53	1	50	7	50	0	25	52
Total (Base)	32	100	2	100	14	100	0	48	100

When analysed by ethnicity in Table 4.2.7b shows that results are the similar slightly more Black visitors have not visited before than Non-Blacks and Asian visitors.

Table 4.2.7c: (Q10) Have you visited the museum of childhood before?		
Base: All @ 5 events (24)	Frequency (f)	Valid Percentage (%)
(1) Yes	15	68
(2) No	7	32
Total (Valid)	22	100
(0) Missing Values	2	N/A
Total (Base)	24	N/A

Table 4.2.7c shows that the majority of visitors have visited the museum of childhood.

Table 4.2.7d: Have you visited the museum of childhood before?									
Base: All respondents (23)	Black	%	Asian	%	Non-Black	%	Other	Total	%
Yes	5	63	1	100	10	71	0	16	70
No	3	38	0	0	4	29	0	7	30
Total (Base)	8	100	1	100	14	100	0	23	100

When this is analysed by ethnicity in Table 4.2.7d, it can be seen that a greater percentage of Non-Black visitors have visited the museum of childhood before than Black visitors.

4.2.8: How many times have you visited the Theatre Museum or the Museum of Childhood in the last year? (Q10)

Base: All respondents @ 19 events (116)	Frequency (f)	Valid Percentage (%)
(1) 0	4	19
(2) 1	12	57
(3) 2	2	10
(4) 3	1	5
(5) 4	2	10
(6) 5+	0	0
Total (Valid: Single Code)	21	100
(0) Missing Values	31	N/A
Total (Base)	52	N/A

Base: All respondents @ 19 events (116)	Frequency (f)	Valid Percentage (%)
(1) 0	4	27
(2) 1	3	20
(3) 2	2	13
(4) 3	1	7
(5) 4	1	7
(6) 5+	4	27
Total (Valid: Single Code)	15	100
(0) Missing Values	9	N/A
Total (Base)	24	N/A

Of the 52 people asked, the majority (57%) had only been to the museum theatre once and of the 24 people asked about the museum of childhood, very few people had visited. These are very small sample sizes and so results are not statistically significant.

4.2.9: Which other museums or Galleries do you visit?

A list of all the museums and galleries mentioned by visitors can be found in the Appendix 5.2.2. The top 4 are the Natural History Museum, the Science Museum, the British Museum and the Tate Modern.

4.2.10: Have you attended any of the following events or facilities at the museum of Childhood in the past?

Base: All respondents @ 5 events (116)	Frequency (f)	Valid Percentage (%)
(1) Black History Months Events last year	1	5.3
(2) Soft Play Area for Under 5's	4	21.1
(3) The Art Cart	6	31.6
(4) Other Events	8	42.1
Total (Valid: Single Code)	19	100.0
(0) Missing Values	5	N/A
Total (Base)	24	N/A

This is a very small sample size so no real depth can be drawn from these results.

4.2.11: Have you attended any of the following events at the V&A?

Table 4.2.11: (Q)		
Base: All respondents @ 19 events (116)	Frequency (f)	Valid Percentage (%)
(1) Black Hair and Nails	8	11
(2) Carnival Events	18	25
(3) Tours or Gallery Talks	7	10
(4) Community Workshops	0	0
(5) Courses or study days	3	4
(6) Family events or workshops	13	18
(7) Demonstrations or performances	8	11
(8) Friday or Wednesday Late View	15	21
Total (Valid: Single Code)	72	100
(0) Missing Values	44	N/A
Total (Base)	116	N/A

The carnival events, (25%) appear to be the most attended out the options available.

4.2.12: Have you attended any of the following events at the Theatre Museum?

Table 4.2.12: (Q)		
Base: All respondents @ Negro Spirituality (116)	Frequency (f)	Valid Percentage (%)
(1) Black History Events Last year	1	50
(2) Study Days	0	0
(3) Family Events or Workshops	1	50
(4) Other	0	0
Total (Valid: Single Code)	2	100
(0) Missing Values	2	N/A
Total (Base)	4	N/A

Again the samples are so minute results are not statistically significant.

4.3: Demographics (all 821 respondents)

4.3.1: Who have you visited with today?

Base: All respondents (144)	Frequency (f)	Valid Percentage (%)
(1) On my own	30	22
(2) With Family	65	48
(3) With friends	28	21
(4) With a group	13	10
Total (Valid: Single Code)	136	100
(0) Missing Values	8	N/A
Total (Base)	144	N/A

Table 4.3.1a shows that the majority of event attendees (48%) visited with other members of their family.

Base: All respondents 144	Black	%	Asian	%	Non-Black	%	Other	Total	%
On my own	15	20	4	22	8	22	1	28	21
With family	37	49	12	67	16	44	0	65	49
With friends	17	22	2	11	7	19	1	27	20
With a group	7	9	0	0	5	14	0	12	9
Total (Vali)	76	100	18	100	36	100	2	132	100

Table 4.3.1b shows that the majority of visitors attended events with their families what ever ethnicity they were.

4.3.2: Employment.

Base: All respondents (144)	Frequency (f)	Valid Percentage (%)
(1) Working full time	77	58
(2) Working part time	24	18
(3) Not working	5	4
(4) Unemployed	2	2
(5) At school	5	4
(6) A student	10	8
(7) Retired	3	2
(8) Other	7	5
Total (Valid: Single Code)	133	100.0
(0) Missing Values	8	N/A
Total (Base)	144	N/A

58% of attendees worked full time and 12% were students or school children.

Base: All respondents (Q5xQ10)	Black	%	Asian	%	Non-Black	%	Other	Total	%
Working full time	49	66	9	53	18	51	0	76	59
Working part time	9	12	2	12	8	23	3	22	17
Not working	1	1	2	12	2	6	0	5	4
Unemployed	1	1	1	6	0	0	0	2	2
At school	3	4	0	0	1	3	0	4	3
a student	7	9	1	6	2	6	0	10	8
retired	1	1	1	6	1	3	0	3	2
other	3	4	1	6	3	9	0	7	5
Total (Valid)	74	100	17	100	35	100	3	129	100

Table 4.3.2b shows the employment status of different ethnic groups. 66% of Black visitors are in full time employment. 53% of Asians are in full time employment and slightly fewer white visitors are in full time employment at 51%.

4.3.3: Gender

Base: All respondents (821)	Frequency	Valid Percentage (%)
Female	532	75
Male	174	25
Total (Valid)	706	100

Table 4.3.3a shows that the majority of respondents who attended events are women (75%). This high percentage is often affected by the fact that when asked to fill in questionnaires, men often delegate it to their spouse or partner. However generally the V&A has a much more evenly split percentage of 50/50 Male Female visitors.

Base: All respondents (821)	Black	%	Asian	%	Non-Black	%	Other	%	Total	%
Female	279	76	37	80	201	75	6	2	523	70
Male	88	24	9	20	66	25	3	1	166	22
Total (Base)	367	100	46	100	267	100	9	3	689	93

Table 4.3.3b shows the gender split of visitors by ethnicity. Again the majority of visitors are women irrelevant of ethnicity. The split is even higher in the favour of Asian female visitors.

4.3.4: Age groups.

Base: All respondents (821)	Frequency	Valid Percentage (%)
Under 17	60	8
18-24	74	10
25-34	186	25
35-44	270	36
45-54	100	13
55-59	28	4
60-64	16	2
65+	13	2
Total	747	100

35-44 year olds are the largest age group to attend the events at 33%. The events were also fairly popular with the under 24 year olds at 16%. However an accurate percentage of children attending events is not possible as the ages and sexes of members of a visiting group were not recorded. These figures are similar to know demographics of visitors to the V&A as a whole.

Base: All respondents (821)	Black	%	Asian	%	Non-Black	%	Other	%	Total	%
Under 17	32	8	5	10	19	6	0	0	56	8
18-24	39	10	6	12	26	9	1	0	72	10
25-34	98	25	12	24	68	23	2	1	180	24
35-44	156	40	16	33	91	31	4	1	267	36
45-54	40	10	8	16	59	20	4	1	111	15
55-59	8	2	1	2	19	6	0	0	28	4
60-64	9	2	0	0	7	2	0	0	16	2
65+	4	1	1	2	8	3	0	0	13	2
Total (Base)	386	100	49	100	297	100	11	4	743	100

Table 4.3.4b shows the age groupings by ethnicity. The age band 35-44 is still the predominant age bracket for all ethnic groups visiting the events.

Any discrepancies between the Total percentages within each age groups in Table 4.3.4a and b are because not everyone divulged their ethnicity and therefore these visitors were not included in the tables.

4.3.5: Ethnicity

Base All respondents (821)	Frequency	Percentage (%)
Caribbean	252	31
African	74	9
Other Black	55	7
White and black African	15	2
White and black Caribbean	18	2
White and Asian	5	1
Any other mixed background	18	2
Chinese/Chinese British	6	1
British	191	23
Irish	14	2
Other white background	93	11
Indian	6	1
Other Asian	16	2
Other	13	2
Total	776	95
Missing	45	5
Total	821	100

The majority of respondents attending the events were Caribbean at 31%. There were 23% British respondents. Where respondents have ticked “other” a full list of ethnicity has been compiled in *Appendix 5.1.16*.

Base: All respondents (821)	Frequency (f)	Percentage (%)	Valid (%)
Black	414	50.4	54
Asian	51	6.2	7
Non-Black	298	36.3	39
Other	11	1.3	1
Total (Valid: Single Code)	774	94.3	100

Table 4.3.5b shows that when all people of any black origin are grouped together they represent 54% of the population visiting events during Black History Month. All Asians consists of any visitor with any Chinese or Asian back ground and they represent 7% of visitors and White or Non-Black visitors (those of White British, Irish or other white background) represent 39% of those visiting events.

4.3.6: Postcode

Table 4.3.6a shows that the majority of event attendees came from the London area. 10% were from East London, 11% were from North London and 10% from North/West London. 12% were from South/East London and 9% from West London. The largest number of people came from South/West London at 23%.

Table 4.3.6a: Postcode Analysis		
Base: All (821)	Frequency (f)	Valid (%)
Bromley	14	2
Croydon	27	4
Dartford	6	1
East London	63	10
Harrow	11	2
Hemel Hempsted	3	0
Ilford	5	1
Kingston upon Thames	11	2
North London	68	11
Northampton	4	1
North West London	64	10
Redhill	3	0
Romford	3	0
South East London	77	12
Slough	3	0
South West London	148	23
Tunbridge Wells	13	2
Twickenham	17	3
Uxbridge	13	2
USA	10	2
West London	60	9
Other less than 2	21	3
Total (Valid: open-ended)	644	100
(0) Missing Values	188	N/A
Total (Base)	821	N/A

Base: All (414)	Frequency (f)	Percentage (%)
Berks	1	0
Bromley	6	2
Croydon	12	4
East London	30	8
Enfield	1	0
Essex	1	0
Guildford	1	0
Harrow	9	3
Huddersfield	1	0
Hemel Hempstead	2	0
Ilford	4	2
Kingston	3	1
North London	41	14
Northampton	4	1
North West London	22	8
Redhill	1	0
Romford	2	1
South East London	38	13
Slough	1	0
South West London	67	22
Tunbridge Wells	6	3
Twickenham	1	3
Uxbridge	12	4
West London	29	9
West Central London	2	1
Watford	1	0
Total (Valid: open-ended)	232	100

Table 4.3.6b shows the postcodes by ethnicity. The majority of Black visitors come from South/West London (22%), with 13% and 14% respectively coming from South/East London and North London.

Base: All (414)	Frequency (f)	Percentage (%)
Aberdeen	1	3
East London	7	22
Kingston	1	3
North London	4	13
North West London	2	6
South East London	8	25
South West London	1	3
Southampton	1	3
West London	7	22
Total (Valid: open-ended)	32	100

Table 4.3.6c Shows where the majority of Asian visitors are coming from. The majority, also come from South/East London.

4.3.6d: Postcode Analysis by Non- Black visitors		
Base: All (298)	Frequency (f)	Percentage (%)
St Albans	2	1
Birmingham	1	1
Brighton	3	2
Bromley	2	1
Chelmsford	2	1
Colchester	1	1
Croydon	9	5
Dartford	4	2
Dudley	1	1
East London	14	7
East Central London	1	1
Edinburgh	1	1
Guildford	1	1
Harrow	1	1
Ilford	2	1
Kingston	4	2
Newport	1	1
North London	14	7
North West London	25	13
Redhill	2	1
Romford	1	1
South East London	23	12
Stevenage	1	1
Stockport	1	1
Slough	2	1
Sutton	1	1
South West London	42	22
Tunbridge Wells	6	3
Torquay	1	1
Twickenham	6	3
Uxbridge	1	1
West London	16	8
West Central London	1	1
Total (Valid: open-ended)	193	100

Table 4.3.6d shows where the majority of Non-Black visitors are coming from. Here, the majority (22%) come from South/West London.

4.3.3e: Postcode Analysis by Other visitors		
Base: All (11)	Frequency (f)	Percentage (%)
East London	2	29
Ireland	1	14
North West London	1	14
South West London	3	43
Total (Valid: open-ended)	7	100

Table 4.3.3e shows where others come from, again the majority come from South/West London.

5: Appendix

5.1. Open-ended comments for the shorter Questionnaire.

5.1.1: Which Newspapers

- Funday Times
- Daily Mirror
- Evening Standard
- 5 Metro
- Evening Standard
- 10 Voice
- Funday Times/Sunday Times
- Guardian
- The Times
- The Guardian
- Evening Standard
- The Independent
- 2 The New Nation
- Advert
- 4 Evening Standard
- Life
- Talowen
-

5.1.2: Which Magazine

- 17 Timeout
- Arts And Crafts Magazine
- Untold
- Event Magazine
- V&A Magazine
- Families Magazine
- Prior
- 2 What's On
- Heat
- 2 Miss London
- Hot Tickets
- Black History Month Magazine

5.1.3: Which Radio or TV?

- Cartoon Network
- Word Of Math's
- 10 Choice Fm
- Am Programmes
- Bob Marley
- Go For It

5.1.4: Where did you find the Black History Month Leaflet?

- 34 At V&A museum
- Book shop Mouifa (Dalston)
- 2 Handouts
- 25 Library
- 17 V&A Mailshot
- New Beacon books
- Brixton book shop/cafe
- Lyric theatre UEA leaflet
- Community center
- African history, leaflets
- Lyric theatre mailing list
- Africa center
- From church
- Morley college
- Lewisham art house
- Brixton
- Tourist info center, High Wycombe
- From Nasiche
- Email
- Brixton Rec.
- Maifa books, Dalston
- Brixton Rec. Centre
- From last weeks info
- Beacon book store
- From my Saturday school
- 7 From friend/family
- Naische
- Tricycle theatre
- Mailshot
- Big draw 5 Oct
- College
- Work
- Malcolm theatre museum
- Iroko theatre
- Morley college
- Westminster race equality council
- Westminster race equality, WCC leaflet
- At the museum
- Battersea arts center
- YAA Asantenaq Centre
- Given by theatre museum

5.1.5: Where/How did you find the information at V&A?

- 2 Raffaella Morrefina
- 13 What's on leaflet
- 2 Black History leaflets
- Walked in
- 4 Info desk

- 16 Signage
- Came upon it
- On location
- 2 V&A
- African history, leaflets
- Verbally
- Poster
- 3 From guide
- The Versace leaflet
- 2 Guy at entrance told us about it
- By cloakroom
- Saw when we went to lunch
- 2 On mailing list
- Leaflet
- Front lobby
- 2 Draw leaflet
- Internet

5.1.6: What other information source did you use?

- Website
- Last nights event
- From our organiser
- 5 V&A mailing list
- Telephone
- Advert at royal opera
- 3 library
- 29 Through friend/family
- 2 Email from renaissance one
- 6 V&A Email mail out
- Ren 1
- Passing by
- Family activities
- 17 V&A Web/Education Department
- This visit
- 2 Signs at museum entrance
- Person handed to me
- Lady at door
- Composer
- 18 Found it when we came to V&A
- Photographer
- Poster
- Email via ttnf
- Leaflet in shop
- Reception
- The home office em network
- V&A colour leaflet on colour weekend
- Draw the world event
- Natella Benjamin
- Carnival band
- Informed about event on the night

- Paddington arts
- Website
- Phoned
- Camden gov website
- 4 Through school - leaflet
- 2 Talawa
- Invitation
- Funder

5.1.7: What did you like in particular about the event?

Carnival for all

- 1 Activities for all ages
- 2 All of it
- 1 Beautiful colours of whole caribbean thing
- 1 Carnival procession
- 15 Childrens' involvement
- 3 Educational, pleasure factor
- Emphasis on music involvement of audience
- 5 Face painting
- Family events
- Fantastic costumes, kids loved making masks
- 3 Free fun for kids
- 4 Making the head gear/costumes
- Music for kids
- People, costumes, music
- Range of colours, expertise
- Steel band
- Suitable for kids
- The parade
- 2 Very friendly
- Workshops, face painting

Carnival Makers

- Educational
- Genuine reminiscences
- Lady was so lively
- The information and delivery in performance
- The whole event
- Using real memories

Costume, Makeup, Music Workshop & Performances

- 6 Face painting
- Very artistic
- Hat and mask making
- Music, activities, great for kids
- Parade
- Music workshops

West Eleven Film

- Black inclusion at V&A
- Film, dance, poetry, performance
- Films fused in a way that was fresh and appeal to young people
- Films made by young people, showed very different styles
- Pure talent
- Sistah roots, sistah suits
- The expression
- The vibe and spiritualness
- Urban voice being heard and shown
- Varied genres, dance, acting, singing, poetry
- Young peoples expression on film

Kin Book Launch

- Actual writers reading own work
- Chance to hear writing I would not otherwise know about
- Choice of artists and venue
- Great wine and snacks, juxtaposition of ideas and thoughts and poems
- Nice room
- Nice to hear authors read their writings
- Opportunity to hear prose come to life and experience wealth of hidden talent
- Poetry
- Quality of writing and hearing words
- The ambience and spectrum of work
- The building and poems
- The diverse talent
- The ethnic diversity of prose and poetry, the wine
- The poetry readings was interesting
- The quality of writing was impressive
- The range of readers, Karen McCarrys' intro
- The stories
- The variety and quality of performances
- The venue
- The work, the place
- The writers/speakers
- Venue, brilliant readings

Costume Construction

- Everything very professional
- Hair dress
- Liked being able to speak directly with artists about their work

Ethiopian Storytelling

- Activities and participation
- Atmosphere, cleaning cotton while story was told
- Audience participation
- Colourful character
- Cotton spinning
- Cultural background and practical part
- Different culture learning. Learning about cultures/heritage
- Educational, informative
- Enjoyed story and learning to spin cotton
- Everything
- Feeling like a child listening to story
- Great story, cotton picking
- Imagination
- Interaction with children
- Interaction, working cotton as story was told
- Kept our child entertained
- Personal contact
- Pictures
- Practical activities plus story
- Quality of storyteller and hands on
- Relationship between kids and storyteller
- Separating seeds from cotton
- So friendly to children and adults
- 3 Spinning and cleaning cotton
- Storytelling
- The enthusiasm of the storyteller
- The lesson learnt
- The participating element of the storytelling
- The relaxing atmosphere
- The story
- 5 The story teller
- Beautiful values to learn to improve oneself
- The way the story was told
- The whole thing
- Unusual event, good delivery
- Variety
- Very exotic, much enjoyed

Cinderella Tours

- Relation of the photos to the theme
- The artists well presented work in different forms. E.g. images on film, use of sand
- The talk and images

West Indian Front Room

- A new black prospective on UK family life
- About the world war
- An important part of social history, needs to be recognised as such
- Being able to relate to the things i saw
- Being part of forum discussing our culture
- Connection with past memories/experiences
- Delivered in my language
- Everything
- Exploring identity of black community
- Gave deeper understanding of artefacts which hold important cultural significance
- Good having event that was part of our childhood
- I could relate to it in a way i couldn't as a child
- Liked whole event. Discussion, audience able to share their experiences
- Opportunity to meet people with similar interests, great subject matter
- Poppy show, follow fashion
- Questions and comments session
- Subject matter was such that all African Caribbean's' could relate to
- The discussion which followed
- The discussion, sentimental objects
- The relevance to the community
- The slideshow
- The varied events, able to learn from others, to share and take part
- Walk down memory lane. Discussions good

Iroko Theatre Company

- A very pleasant surprise
- Character
- Deepened awareness
- Easy way to learn black history
- Everything, the story
- Good performance, thought provoking
- Good room
- Honesty
- Information, performance
- Informative, interesting, educational
- Informative, skill of actors
- Its funny and interesting
- Lively nature,
- Lively performance, interesting background information
- Move from collection and naturalise into drama
- Movement from reality to drama object to stories
- Narration of events
- Such a shock to see such a different take on pictures
- The acting
- The conversation topics

- The event was based on our black history
- The performance
- The powerful acting
- The presentation about Francis Williams, clear and dramatic
- The story
- The use of work and using it to tell a story
- The value of the intangible culture by the performance in museum
- Well done

Oral History Bedspreads & Dollies

- Listening to older ones speak
- Sharing of art
- The openness
- The things they showed
- The topic as this is my research area for my project

A is for Africa

- Being able to relate to pictures
- Brought back memories of Nigeria
- Charm of speaker who I know from her book
- Different positive perspective on Africa
- Insights of the speaker
- Liked everything
- Photographic slides and comments on Africa
- Photographs
- Photos
- Pictures
- Q&A session, photographs
- Slides and Q&A
- The beautiful slides and interesting talk
- The photos
- The photos and reading
- The slides, visual methods
- The talk
- Very interesting lady, very personal atmosphere, beautiful photos
- Visual stimulating

Oral History Births Deaths Marriages

- History
- Interesting, interactive
- Opportunity to share reminiscence
- Sharing experiences
- The chronological aspect of the presentation
- The photos and discussion
- The sharing of peoples experiences

Caribbean Cake Affair

- All the family able to join in
- Allowed to be creative with self expression
- 3 Decorating the cake
- Good for kids, hands on, supportive
- New, pretty, very nice teachers
- Taking part, hands on involvement, friendly environment
- The flexibility to do what you choose
- The fun, the professional demonstrations
- The informality, friendliness, truly helpful and very skillful instruction
- The staff, excellent attitude to kids, the materials
- The togetherness and the way we co-operate

Clay Workshop

- All the materials provided
- Ceramic class, street carnival
- Creating something from scratch
- Excellent for kids, creativity, hand eye co-ordination
- Friendly, relaxed
- Fun, nice to make with your hands
- Hands on
- Hands on fun for kids
- Hands on, practical
- It was fun
- Its free
- Nice friendly helpers, could take it home
- The hands on element
- The hands on practical side and explanation
- Unique event
- Very interesting event
- Very relaxing, friendly helpful and informative staff

Rapso

- Everyone could participate, the boys performance
- Everything
- Good workshop
- Joy from oppressions, smiles on peoples faces as they sing
- Music, rap and history
- Photo images of black people
- Singing
- The photos and the speakers words

Malcolm X at Mecca

- All the children
- All the nice little kids
- Enjoyment of performers and co-ordination
- Enthusiasm, energy, music
- Everything
- It was so spontaneous and joyful, informative
- Kids enjoyment
- Participation of young people of all races
- The beautiful voices brought together
- The children
- The children's work
- The complexity of music, voice and theme
- The kids enthusiasm
- The kids sang so well with great enthusiasm
- Very interesting that kids only learned in 5 weeks

Versace Headpieces

- Child friendly materials, quiet atmosphere, friendly tuition
- 13 Creative, practical
- 3 Everything, hands on
- Friendly
- How interesting reading is
- It was free
- 3 Kids love to be creative and involved. Makes history more relevant
- Looking at examples of head dresses
- Lovely hats and accessories
- 3 Made something original
- Marvellous fabrics
- 2 Putting beads on wire
- That we found out about it
- 3 The encouragement to try
- The fantastic sewers
- The help of facilitators and info about yoruba artwork
- 2 Very well informed and fun for children

Oral Traditions Trinidad & Tobago

- 2 All of it
- Atmosphere, understanding of interplay of traditions that contributed to Rapso
- Combination of film and live music
- Entertainment and video.
- Hat-making
- Music
- Presentation of film, musical performance, both excellent
- Rapso
- Singalong at the end

- The chronological order in which our culture was exposed
- The music, the fellowship
- The singing and film
- The way they were saying things about how it works
- Very informative about different aspects about T&T carnival
- Very original and important

Voices of the Crossing

- Enjoyed what I heard
- Issues of identity
- Its informative education - need more
- Liked what was happening in the past
- Provided me with knowledge on Caribbean's in the UK
- Small, intimacy of talk, personal effect
- The speaker related to things I agree with
- The speakers were all of interest and Antony reads poems well
- Valid important things to say

Photojournalism II

- 1st time attending talk at V&A
- 1st time seen black history displayed
- Able to identify with date related to events that took place
- An important record of black history in Britain
- Atmosphere, subject focus
- History in the making
- How I could relate to it and there are events like this
- Informality
- It was very inspirational
- Learning more about history of black Britain combined with visual aids
- Memories of days gone by
- Nice to have a black event
- Nostalgic memories of an era I know well. Great photos
- Personal perspective, contextualising
- Photographs, communication
- Photos
- Photos and crowd
- Photos and its history
- Recalling my history, Neil Kenlock made me appreciate being British
- Relevance, presentation
- Started early, was very interesting
- The discussion and questions. Amazing photos
- The historical content
- The history of photos
- The history, information
- The history, the meaning behind images
- The photos
- The photos and historical references

- The pictures
- The pictures and history
- The pictures, learning about what it was like
- The real stories of black Londoners
- The variety of photos from different periods

Black Spirituals by Hoxton Hall

- Historical context and entertainment
- Hoxton singers
- I enjoy spiritual music
- Interactivity
- Interactivity, authenticity
- Participation, songs
- Recognisable, vocal songs, well performed
- Singers
- Singing
- Singing clapping
- Spiritual songs
- The gospel surgery by Hoxton
- The kind of music
- The melodies

18th Century Black Personalities

- Community involvement, high standard of the performance
- Gospel singers
- Great to celebrate black history, free, nice intimate venue
- Singing and narration
- The fact black history was being recognised by V&A
- The freedom to wander in and out of events
- The music
- The singing

The African Origins of UFO's

- BHM trail was interesting
- Easily available, small, informal
- His accent and the trini words
- Interesting insight into black writing
- Like dub poetry
- Rhythmic, singing, poetry with references that are part of my culture
- Use of drums in poetry

Surrealism's other side

- Good to have topic that is so rarely discussed
- Speakers enthusiasm

What we did for entertainment

- Atmosphere sharing between presenter and audience
- Charlie had good sense of humour
- Charlie Phillips a good talker, interesting, audience participation
- Dancing, music
- Everything
- Happy memories
- Hearing how my parents entertained themselves
- It discusses what black people did in early years for entertainment
- Talks about past events
- The atmosphere
- The down to earth way Charlie narrated
- The music
- The passion of speaker, his insistence on remembering
- The personal anecdotes
- The photos, music, Charlies' sense of humour

Abstract Carnival for families

- Activity suitable for range of ages
- All ages joined in
- All of it
- Collective creativity
- Creativity of it
- Fun for kids
- Fun, well organised
- Hands on activities, storytelling
- Helpful staff, parents and kids joined in
- It kept the kids entertained
- It was a family event
- Lots of resources to use
- Lots of shiny things, easy to do for small kids
- Masses of materials
- Open ended, restful
- Opportunity to be creative
- Participation
- Practical activities
- Quality of materials and help
- The fact it was on. Important for kids to visit places such as V&A
- The kids loved being able to make something in the museum

Creative writing for Adults

- Discussion on pieces, info gleaned from others about their knowledge of history and their views
- Interactive, informative
- The course
- The guidance of Mrs Mason John
- Variety of objects chosen, flexibility on how to interpret them. Informality, discussion

Creative writing for Children

- Didn't like anything of this event
- Going around museum
- Marble stairs
- Sharing pieces of writing
- The creative writing part
- The sword and jewellery
- The ugly marble boy
- The writing and learning

The tie that Binds –The Headtie

- Enjoyed tie that binds, cake decorating and screening
- Examination of every day clothing item
- Good info
- Historical context
- Learning about an important cultural item
- Opened my mind to the importance of the head-wrap
- Range of ideas and info, knowledgeable and good lecturer
- The background history
- The historical aspects being related to modern times
- The history of the tie head
- The history side of why still do what we do
- The info received
- The intensity of the info

Friday Late View Workshop

- Atmosphere
- Being able to see carnival close up, unusual use of V&A
- Black arts at V&A
- Carnival costumes
- Carnival procession
- Carnival spirit in fantastic surroundings
- Chance to look round museum when its empty
- Colour and costumes, music
- Costumes
- Costumes, life
- Display of the costumes
- Everything
- Food, music, costumes, procession
- General
- Great atmosphere, colourful costumes
- Great atmosphere, variety
- Late viewing hours, carnival celebrations an added bonus
- Music
- Music and parade
- Nothing
- Parade
- Seeing parade come into museum

- So many bands
- Steel bands, seeing costumes close up
- Such a beautiful venue
- The amazing sculptures and costumes
- The atmosphere
- The carnival procession and music
- The colourful costumes
- The costume design and sculptures
- The costume parade and film
- The mix of museum and carnival
- The music, the parade, that its free
- The parade, costumes
- The parade, multiculturalism, guided tour
- The samba band
- The steel bands
- The steel pans and costumes
- Video footage, music, food, parades

Gallery Talk

- It was more interesting than I originally thought
- Learning about my culture
- Liked all the old things
- Liked lunch and black history part
- Liked the art
- Lots of detail, theme
- Lunch
- Nothing
- See the pictures and explanation
- Story about black servants
- That it was to do with people of African origin
- The clues
- The speaker willing to answer any questions we had
- The tea that showed
- The treasures and ornaments
- The wealth of info about exhibits
- Tour leader so knowledgeable, friendly and approachable
- Very informative, interesting to see common theme running through periods and styles
- Viewing the artefacts, talk about artefacts

Black Victorians in Britain

- African person presenting it
- Black lecturer
- Everything
- Images
- It was presented by black woman
- Loved the interaction of Web-site and oral info given. Loved the photography
- Networking, exchange of info

- Passing pictures round
- Photographic images, Web-site
- Pictures
- Subject
- The access to info, friendly setting
- The amazing pictures unseen before about the era
- The pictures
- The quiz
- The showing of pictures
- The Web-site
- Uniqueness
- Using the internet to search for info

Negro Spiritual

- Actual evidence from actors themselves, pupils acting
- All levels, instructors made it enjoyable
- All workshop leaders were fantastic with my students
- Discussion around what is black theatre and writing play scripts
- Exchange experience and culture
- Good attitude of the organisers
- Informality, a good sing
- Its originality
- Learning so many songs was a lot of fun
- People from all over different backgrounds
- Performance
- Singing, leaders
- Speak to a director and playwright
- The debates mainly on black issues
- The focus on practical activities and the way they were supported by personal accounts
- The people were friendly
- The people were fun
- The relaxed atmosphere, people, tuition
- The singing
- The singing, learning how to hold notes
- The togetherness, musical direction, piano

Symposium Event

- A good opportunity to be introduced to names and figureheads I had never heard of
- Different peoples experiences heard
- Everything, personal stories by live presentations
- Found out about black actors working in theatre for over 100 years. Should be brought to wider audience
- History of the women I never knew about
- Informality and combination of audio/visual etc. Steep learning curve
- Learning more about the roles that black female actors have made through the years
- Opened new ways to think about theatre history and inspired my research for university
- Seeing archive material from S Bourne presentation and Talawa projects
- Talk - learnt a lot. Stephen Bourne's was inspiring

- The black stage info pack and video archive, Stephen Bourne expose
- The black stage video archive, conversation, Stephen Bourne's archive
- The excellence of the early day black actors who migrated to Britain
- The film footage and the panel
- The opportunity to see and meet practitioners of art
- The stories/testimonies, footage and pictures
- The visual presentations
- Used materials for archives
- Very comprehensive, loved oral history, brilliant work. Uncovering so much material
- Very informative
- Well organised, efficient, very good speakers

5.1.8: What didn't you like about the event?

Carnival For all

- A little difficult to find lectures/workshops
- Difficult location
- Difficult to reach every part
- Missed singing
- Not easily accessible with pushchairs
- Not enough publicity in black papers
- Not much interaction between kids and adults, long queue for face painting
- Not well advertised in the V&A
- Nothing
- Procession took too long to get underway - kids got bored
- Publicity should have been better
- More events happening at the same time - couldn't see them all
- Spread out all over
- Steel band to play more lively Caribbean music
- The long lines
- Vague time schedule.

Carnival Makers

- It needs greater publicity
- Man's voice quite quiet - audience left
- Noise from steel band interfered
- Was for adults, not really for kids

Costume, Makeup, Music Workshop & Performances

- Expensive food
- No Soca music
- Poor sign-posting to events
- Queuing
- Too long wait, queuing not clear
- Very little, well organised

West Eleven Film

- Fairly disorganised in terms of time
- No intro of group or films to establish idea of session
- No intro to contextualise it
- Nothing
- The passion put into it

Kin Book Launch

- Got here at 7pm, crisps finished
- Large columns in rooms spoiled views
- Liked everything
- Maybe the platform for speaking could have been elevated
- Member of staff did not direct me to rooms, others did
- Need more chairs
- No food
- Not enough food and sound i.e. where is the jerk chicken, samosas
- Not enough nibbles
- Nothing
- Preferred original focus on fiction to performance poetry
- Room space
- Short time span, more time to mingle please
- The acoustics echoed a bit
- Time
- Would like them to read extracts from kin
- Writing not as good as i had hoped

Costume Construction

- Hard to find especially with kids
- Nothing
- Too fringe, evidenced by few people here

Ethiopian Storytelling

- Difficult for children to concentrate
- Liked everything
- 10 Microphone was needed
- Not much relevance to black history
- Nothing
- Story too long for kids
- That people walked in while storytelling in progress
- The story
- V&A very big to find way around

Cinderella Tours

- The turn out. I thought her work was really good and should be better supported.

West Indian Front Room

- Excellent
- 3 It was too short
- Need more original pictures
- Not enough time to hold longer discussion
- Not enough visual presentation
- Reading could be broken up into parts with more visuals or drama. Expected more props
- Should have been bigger space
- Some of discussions not relevant
- Unable to hear questions in Q&A session
- Would have liked more interaction
- Would have liked to see photos from someone's home

Iroko Theatre Company

- Acoustics
- It was too short
- Nothing
- Too many words, could be more streamlined
- Trying to find the location
- Wish it was more integral to gallery so more people could see it

Oral History Bedspreads & Dollies

- The displays

A is for Africa

- A bit warm
- Didn't enjoy story
- Lack of intimacy, room too big
- Reading
- Short story, would like more background to specific travels
- The heat
- The narration from text rather long

Oral History Births Deaths Marriages

- Didn't tell me it was being recorded
- Hot, bright lights, no water
- None
- There were no slides or music

Caribbean Cake Affair

- 2 Nothing
- Would have liked more techniques demonstrated

Clay Workshop

- Getting it wrong
- 2 Nothing

Rapso

- Did not like the room
- Nothing

Malcolm X at Mecca

- Acoustics
- Acoustics were difficult
- Couldn't always understand words
- Everything excellent
- The acoustic set-up was terrible for oral work.

Versace Headpieces

- A bit cold in basement
- Better organised materials
- Lack of time
- Needed a lot of direction
- Not enough scissors/needles
- Not enough time
- Nothing
- Only found out about it while here
- Some items a bit fiddly for kids
- The beads ran on the floor
- The needles
- The patience I had to have
- The room
- Waiting for difficult bits
- Would be nice to have more materials

Oral Traditions Trinidad & Tobago

- BV's for Sheldon Blackman
- Duration - brief
- Liked everything

- Nothing
- Over too soon, would like chat/discussion after
- Should be better sign-posted

Voices of the Crossing

- Not inspired by reader
- Nothing
- The speaker replaced someone else
- Too many flights of fancy, too many issues raised with no attempt to explore further

Photojournalism II

- Could have been a little clearer
- Could have been longer
- Informality
- Lights
- Loved everything
- Not enough chairs or food
- Not enough of them
- Not enough pictures
- Nothing
- Only happens very occasionally
- Room located far from front of building
- Room was very poor, seating very poor
- Should be promoted more
- Sound was poor
- The personal view of life in London in the 70's
- Time limit
- Too short
- Would like more photos

Black Spirituals by Hoxton Hall

- Galleries not all clearly numbered
- Little amount of performers
- Not enough audience
- Nothing
- Open access
- Too short
- Would have liked a longer event

18th Century Black Personalities

- Low numbers in the audience
- No items depicting BHM in shop
- Not enough to see
- Venue not well sign-posted. Could be better publicised internally

The African Origins of UFO's

- No responses

Surrealism's other side

- Badly advertised
- Room not very inspiring

What we did for entertainment

- Could be better way to show photos with discussion
- Could have done with slideshow
- Felt photos should not be passed round audience, they lost their impact
- Music too loud - could not hear speaker
- Not enough musical illustrations
- Nothing
- The sound system
- Would like overhead projector for photos

Abstract Carnival for families

- Double sided tape too frustrating
- More explanation to kids
- More seating for adults
- Not clear what the background to the event was
- Not enough space
- Not enough time
- Nothing
- The tape
- Too few helpers, not apparent to kids what they were doing

Creative writing for Adults

- Mistruth in history
- Not enough black people attending
- Size, lack of history knowledge of the pieces
- Too little representation on black art
- Would have liked more writing time and discussion of groups writing

Creative writing for Children

- A bit basic
- Had to walk a long way
- Nothing
- Stairs long to walk down
- The brixen masterpiece

The tie that Binds –The Headtie

- Directions to get to the room
- Events could be more widely advertised via radio, night clubs, bars etc
- More elaboration needed, talk was read off hand out
- There were no hand outs
- Too short
- Wanted to hear more about the significance's of different styles

Friday Late View Workshop

- Food
- Lack of direction
- Lacking a bit in people
- Loved everything
- Needed to be more activities
- Nil
- No time to visit V&A
- Not a lot of socialists
- Not advertised enough
- Not enough dancing
- Not enough music
- Not enough steel bands in parade
- Nothing
- Only once a year
- Parade too bunched up. Music must be soca for the bands
- Queue at restaurant
- Shop was closed, only allowed to view 1st floor
- Should be more often
- Talk in lecture
- The drums
- The lecture
- The organisation and food
- The queue for food
- Time spent in queue for food
- Too cool to stay outside
- Too short
- Too short time wise
- Unclear about route of procession
- Wasn't lively enough, not enough people

Gallery Talk

- Chinese chair
- Colleagues not acting according to the situation
- Didn't like walking
- Everything ok
- It did not go into more detail. Not enough overview
- Looked at very limited selection of pieces
- Nothing

- Possibly too many people, too short
- The photos
- Time spent on boring things
- Too short
- Walking up and down all over the place

Black Victorians in Britain

- 1 hr wait
- Couldn't hear so was very bored
- More info with pictures, more concise
- Not enough info for personal use
- Not very interesting
- Nothing
- Small room, could have more exhibits on walls
- Sound was bad, not able to hear everything
- Speaker was late
- Teacher was late
- The choice of room
- The room
- To much boring questions
- Very large
- Wasn't child orientated

Negro Spiritual

- All good
- Attitude of some people saying they can't do things
- Focus on racism a little negative
- Late start
- Liked everything
- Nothing
- The talk of directors and actors as i have limited knowledge of it
- The venue had no cafe facilities
- Too short
- Wanted to know how to write play script practically
- Would have liked words handout for songs

Symposium Event

- Could be longer e.g. a day
- Everything really interesting
- None
- Not enough youngsters and black theatre
- Stephens bit should have been longer, would like to know more
- The chairs are uncomfortable
- There was nothing i didn't like

5.1.9: Why do you think celebrating Black History Month is a good idea?

- Good idea everywhere
- Everything should be celebrated
- Raise awareness
- Will engage wider cross section
- Good for black people, good for museums image
- More accessible
- Brilliant idea, living in multi culture society, everything should be celebrated
- It enlightens people of positive black peoples involvement in history
- Awareness to wider variety of people
- Allows all people to participate, encourages diversity
- Other people will be exposed to carnival
- To inform people of history behind black citizens from the Caribbean
- Needs celebrating as much as possible
- Nice to learn history this way
- From my knowledge, the V&A don't have an African section
- Its about educating the population in a non threatening way
- Not the kind of theme you typically expect at the V&A, a lot of interest in the topic
- Acknowledging black arts
- A necessity as part of what is displayed is from Africa
- Very important to know black history
- It catapults black history/culture into wider sphere of recognition
- Would not have come, didn't think the V&A would have anything 'black'
- Allows people to have insight into black culture
- Because black culture continues to play/be integral to British culture
- Its easily accessible, an interesting and enjoyable way to learn more about other cultures
- Very accessible, encourages different groups of people to get involved
- There is loads of stuff related to black history in the space
- Black history should be celebrated at all kinds of venues
- V&A like all institutions should participate in BHM to help right the wrongs of history telling
- Because other people will be aware of black history
- Better reception, organisation, facilities
- Good location
- A way of highlighting collections of V&A in a different way.
- It's all history, why not hold it here. Integrating knowledge, info, entertainment
- Historic institutions should celebrate Britains black history
- We deserve it
- So people can get to know more on black history
- A great idea to have exposure to arts/inspirations of all cultures
- A neglected area of history
- Adds to the richness and diversity of the V&A
- Easily accessible to everyone, seeped in culture
- Gives people chance to see some of the art in the museum
- Its a good venue
- Shows the different cultures
- To draw our attention to black history
- Part of London's cultural heritage
- Makes the museum reflective

- Always willing to learn
- Celebrating all cultures a good thing
- Good way of getting mixed crowds to the V&A
- Interesting, get a new audience to V&A
- Needed because mainstream society hasn't moved as fast as laws and concessions have
- Should be a permanent exhibition
- Gives better platform to experience history/culture
- V&A must have permanent exhibit all year round
- More interesting than ever
- Shows a commitment to major cultural institutions
- Keep our culture alive and introduce others
- Good use of national resources, good space, access, exposure
- But for those in the past I would not be here
- Black experience now linked to British culture and should be celebrated as such
- We need to know our past and future, especially young people
- Enable everyone to become aware of black existence/participation in British society
- What about the rest of the year
- An excellent idea, keep it going
- It's about time to have representation at a perceived white establishment.
- The V&A museum is very much connected to the eras
- Multi cultural society requires understanding of multi culture history
- Make people more aware
- More people involved, more variety, more scope, educational
- Good to raise awareness
- It's culturally important
- Excellent yes
- For black people it is a good thing
- To hear about other hidden cultures
- Black culture is a full part of British culture which is exhibited
- It seems to be in keeping with subject matter dealt with by the museum
- Can act as a focus and springboard for more black related events
- Like idea of dedicating time to focus on specific areas
- Gives the opportunity to know other cultures
- Everybody knows the museum
- V&A museum linked to black history
- It is time the broad public understands this part of history
- More awareness of black history is needed
- Feb in the USA is black history month
- Because history is interesting and should not be forgotten
- Alternative viewpoints, emphasising different aspects of exhibition
- Because like everything, life and culture should be celebrated
- Very central venue in a serious setting. Cultural heritage from many places
- Make people aware and raise interest
- Important part of community
- Free, families can participate, educational, informative
- Brilliant
- Gives the family an insight to other lifestyles
- Museums should celebrate our cultural diversity
- Show that black people do have a history & show different aspects of it
- Celebrating culture
- Been a long time coming, 1 month is not enough

- Helps get rid of racism
- It favours the understanding of different cultures
- Should be celebrated in all institutions
- National interest at a well know location
- Introduces people to black arts/artists and their histories
- Vital for future generations to understand struggles of the past
- Too many cultures not knowing much about each other - this is very positive
- Many workshops and activities
- To be able to learn about and celebrate our roots and culture
- It was in context, more people will come to know black history
- Yes all the time, should be taught at schools
- Its part of cultural heritage of the UK, needs much wider recognition
- Excellent idea
- Helps integration
- Because we know very little black history
- Very, BHM is vital for Britain
- Should not just be October month
- You get to know culture better
- It is fun
- Black/minority history is all our history. Love the mix of culture in this mainstream institution
- We can learn about different cultures
- Needs high profile venue
- V&A a good place to be
- Make everyone who visits aware
- It is important to know about black history in a multicultural society
- Studying all history a good idea. No history should be censored
- To heighten awareness
- Good to educate people in cultures
- Expands the existing program of V&A events and black history work
- More events needed to publicise black history
- Adds to our culture
- Gives people chance to get to their roots culturally
- Informs those who have little knowledge or experience of black history
- It brings cultures together
- Opening museum to wider audience, spreading Caribbean colour
- It is opening up black history to wider audience
- V&A belongs to all of us
- Long overdue, part of all our histories
- An essential part of modern/future British culture
- Large and popular venue, centrally located
- Large venue, central location, popular venue
- Large and popular venue, centrally located
- An excellent idea which needs more publicity
- Its a great way to broaden reach of BHM to wider population
- It is part of British history
- Because it is not celebrated any other time of year
- Parents and others worked so hard to contribute to this society - deserve recognition
- Recognition of black culture
- All communities/groups should be represented and feel welcomed
- A bigger exposition is needed
- Yes, but not exclusively

- Black community has helped shape London we now live in
- V&A both impacted on black people
- Because it makes you learn
- Because it is history
- Allows me to feel included in history
- Should be celebrated, noted, recognised and embraced by all cultures
- Yes, it raises awareness
- To acknowledge the value, importance and relevance of black history from black point of view
- It is important to learn about the black British experience
- Everyone learning about black peoples contributions and how we have connections
- Its the only time black professionals are able to share their experiences
- It is needed to answer the history of black people
- Culture is generally suppressed
- A platform to voice the past, present and future and make history
- Because more knowledge needs to be put out about black experience
- History cannot be focussed on one race
- Essential to acknowledge and understand the suppression of black community
- Gives black people the chance to come together and speak openly about their experiences
- Because its central to London
- This group was excellent. Cant believe only half an hour
- Any venue is good enough
- Very much visited, people always coming in
- V&A exhibition a bit thin, no explanations of cultures
- So much has been written about from European perspective with many omissions and errors
- Gives opportunity to do and see more
- Excellent focal point which is accessible
- To encourage an awareness of black history which has been neglected
- Its an integral part of British culture
- Black culture is under valued and under presented
- V&A an inspirational place, many subjects discussed
- A large popular place, many people from different cultures come here
- It lays a foundation for the youth
- Informing people of their history
- Black history is everyone's history
- Yes but more info please
- Good to educate about other cultures
- Part of British history
- It is a responsibility, why have a month and no celebrations
- Teaches everyone to be involved
- Part of world history
- Because it brings people together
- Awareness
- Chance to see other artifacts
- It's the most neglected part of history. People worldwide can come and benefit
- Gives new perspective on the exhibits, gives people a chance to get involved
- Because it is a rural thing and brings people together
- So people come to the museum
- Because you don't learn about black history in school
- Because its very popular
- Because everyone can learn about it
- Because you learn stuff

- An excellent venue to have such events
- Very informative
- Not enough done to celebrate black history. Shame we have to wait till October
- Learning about how people existed
- Recognition/exposure of black historical contribution
- It educates all people, brings people from different cultures together
- Shows black people do have a history, everyone at school should know about it
- To educate people on our history
- Showing that Africans/Caribbean's have varied history
- Its a celebration of the cultural dress
- Awareness of culture is important
- Provides info plus it celebrates us
- Recognition
- Because it gives black children chance to learn about their origins
- A brilliant idea, black history month isn't promoted enough especially in schools
- To bring racial harmony
- I am sure it will widen attendance
- Because it helps people to recognise all the different issues of black history
- We need to celebrate positive contribution more
- Every culture should celebrate its history
- Because various threads of info and evidence of black history might not be easy to identify otherwise
- It teaches us about black history
- Us black people can learn about our heritage
- Good that it focuses on black issues, but should be more focus year round
- A good way for people to learn about their culture
- A good idea - helps black people to know their history
- Because black art is severely under represented in British museums
- Its important to know about blacks and contributions to the century
- This is an important but forgotten element in the development of European culture
- It recognises and legitimises the black presence in the world, plus its a good venue
- Make one available every year
- The insight and perspective it brings were amazing, well done, brilliant
- Important for everyone who has been miseducated about black people
- Encourages/promotes black achievements for kids and the whole experience of attending
- Learning about our history
- Should be all year round.
- Because black people should know
- It has black history exhibits
- It is necessary and important
- Gives opportunity to learn about black culture
- Gives emphasis on different cultures
- A natural link for a theatre museum in London
- Need to be many opportunities for students to see black actors and artists
- Too little history of black performers exists, yet affirms black contribution
- Can provide access to little known info about history of black theatre
- The black community play has played major part in British history
- More
- I think its the appropriate venue with easy access
- Needs to be more public announced
- Essential that a multicultural view is available

- It can reach a wider audience
- It provides some deep insight into specific matters and issues e.g. discussions, synopsis etc
- Situated in central area, accessible to visitors of all backgrounds
- Creates access
- It allows people to access this place and receive information
- Events need to be done through the year not just for black history month
- Important to acknowledge the contribution of African/Caribbean people in the prosperity of this country
- As long as such events are not confined to 1 month

5.1.10: Why do you think celebrating Black History Month is a bad idea?

- Just in case it is a one off thing
- Too fringe
- Vital to have representation of black history
- Should look at things from cultural background as opposed to race
- Dividing people into black/white not positive or helpful.
- A lot of things are taught from European perspective
- Black culture should be incorporated through the year
- Black people should celebrate every month
- Room too small
- Too small

5.1.11: How do you think events related to Black History should be developed at the V&A?

- Everything in the same area
- Drama, Negro spiritual performances by current black artists
- Opportunities during school week
- Everything in the same area
- More art exhibits from Africa/Caribbean and black community in London
- Negro spiritual drama
- More 3d work displayed
- Interactive/musical events excellent
- Incorporated into school education
- Wonderful celebration of black culture
- Make better use of black featured items
- Good to encourage all cultures
- As a black person I feel quite positive. More child friendly events through the year
- Various ways e.g. talks etc
- Should be exhibitions/lectures all the time.
- Yes
- Yes
- Speakers, people in traditional costume
- Black story telling, personal histories
- British black experience, contemporary artists
- Yes
- More school awareness
- Historical artifacts and what they mean
- More advertisement to inform people it is celebrated annually
- Ask black people for their opinions
- Videos

- You are doing well this year
- Yes
- Historical theme showing progressive black history up to modern day
- Celebrate other cultures too, e.g. oriental, Irish, Russian
- Longer event outside in garden
- More than a month must be dedicated, ongoing events publicised
- Through exhibitions/photography, continue to raise awareness
- More adverts in black press
- More publicity
- More contact with black organisations
- More permanent exhibitions specific to black history
- Storytelling a great idea, very enjoyable way to learn
- More publicity, not advertised in timeout
- Throughout the year, not just during black history month
- Yes
- Expand the V&A specialty into black related themes/issues
- More
- Do not need to be confined to 1 month. Should deal with black history in a variety of pre 1900 period
- More events like this and an exhibition perhaps
- Link them to specific rooms.
- Through ground roots, contacting contemporary artists on the fringe of black history
- More publicity over larger area with younger participants
- Events centered around collections, perhaps commission work inspired by collections
- Interactive actor events
- Publicise works or exhibitions of black origins more to wider audience
- Yes
- Continue through the year
- More black artifacts should be on prominent display
- Yes
- Not just one month, publicise more
- You're doing fine
- More in historical context
- A black history section in the V&A
- Yes
- Yes
- More lively examples of black artists work e.g. no examples of African pottery
- Yes
- More availability all year round
- Exploring the relevant collections and events, e.g. interactive
- More galleries from Africa
- Should be regular events, not just in October
- More practical workshops for kids
- Through the discussion with schools and other museums
- A great deal
- Stories for kids, hands on aspects for kids, multimedia
- Would be good to look at contemporary black history and look at changes
- More fun activities not for children but for 10-15's
- Yes
- On a more regular basis but along with other minorities
- Should be permanent exhibition

- Should be permanent. Looked at V&A website and this event not listed
- Permanent or semi permanent exhibition
- More of the same please
- A constant exhibition of different aspects of black history
- A permanent exhibition of black British culture
- Would be nice to see this developed into permanent exhibition all year
- As you are doing and add to the permanent collection
- Yes
- Permanent exhibition of immigrant communities along with lectures and workshops
- Better funding
- Seeking ideas, proper funding, strong management towards final development
- Should be concerted move to establish permanent exhibition
- Africans been in UK for over 500 years - surely there is more history than on display
- More of the same. Kids events, debates, presentations, bring objects and debate
- Talks, walks installations
- Workshop style, maybe by invitation
- Continue to extend and promote black history each year
- A lot
- Every encouragement
- More publicity, more creative work
- Bigger
- Involve more black organisations
- It should happen more often and be better advertised
- They need to be integral and consumed by all cultures
- Timing - 1st thing in morning would be better
- Inclusive
- Things for kids to climb on
- Useful to have literary events - perhaps reading from historical author, storytelling or historical
- Contemporary/ historical/ expert
- More extensive talks, music, workshops
- Really enjoy the vibrant visual images
- Good to have artists and others to augment the inanimate objects
- This would be great
- Bring in brazil as well
- Gives the opportunity to know other cultures
- Upgrade links with minority press
- Yes
- African bits to help us understand and discover more about Africa's history
- Continue to promote black cultural events
- More African art and artifacts in the museum
- More integral to V&A, use different artists/costumes etc. Have things more central
- More interactive, more money put into them
- There should be a whole exhibition dedicated to it.
- Yes
- Continue as you have
- More exhibitions relating to black history
- Could have other artistic/design features demonstrated
- More linked to black history to include everybody
- It should be made very aware, not just hidden, should be very obvious
- Definitely
- Events should be all year round

- Different cultures, workshops, exhibitions, paintings
- Creative activities, music in foyer
- A permanent feature
- Celebrating race as opposed to culture is harmful to relationships
- As part of looking at different cultures
- Permanent exhibitions
- More practical/fun activities for kids/young people
- More advertising
- Encourage more exhibitions and arts by black people
- More exposure, more regular events
- Yes, everywhere else also
- More often
- More of similar type
- More shows, more schools involved
- Should be displayed all year round, not just 1 month
- It shouldn't be a one off but longer term e.g. 12 or 18 months
- Yes
- Make it more readily available info wise, publicise
- On similar lines to this one
- Yes
- More publicity, came upon it rather than heard about it
- In conjunction with black/African people and not what V&A think we want
- More black people and black culture
- More publicity
- Yes
- Regularly
- Yes
- A lot more publicity in the media
- Stronger focus on black role models. As interactive as possible
- Yes
- Any interactive events are wonderful for adults and kids. Combination of fun and education
- Yes
- Exhibitions, workshops
- More crafts workshops/music for a fee if necessary
- Have a permanent exhibition
- Its interesting
- More exhibitions
- More exhibits and activities
- Info sent to schools, large posters at bus stops etc
- More examples of oral traditions from other countries
- More sessions like this, education links with schools
- A great deal
- Carry on as you are, excellent
- More involvement of community
- Should be more regular, not just one month a year
- More events of this kind
- Perm African display
- Permanent African display
- Yes, it is a major part of British existence
- Advertise nationally
- Yes definitely

- More publicity especially on radio, to reach children and adults.
- Develop history side of black London
- Become permanent events
- More black exhibitions
- More exhibitions
- Yes
- More exhibitions and showcases
- Black section in the museum
- Neil Kenlock's work should be exhibited
- Yes
- Additional section specifically for public viewing
- To a maximum level to educate and nurture
- Discuss with existing black practitioners
- Greater exposure
- By black people for black people
- Should be more exhibition and talks in museum
- Through black individuals and consultants
- Should be more talks and exhibitions throughout year
- Bring forward and highlight more hidden history, allow black artists to exhibit throughout the year
- Pictorial history
- Pinpointed to allow especially the youths to feel included
- Very much so
- Cluster of related events, music, arts and literature
- Be more sensitive to African/Caribbean history
- More exhibitions with wide spread advertising. Get students at imperial college involved
- Focus group, work committee
- By creating a permanent exhibition
- Not restricted to BHM - continuous effort
- On a more regular basis. Address as many cultures as possible
- Should be throughout the year
- With extra emphasis and celebration in Oct
- Should be greater variety of performances, should be better promoted e.g. posters etc
- Better promotion, more afro Caribbean Asian exhibition/participation
- Yes
- Great
- Develop poetry reading and singing
- Broad based education for all
- Pull in community organisations/groups across London to contribute. Make exhibition permanent
- Definitely developed
- Better publicity
- Very good
- The music, something to look at
- Didn't find exhibits easily. Would welcome regular events on this subject
- More info about black history in order to cascade to the interested public
- Reminiscence events, having artifacts in the V&A collection
- Done more often, info passed to other counties
- The variety this year is wonderful - keep it up
- Events should be more widely promoted. Would be good if there were events through the year
- Greater advertising, greater variety of lectures

- More cross cultural ceremonies sharing
- V&A doing great job, but should be some quality control of the event
- Make BHM trail a permanent feature, create permanent exhibition
- More wide spread through museum
- Actual exhibits, more rooms
- Should be an annual event
- Positive shows
- To integrate into all history this, especially recent history
- Yes
- Have more documentaries about martin Luther King, Bob Marley etc
- Yes definitely
- Yes
- Absolutely
- Yes
- Yes
- By not talking about them as black and white
- Through community projects
- More advertising
- As part of our world culture
- Yes
- Mixed with Indian whites etc
- Concentrated
- Wider publication i.e. radio, TV
- Bring in more pieces immersing the black history
- More detail of individual aspects and regions
- Yes
- Want lots more to see
- Should be more black people doing them
- Yes
- Yes, most definitely, via workshops and practical hands on experience, video, advertising
- More than once a year
- More on decorative arts as influenced by African, Asian, West Indian culture
- More advertising in suburban areas
- Bi monthly or quarterly events. Widely publicised with specific theme attached
- To include black British, Africans, w Indians etc
- I think you have covered the media which is large
- 37 Throughout the year
- In proportion to other cultures
- Would be good if artifacts and art were mentioned in V&A brochure for the whole year
- In many ways
- You are doing a good job, but more of the community need to be involved
- Have event more than once so more people can attend. Do things all year not just October
- Should be something that has standing representation always. More workshops, website interaction
- What was presented on 26th but in lecture hall with screen
- More publicity
- Heritage and history is part of us and must be paramount
- Can be linked to Tudors also
- Should be more events over larger period of time. Unable to attend events at the same time
- Kids workshops
- Should be more things through year, more specific to black origins

- More than 1 lecture in the future. Want specific black African workshops. Needs to be all year round
- Pictures, statues, plays, tales of black heroes
- Tours, competitions
- Tours, competitions
- Put tours round African part of museum
- Be child centered, more discussion, more space
- More ongoing exhibitions relating to black history
- More advertising in suburbs please
- History of black theatre
- More of the same, something on contemporary black theatre would be great
- Advertise wider
- Very well
- Should be a permanent part of the exhibition dedicated to the subject
- More tours similar to Paul Robertson exhibition
- The events should be greater advertised
- Advertising the events more, promote with more new workshops
- More opportunities, funded if possible. Lovely workshop events
- Yes
- Yes, nice setting
- Try to spread some things
- As much as possible
- Good opportunity to know people with various cultural background
- More awareness in the papers so more people will come
- Develop different areas of the history - inventors etc, science, technology, famous people
- As a national museum it should celebrate the history of diverse communities that exist in the UK
- Catalogue info and expand it, linking it with other museums not just theatre
- Live performances
- More events
- Increased publicity TV etc. Continued workshops, collaboration with other groups, target new generation
- Try to reach wider section of the community and encourage younger people to become involved
- Don't just put events on just for black history month, should be through year
- In collaboration with other grassroots orgs.
- The black history of Pentecostal churches is paramount for the black community

5.1.12: What other Black History Month events have you attended (Q6)?

- 3100 black men
- 1st time at V&A
- A Francis
- About black heroes
- 2 All at V&A
- Anda de bridge, poetry reading, slough library
- Apples and snakes BAC theatre, Benjamin Zephannah at Lyric theatre
- Armet Francis photographer presentation

- Arnet Francis lecture
- Arnet Francis talk
- Around Waltham forest borough
- 3At college
- At imperial war museum
- At Shaperton lecture, UIU, royal festival hall reading
- At son's school
- At V&A singing with chorland singers
- Bac
- Barbican, tabernacle, hackney
- Bethnal Green museum, making African village
- Bg, city hall, libraries
- Bhm show, singing, poetry, plays, lecture at stonebridge adult college
- Birth of cool Croydon clock tower. Black heritage conference TUC
- Black hair exhibition last year
- Black heritage talks hlf
- Black history trail V&A
- Black people in 19th century England Wandsworth council
- Black trail at V&A
- Black Victorians
- Blackheath wells
- Book fair Brixton library
- 4 Brent
- Brixton
- Bruce caste museum, Twickenham
- 13 Carnival
- Collecting carnival
- Concert at oceans
- Costume making
- Creative writing
- Croydon clocktower, Nettleford hall, Brixton
- Croydon Lambeth brewer
- Cudlers free library
- Day of record, beauty
- Day of record, the headtie, the black trail
- Day workshops
- Dinner dancing
- Do black history projects in schools
- Ethiopian storytelling netru gallery
- Face painting, hat making
- Family archiving
- Family archiving, black history, beauty
- Genesis cinema, Marcus Garvey story, goods from the Indies V&A
- 4 GLA black heritage conference, TUC congress house
- Hackney library drama group
- Here, gal conference
- Here, Neil Kenlock, Armet Francis
- High Wycombe
- History of black people at Brixton library
- Imoko theatre
- Imperial war museum exhibition of Asian soldiers

- In America
- In the afternoon
- In the past
- In the states
- 3 In USA
- Last year V&A, library
- Launch of kin, gamble room V&A
- Lewisham events
- Lion storytelling
- Loads
- 3 Local community center Northamptonshire
- 3Local library
- Local performance in school borough of Redbridge
- London borough of Brent, Willesden green library center
- London museum events
- Lyric Hammersmith
- Many
- Many in Brixton, assisted events in schools
- Mayor of London black heritage conference congress house
- Most at V&A
- Most V&A events on Saturdays
- Museum of childhood
- Museum of childhood
- Music people Northampton, living history conference TUC
- My church
- Negro spiritual workshop, theatre museum, V&A
- Neil Kenlocks talk at George Padmore institute
- Neil Kinlock V&A, Patrick Augustus Kilburn library
- Opening of history month city hall, conference congress hall
- Other V&A talks on beauty, photography, fashion
- Paul crooks ancestors at family history center, Patrick Vernon
- Peckham library
- Photo journalism at V&A, GLA events
- Photojournalism V&A
- Play magic eye theatre
- Play riverside studios
- Poetry reading Battersea arts center
- Rapso
- Rapso workshop
- Rapso, clay workshop
- Redbridge museum
- Richard hart and Harsden library
- Rio cinema
- Ritz cinema in Brixton.
- School productions
- School talk Hounslow
- Sista speak at Battersea arts center 2002
- Southwark council open air event
- 3 Storytelling
- Sun micro sys bus storytelling
- Tabanade west garden

- 2 Tabernacle will, Warwick park school, concert play
- Talk by Stuart hall and Mark Seamy at ICA on black British photography
- The carnival and steel band events
- The carnival procession last week
- The opening at the beginning
- The photographic gallery museum of chilicdmcad
- The Rio cinema
- The Rio cinema
- Theatre museum finding the gaps. Conference of black heritage city hall
- This evening at V&A
- 3 V&A
- 2 Various
- Wandsworth
- Work

5.1.13: What did you think of it (6b)?

- A little difficult to find all artifacts. Trail a very good idea
- Children attracted by colour art available
- Could be more lively for kids
- Don't know if its aimed at students, young people or adults
- Easy guide, always someone from V&A to help
- Excellent
- Fantastic, more could have been available
- 30 Good
- 2 Have not used it yet
- 2 Helpful
- 2 Impressed
- 3 Informative
- 2 Interesting starting point to huge and varied topic
- Its a worthwhile venture
- Liked it, more pieces and info please
- Liked it, stopped at other items en route
- Looks interesting, want to come back
- More info on kids activities and times
- Nice effort, feel offended that only 10 objects scattered through museum
- Not enough of it. Should be put together
- Not that hot
- 3 Ok
- Seen today
- Should be more about what blacks achieved
- Sounds interesting, nice idea
- The V&A is a bit of a maze - did not see all exhibits
- Trail helpful in keeping me focussed
- 10 Very good
- Well laid out, informative
- Will discover today
- Would like more info on items

5.1.14: What is your postcode? (9b)

- 2 St Albans
- 1 AMERICA
- 1 Birmingham
- 1 BERKS
- 2 Brighton
- 9 Bromley
- 1 CANADA
- 1 Chelmsford
- 1 CO DURHAM
- 1 Colchester
- 17 Croydon
- 1 CROATIA
- 3 Dartford
- 1 DENMARK
- 1 Dudley
- 40 East London
- 1 East Central London
- 1 Edinburgh
- 1 Enfield
- 1 ESSEX
- 2 Guildford
- 7 Harrow
- 1 Huddersfield
- 2 HERTFORDSHIRE
- 1 Hemel Hempstead
- 3Ilford
- 2 IRELAND
- 7 Kingston
- 1 LONDON
- 1 MIDDX
- 1 N YORKSHIRE
- 46 North London
- 1 NETHERLANDS
- 4 Northampton
- 1 NORWAY
- 45 North West London
- 2 Redhill
- 3 Romford
- 54 South East
- 1 Stevenage
- 1 SHROPSHIRE
- 1 Stockport
- 3 Slough
- 1 Sutton
- Southampton

- 1 STATES
- 100 South West London
- 8 Tunbridge Wells
- 1 Torquay
- 12 Twickenham
- 11 Uxbridge
- 2 USA
- 40 West London
- 4 West Central London

5.1.15: What is your Ethnicity? – “Other”

- 2 African American
- 10 African Caribbean
- 1 African Phillipino
- 1 African S American
- 2 Afro American
- 1 Afro Scottish
- 1 Argentinean
- 8 American
- 1 American Greek
- 1 American Indian
- 1 American Lithuanian
- 1 Anglo Turk
- 3 Australian
- 1 Black And Asian British
- 11 Black British
- 1 Brazil
- 1 British
- 1 British Asian
- 2 British Irish
- 1 British/Irish/Black African
- 1 Celtic Mongrel
- 1 Chinese Caribbean
- 2 Czech
- 2 Danish
- 1 Dutch Antilles Surinam
- 1 East European
- 1 English Finnish
- 1 English Russian
- 4 European
- 2 European Jewish
- 4 French
- 3 German
- 1 Greek
- 1 Greek Cypriot
- 2 Guyanese
- 2 Hungarian
- 1 Indian Pakistani

- 1 Israeli
- 12 Italian
- 2 Japanese
- 1 Latino
- 1 Malay Kenyan Indian
- 1 Mauritian English
- 1 Mexican Czech
- 2 Mixed
- 1 Mixed Polynesian
- 1 N American
- 3 New Zealand
- 1 Polish
- 1 Polynesian
- 1 Russian American
- 1 S American
- 1 Siberian
- 2 South African
- 2 Spanish
- 1 Sri Lankan
- 1 Swedish
- 5 Us
- 1 Vietnam
- 1 White Chinese
- 1 White/Asian/Caribbean

5.1.16: Full list of events and the dates they were surveyed.

- 18th Century Black Personalities – 13/10/02 – Held at the V&A Museum
- A is for Africa – 27/10/02 - Held at the V&A Museum
- Abstract Carnival – 19/10/02 - Held at the V&A Museum
- Abstract Carnival for Families – 19/10/02 - Held at the V&A Museum
- African Dance Workshop – 23/10/02 – Held at the Museum of Childhood, Bethnal Green
- Black Victorians – 26/10/02– Held at the V&A Museum
- Black Victorians in Britain – 26/10/02– Held at the V&A Museum
- Calypsonian Rhapsody – 28/10/02– Held at the V&A Museum
- Caribbean Cake Affair – 26/10/02– Held at the V&A Museum
- Caribbean Cake Affair – 26/10/02– Held at the V&A Museum
- Carnival for All – 28/10/02– Held at the V&A Museum
- Carnival Launch – 27/9/02– Held at the V&A Museum
- Carnival Makers – 28/10/02– Held at the V&A Museum
- Children’s Parade – 28/10/02– Held at the V&A Museum
- Cinderella Tours – 30/10/02– Held at the V&A Museum
- Clay Workshop – 12/10/02– Held at the V&A Museum
- Clay Workshop – 13/10/02– Held at the V&A Museum
- Costume Construction – 12/10/02– Held at the V&A Museum
- Costume, Make up and Music Workshop – 28/10/02– Held at the V&A Museum
- Creative Writing for adults – 20/10/02– Held at the V&A Museum
- Creative Writing for children – 20/10/02– Held at the V&A Museum
- Draw the World – 5/10/02– Held at the V&A Museum

- Ethiopian Story telling – 12/10/02– Held at the V&A Museum
- Ethiopian Story Telling – 12/10/02– Held at the V&A Museum
- Ethiopian Story telling – 13/10/02– Held at the V&A Museum
- Family Archiving – 12/10/02– Held at the V&A Museum
- Friday Late View Carnival in Motion – 27/10/02– Held at the V&A Museum
- Gallery Talk – 13/10/02– Held at the V&A Museum
- Gallery Talk – 3/10/02– Held at the V&A Museum
- Hoxton Hall Community Singers - Black Spirituals – 13/10/02– Held at the V&A Museum
- Iroko Theatre Company – 27/10/02– Held at the V&A Museum
- Iroko Theatre Company – 27/10/02– Held at the V&A Museum
- Iroko Theatre Group 20/10/02– Held at the V&A Museum
- Iroko Theatre Group 6/10/02– Held at the V&A Museum
- Jewellery Making – 12/10/02 – Held at the Museum of Childhood Bethnal Green,
- Kin Book Launch – 23/10/02 – Held at the V&A Museum
- Making African Masks – 23/10/02 – Held at the Museum of Childhood, Bethnal Green
- Malcolm X at Mecca – 18/10/02 – Held at the Museum of Childhood, Bethnal Green
- Malcolm X in Mecca – 5/10/02 - Held at the Museum of Childhood, Bethnal Green
- Negro Spiritual Workshop – 23/10/02 - Held at The Theatre Museum, Covent Garden
- Oral History – Births , Deaths and Marriages – 29/10/02– Held at the V&A Museum
- Oral History Bedspreads & Doilies – 24/10/02– Held at the V&A Museum
- Oral History what we did for entertainment – 15/10/02– Held at the V&A Museum
- Oral Traditions in Trinidad & Tobago – 19/10/02– Held at the V&A Museum
- Photojournalism Frontline I – 5/10– Held at the V&A Museum
- Photojournalism I – 9/10/02– Held at the V&A Museum
- Photojournalism II – 9/10/02– Held at the V&A Museum
- Poppy Show – 20/10/02– Held at the V&A Museum
- Rapso – 13/10/02– Held at the V&A Museum
- Rapso Workshop – 13/10/02– Held at the V&A Museum
- Steel Pans – 28/9/02– Held at the V&A Museum
- Surrealism's Other side – 16/10/02– Held at the V&A Museum
- Surrealism's other side –16/10/02– Held at the V&A Museum
- Symposium Event Finding the Gaps – 24/10/02 – Held at the Theatre Museum, Covent Garden
- The African Origins of UFO's – 19/10/02– Held at the V&A Museum
- The Golly – 12/10/02 – Held at the Museum of Childhood, Bethnal Green
- The tie that binds The Headtie – 26/10/02– Held at the V&A Museum
- The tie that binds. The Headtie – 26/10/02– Held at the V&A Museum
- Versace Headpieces – 19/10/02– Held at the V&A Museum
- Versace Headpieces – 19/10/02 & 20/10/02– Held at the V&A Museum
- Voices of the crossing – 19/10/02– Held at the V&A Museum
- West Eleven Film Show – 26/10/02– Held at the V&A Museum
- West Indian Front Room – 20/10/02– Held at the V&A Museum
- West Indian Front room – 20/10/02– Held at the V&A Museum

5.2: Open ended comments from the longer questionnaire.

5.2.1: Do you have any other comments about the Museum or it's services?

- Acoustics no good
- Another event like this one
- Big, got lost, not enough time to look
- Catholic section was nice, lighting was poor
- Fantastic head of community outreach programme, good to have something fun
- Fantastic, do one next year please
- Favourite museum, staff had not been informed enough about Black History Month
- Improve children's' lunch
- Its big, restaurant is nice. Like the dresses, don't see stuff like it anywhere else
- Like Indian section, should make it bigger
- Looks well organised
- Museum quite interesting, needs to be more inviting, more hands on work. Needs to be more interactivity.
- Nicely laid out, nice to see staff around to look after things
- No, galleries quite good, need more time to see all of it
- One of the most beautiful, not used to the extent it could be
- Quite difficult to know what events are on
- Shop, beautiful pieces, nicely displayed
- Staff pleasant and helpful
- Think its amazing, focus on design
- V&A is huge but impressive

5.2.2: Other museums or galleries visited

- 16 Tate Modern
- 18 British Museum
- 1Madame Toussauds
- 2 London Transport Museum
- 2 National Portrait Gallery
- 2 Royal Academy
- 21 Science Museum
- 21 Tate
- 27 Natural History
- 3 Art Galleries
- 5 Hayward
- 6 All In London
- 8 Horniman Museum
- 8 National Gallery
- Barbican,
- Black Heritage In Brixton
- Blaveny Museum
- Body Works
- British War Observatory
- Children's Museum

- Commonwealth Museum
- Contemporary Crafts,
- Craft Council
- Dulwich Art Gallery
- Earth Gallery
- Greenwich
- Haywood Gallery
- History
- History Museum
- ICA
- Ilhoma, NYC
- Imperial War
- Islington, White Chapel
- Kew Gardens

Liverpool

London Hackney At War

- London Tower
- More Abroad
- Motion Pictures
- Museum Of London,
- Museum Of Modern Art
- Museum Of Theatre
- National Theatre
- Northampton Ones
- Other Galleries With Exhibitions
- RAF
- RC Art, Tate
- Royal Albert
- SE London Galleries
- Too Many
- V&A
- Victoria, Royal Academy,
- War Museum
- Warsaw
- Whitechapel

5.3: Tables to show responses cross-referenced by event.

5.3.1 Tables to show how/where visitors found out about the events. (Q1)

Where did you hear about the event Table 6.1.1	Carnival for all		Carnival Makers		Costume, Makeup		West Eleven Film shows	
Info source	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Newspaper	6	13	0	0	2	29	1	7
Magazine	7	15	1	14	3	43	1	7
Radio	0	0	1	14	0	0	0	0
TV	0	0	0	0	0	0	0	0
Web-site	0	0	0	0	0	0	0	0
Black History Month Leaflet	4	8	0	0	0	0	4	27
Info in the V&A	4	8	3	43	1	14	1	7
Word of mouth	19	40	1	14	1	14	5	33
Another Leaflet	0	0	0	0	0	0	0	0
Other	8	17	1	14	0	0	3	20
Total	48	100	7	100	7	100	15	100
Where did you hear about the event	Kin Book Launch		Costume Construction		Ethiopian Storytelling		Cinderella Tours	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Newspaper	0	0	0	0	3	5	0	0
Magazine	1	3	0	0	0	0	0	0
Radio	1	3	0	0	0	0	0	0
TV	0	0	0	0	0	0	0	0
Web-site	0	0	0	0	0	0	0	0
Black History Month Leaflet	4	13	2	50	16	27	3	75
Info in the V&A	2	7	1	25	20	33	0	0
Word of mouth	8	27	1	25	10	17	1	25
Another Leaflet	0	0	0	0	0	0	0	0
Other	14	47	0	0	11	18	0	0
Total	30	100	4	100	60	100	4	100

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Where did you hear about this event?	West Indian Front room		Iroko Theatre Company		Oral History Bedspreads		A is for Africa	
Info source	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Newspaper	5	10	1	2	0	0	0	0
Magazine	2	4	0	0	0	0	0	0
Radio	1	2	0	0	0	0	1	4
TV	2	4	0	0	1	17	0	0
Web-site	0	0	0	0	0	0	0	0
Black History Month Leaflet	22	43	9	20	3	50	10	42
Info in the V&A	4	8	15	33	1	17	5	21
Word of mouth	12	24	13	28	0	0	7	29
Another Leaflet	0	0	0	0	0	0	0	0
Other	3	6	8	17	1	17	1	4
Total	51	100	46	100	6	100	24	100
Where did you hear about this event?	Births Deaths Marriages		Caribbean Cake Affair		Clay Workshop		Rapso	
Info source	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Newspaper	0	0	0	0	0	0	0	0
Magazine	0	0	0	0	2	9	1	6
Radio	0	0	0	0	0	0	1	6
TV	0	0	0	0	1	5	0	0
Web-site	0	0	0	0	0	0		0
Black History Month Leaflet	7	64	7	44	6	27	7	39
Info in the V&A	2	18	5	31	8	36	2	11
Word of mouth	0	0	3	19	0	0	4	22
Another Leaflet	0	0	0	0	0	0		0
Other	2	18	1	6	5	23	3	17
Total	11	100	16	100	22	100	18	100

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Where did you hear about this event?	Malcolm X at Mecca		Versace Headpieces		Trinidad & Tobago		Voices of the Crossing	
Info source	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Newspaper	0	0	2	4	0	0	0	0
Magazine	0	0	2	4	0	0	0	0
Radio	0	0	0	0	0	0	0	0
TV	0	0	1	2	0	0	0	0
Web-site	0	0	0	0		0	0	0
Black History Month Leaflet	2	9	6	11	7	35	4	33
Info in the V&A	3	14	23	43	1	5	3	25
Word of mouth	8	36	7	13	10	50	4	33
Another Leaflet	1	5	0	0		0	0	0
Other	8	36	12	23	2	10	1	8
Total	22	100	53	100	20	100	12	100

Where did you hear about this event?	Photojournalism II		Photojournalism I		Hoxton Hall		18th Century Black Personalities	
Info source	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Newspaper	2	5	2	5	0	0	1	9
Magazine	0	0	2	5	0	0	0	0
Radio	13	32	7	17	0	0	0	0
TV	0	0	0	0	0	0	0	0
Web-site		0		0	0	0	0	0
Black History Month Leaflet	8	20	14	33	3	20	3	27
Info in the V&A	0	0	1	2	5	33	3	27
Word of mouth	15	37	13	31	5	33	1	9
Another Leaflet		0	0	0	0	0	0	0
Other	3	7	3	7	2	13	3	27
Total	41	100	42	100	15	100	11	100

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Where did you hear about this event?	African origins of UFO		Surrealism's other side		What we did for entertainment		Abstract Carnival for Families	
Info source	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Newspaper	0	0	1	14	2	9	5	16
Magazine	0	0	0	0	0	0	3	9
Radio	0	0	1	14	0	0	1	3
TV	0	0	0	0	1	4	0	0
Web-site	0	0	0	0	0	0	0	0
Black History Month Leaflet	3	43	2	29	8	35	4	13
Info in the V&A	1	14	1	14	1	4	10	31
Word of mouth	1	14	0	0	7	30	2	6
Another Leaflet	0	0	0	0	0	0	0	0
Other	2	29	2	29	4	17	7	22
Total	7	100	7	100	23	100	32	100

Where did you hear about this event?	Creative Writing for Adults		Creative Writing for Children		The tie that binds the head tie		Friday Late view workshop	
Info source	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Newspaper	1	13	0	0	1	4	9	17
Magazine	0	0	2	25	0	0	7	13
Radio	1	13	0	0	0	0	0	0
TV	0	0	0	0	0	0	0	0
Web-site	0	0	0	0	0	0	0	0
Black History Month Leaflet	3	38	2	25	13	50	6	11
Info in the V&A	1	13	0	0	3	12	5	9
Word of mouth	1	13	2	25	7	27	19	36
Another Leaflet	0	0	0	0	1	4	0	0
Other	1	13	2	25	1	4	7	13
Total	8	100	8	100	26	100	53	100

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Where did you hear about this event?	Gallery Talk		Black Victorians in Britain		Negro Spiritual		Symposium Event	
Info source	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Newspaper	1	4	0	0	0	0	1	4
Magazine	0	0	0	0	0	0	1	4
Radio	1	4	1	3	0	0	0	0
TV	0	0	0	0	0	0	0	0
Web-site	0	0	0	0	0	0	0	0
Black History Month Leaflet	5	22	15	50	17	53	9	33
Info in the V&A	4	17	2	7	5	16	0	0
Word of mouth	6	26	7	23	5	16	7	26
Another Leaflet	0	0	0	0	0	0	0	0
Other	6	26	5	17	5	16	9	33
Total	23	100	30	100	32	100	27	100
Where did you hear about this event?	The Golly		African Mask Making		African Dance Workshop		Jewellery Making	
Info source	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Newspaper	0	0	0	0	0	0	1	14
Magazine	0	0	1	20	1	25	0	0
Radio	0	0	0	0	0	0	0	0
TV	0	0	0	0	0	0	0	0
Web-site	0	0	0	0	0	0	0	0
Black History Month Leaflet	1	50	0	0	0	0	1	14
Info in the V&A	0	0	0	0	1	25	4	57
Word of mouth	0	0	0	0	1	25	1	14
Another Leaflet	0	0	0	0	1	25	0	0
Other	1	50	4	80	0	0	0	0
Total	2	100	5	100	4	100	7	100

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Where did you hear about this event?	Children's Parade		Draw the world		Steel Pans		Poppy show & Fashion	
Info source	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Newspaper	3	30	3	38	0	0	1	20
Magazine	0	0	1	13	0	0	0	0
Radio	0	0	0	0	0	0	0	0
TV	0	0	0	0	0	0	0	0
Web-site	0	0	0	0	1	17	0	0
Black History Month Leaflet	2	20	0	0	1	17	3	60
Info in the V&A	1	10	1	13	0	0	1	20
Word of mouth	0	0	0	0	4	67	0	0
Another Leaflet	1	10	1	13	0	0	0	0
Other	3	30	2	25	0	0	0	0
Total	10	100	8	100	6	100	5	100
Where did you hear about this event?	Calypsonian Rhapsody		Family Archiving		Carnival Launch		Count	Col %
Info source	Count	Col %	Count	Col %	Count	Col %		
Newspaper	1	50	0	0	0	0	55	6
Magazine	0	0	0	0	1	13	39	4
Radio	0	0	0	0	0	0	30	3
TV	0	0	0	0	0	0	6	1
Web-site	0	0	0	0	0	0	1	0
Black History Month Leaflet	0	0	1	50	0	0	247	27
Info in the V&A	0	0	0	0	0	0	154	17
Word of mouth	0	0	1	50	5	63	224	24
Another Leaflet	0	0	0	0	0	0	5	1
Other	1	50	0	0	2	25	159	17
Total	2	100	2	100	8	100	920	100

5.2.2 Tables to show how much visitors enjoyed the events (Q2)

6.1.2	Carnival for all		Carnival Makers		Costume, Makeup		West Eleven Film shows	
How much did you enjoy it	Count	Col %	Count	Col %	Count	Col %	Count	Col %
A great deal	32	71	6	86	4	67	11	79
A fair amount	10	22	1	14	2	33	3	21
Just a little	3	7	0	0	0	0	0	0
Not very much	0	0	0	0	0	0	0	0
Not at all	0	0	0	0	0	0	0	0
Total	45	100	7	100	6	100	14	100
	Kin Book Launch		Costume Construction		Ethiopian Storytelling		Cinderella Tours	
How much did you enjoy it	Count	Col %	Count	Col %	Count	Col %	Count	Col %
A great deal	18	72	3	75	33	60	3	100
A fair amount	7	28	0	0	19	35	0	0
Just a little	0	0	0	0	2	4	0	0
Not very much	0	0	0	0	0	0	0	0
Not at all	0	0	1	25	1	2	0	0
Total	25	100	4	100	55	100	3	100
	West Indian Front room		Iroko Theatre Company		Oral History Bedspreads		A is for Africa	
How much did you enjoy it	Count	Col %	Count	Col %	Count	Col %	Count	Col %
A great deal	24	63	24	62	4	80	15	68
A fair amount	11	29	15	38	1	20	7	32
Just a little	3	8	0	0	0	0	0	0
Not very much	0	0	0	0	0	0	0	0
Not at all	0	0	0	0	0	0	0	0
Total	38	100	39	100	5	100	22	100
	Births Deaths Marriages		Caribbean Cake Affair		Clay Workshop		Rapso	
How much did you enjoy it	Count	Col %	Count	Col %	Count	Col %	Count	Col %
A great deal	5	63	14	100	22	100	15	94
A fair amount	3	38	0	0	0	0	1	6
Just a little	0	0	0	0	0	0	0	0
Not very much	0	0	0	0	0	0	0	0
Not at all	0	0	0	0	0	0	0	0
Total	8	100	14	100	22	100	16	100

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6.1.2	Malcolm X at Mecca		Versace Headpieces		Trinidad & Tobago		Voices of the Crossing	
How much did you enjoy it	Count	Col %	Count	Col %	Count	Col %	Count	Col %
A great deal	21	91	38	79	14	88	4	44
A fair amount	2	9	10	21	2	13	4	44
Just a little	0	0	0	0	0	0	1	11
Not very much	0	0	0	0	0	0	0	0
Not at all	0	0	0	0	0	0	0	0
Total	23	100	48	100	16	100	9	100
Which event?	Photojournalism II		Photojournalism I		Hoxton Hall		18th Century Black Personalities	
How much did you enjoy it	Count	Col %	Count	Col %	Count	Col %	Count	Col %
A great deal	31	89	27	73	10	67	5	63
A fair amount	4	11	9	24	5	33	1	13
Just a little	0	0	1	3	0	0	1	13
Not very much	0	0	0	0	0	0	1	13
Not at all	0	0	0	0	0	0	0	0
Total	35	100	37	100	15	100	8	100
Which event?	African origins of UFO		Surrealism's other side		What we did for entertainment		Abstract Carnival for Families	
How much did you enjoy it	Count	Col %	Count	Col %	Count	Col %	Count	Col %
A great deal	6	86	0	0	12	71	18	72
A fair amount	1	14	4	67	5	29	6	24
Just a little	0	0	2	33	0	0	1	4
Not very much	0	0	0	0	0	0	0	0
Not at all	0	0	0	0	0	0	0	0
Total	7	100	6	100	17	100	25	100
Which event?	Creative Writing for Adults		Creative Writing for Children		The tie that binds the head tie		Friday Late view workshop	
How much did you enjoy it	Count	Col %	Count	Col %	Count	Col %	Count	Col %
A great deal	3	60	6	67	14	67	31	67
A fair amount	2	40	3	33	5	24	12	26
Just a little	0	0	0	0	1	5	2	4
Not very much	0	0	0	0	1	5	1	2
Not at all	0	0	0	0	0	0	0	0
Total	5	100	9	100	21	100	46	100

Black History Events Report – Victoria and Albert Museum 2003

6.1.2	Gallery Talk		Black Victorians in Britain		Negro Spiritual		Symposium Event	
How much did you enjoy it	Count	Col %	Count	Col %	Count	Col %	Count	Col %
A great deal	7	37	12	52	22	92	19	86
A fair amount	9	47	8	35	2	8	3	14
Just a little	1	5	0	0	0	0	0	0
Not very much	1	5	2	9	0	0	0	0
Not at all	1	5	1	4	0	0	0	0
Total	19	100	23	100	24	100	22	100
Which event?	The Golly		African Mask Making		African Dance Workshop		Jewellery Making	
How much did you enjoy it	Count	Col %	Count	Col %	Count	Col %	Count	Col %
A great deal	2	100	5	100	4	100	6	86
A fair amount	0	0	0	0	0	0	0	0
Just a little	0	0	0	0	0	0	1	14
Not very much	0	0	0	0	0	0	0	0
Not at all	0	0	0	0	0	0	0	0
Total	2	100	5	100	4	100	7	100
Which event?	Children's Parade		Draw the world		Steel Pans		Poppy show & Fashion	
How much did you enjoy it	Count	Col %	Count	Col %	Count	Col %	Count	Col %
A great deal	8	89	8	100	4	67	1	33
A fair amount	1	11	0	0	1	17	2	67
Just a little	0	0	0	0	1	17	0	0
Not very much	0	0	0	0	0	0	0	0
Not at all	0	0	0	0	0	0	0	0
Total	9	100	8	100	6	100	3	100
Which event?	Calypsonian Rhapsody		Family Archiving		Carnival Launch		Count	Col %
How much did you enjoy it	Count	Col %	Count	Col %	Count	Col %		
A great deal	0	0	1	50	7	78	579	73
A fair amount	2	100	1	50	2	22	186	23
Just a little	0	0	0	0	0	0	20	3
Not very much	0	0	0	0	0	0	6	1
Not at all	0	0	0	0	0	0	4	1
Total	2	100	2	100	9	100	795	100