

# **Black British Style Exhibition Tour**

## **Summative Evaluation Report**

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## **1.0 Executive Summary**

Please see summary of findings for all data (quantitative and qualitative) for the touring exhibition and the workshops.

There follows some significant conclusions picked out by the evaluator (percentages have only been used where the total number = 100 or more):

- ❖ 119 people out of a total of 385 knew that *Black British Style* was from the V&A in London (31%)
- ❖ 72 people out of a total of 212 knew the exhibition was from the V&A in London before they visited that day (34%)
- ❖ 336 people out of a total of 412 spent up to 30 minutes in the exhibition (82%)
- ❖ 85 people out of a total of 421 were between the ages of 20 and 24 (20%)
- ❖ Out of 424 people, 260 came with other people (61%) and 164 came alone (39%)
- ❖ 65 people out of 245 said they devoted their free time to art and design (27%)
- ❖ 72 people out of 418 were students (17%)
- ❖ 45 people out of 96 said that the exhibition had inspired them to find out more about the subject e.g.
  - *Black British history in the city of Leicester*
  - *Curious about the style of Black British people in general*
  - *Fashion history*
  - *Logos and labels*
- ❖ 63 people out of 97 said that the exhibition had encouraged them to visit the V&A because....
  - *(The exhibition is) clear, informative and well presented*
  - *The V&A is already somewhere that I enjoy visiting*

- *Children found it interesting*
  
- ❖ 40 people out of 59 rated their enjoyment of the workshops a 5 on a scale of 1☹ to 5☺.
  
- ❖ 35 people out of 56 felt that the workshop had totally met their expectations e.g.
  - *Expectations were met. Young women thoroughly enjoyed dressing up and being the centre of attention*
  
- ❖ 36 people out of 60 said that they knew nothing about the V&A
  
- ❖ 46 people out of 64 said they would come to another exhibition organised by the V&A. Comments included...
  - *yeah because I had a good experience with this one*
  - *yes I am interested in fashion and textiles*
  - *Yes. To widen my grandchildren's horizons. Show them what is possible*
  - *Yes. Touring exhibitions from V&A high standard and interesting content*
  - *Chance to express ourselves positively*
  
- ❖ 23 people out of 61 said that the exhibition would definitely encourage them to visit the V&A in London. Those who did not feel encouraged cited distance, cost and 'hassle' to get there as prime factors.

Just under a third of people questioned were aware that Black British Style was from the V&A. Just over a third (of a smaller sample) was aware of that fact before they visited the exhibition. This indicates that the origin of the exhibition was not a prime motivation for visitors, although comments indicate that future exhibitions from the V&A would be regarded favourably. Factors against visiting the V&A itself appear to be mainly practical ones, which also indicates that touring exhibitions are a good way to engage visitors who are not within an easy travelling distance of London.

The workshops received good feedback overall, both for children and for adults, and the personal meaning maps, although few in number, indicate a very positive experience. A couple of neutral comments indicate that the content of workshops could have been clearer before they began, but overall the workshops appear to have been regarded as successful.

## **2.0 Introduction**

The V&A's *Black British Style* exhibition looked at fashion and styling across all aspects of black life and culture over the past 50 years. The exhibition was the first of its kind in the UK and highlighted the variety of lifestyles that co-exist in black culture, focusing on dress but also incorporating music, photography and film.

The exhibition subsequently toured to the following five venues during 2005 and 2006:

- ❖ Manchester Art Gallery (June-Sept 2005)
- ❖ Cartwright Hall Art Gallery, Bradford (Sept 2005-Jan 2006)
- ❖ Sunderland Museum and Winter Gardens (April-May 2006)
- ❖ Birmingham Museum and Art Gallery (June-Sept 2006)
- ❖ New Walk Museum and Art Gallery, Leicester (Oct-Dec 2006)

Staff at each venue received some quantitative and qualitative evaluation training. Data was collected from visitors to the exhibition and from participants in workshops. These were based around a number of different subjects relevant to the exhibition, for example photography, art such as graffiti or printing, and music.

There was some specific data that venues were obliged to gather in order to generate comparable data across all venues. However, as each venue had the flexibility to add other quantitative and qualitative questions the questionnaires varied significantly.

Venues were asked to gather at least 100 quantitative sample questionnaires for visitor profiling. They were also asked to carry out qualitative assessments using a variety of questionnaires, observation and depth interviews. Specific criteria were developed in consultation with individual venue staff and workshop managers. While each venue therefore has data specifically useful to it, this has meant that analysis of the data has been difficult. Cross-venue comparisons have not always been possible; the number of responses to specific questions has varied between 47 and 424.

Summative evaluation data was returned as follows:

- Leicester questionnaire data (quantitative and qualitative)
- Birmingham questionnaire data(quantitative and qualitative)
- Sunderland questionnaire data (quantitative and qualitative)
- Manchester questionnaire data (quantitative)
- Bradford questionnaire data (qualitative)
- Bradford personal meaning map data (qualitative)

### **3.0 Summary of findings**

#### **3.1 Exhibition questionnaires (data from Birmingham, Leicester, Manchester and Sunderland).**

Visitors were asked:

- 1a. Did you know that this exhibition is from the V&A in London? (Birmingham (B), Leicester (L), Manchester (M) and Sunderland (S))**  
31% (119 people out of a total of 385 who answered this question) knew the exhibition was from the V&A in London (*13 out of 50 from Birmingham, 39 out of 96 from Leicester, 12 out of 115 from Manchester and 55 out of 124 from Sunderland*).
- 1b. (If yes) did you know before your visit today? (B, L, M and S)**  
34% (72 people out of a total of 212 who answered this question) knew the exhibition was from the V&A in London before they visited that day (*4 out of 13 from Birmingham, 27 out of 38 from Leicester, 10 out of 107 from Manchester and 31 out of 54 from Sunderland*).
- 2. How long did you spend in the BBS Exhibition today? (B, L, M and S)**  
Less than 15 minutes – 37% (157 people out of a total of 421 who answered this question) spent less than 15 minutes in the exhibition (*13 out of 50 from Birmingham, 30 out of 96 from Leicester, 52 out of 150 from Manchester and 62 out of 125 from Sunderland*).  
15-30 minutes – 42.5% (179 people out of a total of 421 who answered this question) spent between 15 and 30 minutes in the exhibition (*25 out of 50 from Birmingham, 38 out of 96 from Birmingham, 72 out of 150 from Manchester and 44 out of 125 from Sunderland*).  
31-45 minutes – 13% (55 people out of a total of 421 who answered this question) spent between 31 and 45 minutes in the exhibition (*8 out of 50 from Birmingham, 16 out of 96 from Leicester, 17 out of 150 from Manchester and 14 out of 125 from Sunderland*).  
46-60 minutes – 4% (17 out of a total of 421 who answered this question) spent between 31 and 45 minutes in the exhibition (*3 out of 50 from Birmingham, 3 out of 96 from Leicester, 7 out of 150 from Manchester and 4 out of 125 from Sunderland*).  
More than 1 hour – 3 % (13 out of a total of 421 who answered this question) spent over an hour in the exhibition (*1 out of 50 from Birmingham, 9 out of 96 from Leicester, 2 out of 150 from Manchester and 1 out of 125 from Sunderland*).
- 3. Age Group (B, L, M and S)**  
16-17 – 5% (21 people out of a total of 421 who answered this question) were between the ages of 16 and 17 (*0 out of 50 from Birmingham, 7 out of 97 from Leicester, 11 out of 150 from Manchester and 3 out of 124 from Sunderland*).  
18-19 – 5.2% (22 people out of a total of 421 who answered this question) were between the ages of 18 and 19 (*1 out of 50 from Birmingham, 8 out*

*of 97 from Leicester, 7 out of 150 from Manchester and 6 out of 124 from Sunderland).*

20-24 – 20% (85 people out of a total of 421 who answered this question) were between the ages of 20 and 24 (*17 out of 50 from Birmingham, 23 out of 97 from Leicester, 24 out of 150 from Manchester and 21 out of 124 from Sunderland*).

25-34 – 17% (71 people out of a total of 421 who answered this question) were between the ages of 25 and 34 (*12 out of 50 from Birmingham, 16 out of 97 from Leicester, 28 out of 150 from Manchester and 15 out of 124 from Sunderland*).

35-44 – 17.5% (74 people out of a total of 421 who answered this question) were between the ages of 35 and 44 (*9 out of 50 from Birmingham, 15 out of 97 from Leicester, 22 out of 150 from Manchester and 28 out of 124 from Sunderland*).

45-54 – 13% (54 people out of a total of 421 who answered this question) were between the ages of 45 and 44 (*4 out of 50 from Birmingham, 6 out of 97 from Leicester, 25 out of 150 from Manchester and 19 out of 124 from Sunderland*).

55-64 – 10% (41 people out of a total of 421 who answered this question) were between the ages of 55 and 64 (*4 out of 50 from Birmingham, 7 out of 97 from Leicester, 20 out of 150 from Manchester and 10 out of 124 from Sunderland*).

65+ - 7% (29 people out of a total of 421 who answered this question) were 65 years old or over (*1 out of 50 from Birmingham, 8 out of 97 from Leicester, 11 out of 150 from Manchester and 9 out of 124 from Sunderland*).

Prefer not to say – 6% (24 people out of a total of 421 who answered this question) preferred not to say how old they were (*2 out of 50 from Birmingham, 7 out of 97 from Leicester, 2 out of 150 from Manchester and 13 out of 124 from Sunderland*).

#### **4. Other people in group (B, L, M and S)**

Out of 424 people, 260, or 61%, came with other people. Out of 150 people from Manchester 13 came with a family group and 137 came with a non-family group.

#### **5. Ethnic Origin (B, L, M and S)**

White British – 65% (271 people out of a total of 415 who answered this question) were White British (*23 out of 50 from Birmingham, 51 out of 96 from Leicester, 96 out of 148 from Manchester and 101 out of 121 from Sunderland*).

Irish – 4% (16 people out of a total of 415 who answered this question) were Irish (*2 out of 50 from Birmingham, 4 out of 96 from Leicester, 1 out of 148 from Manchester and 9 out of 121 from Sunderland*).

White other - 11% (47 people out of a total of 415 who answered this question) were White other (*7 out of 50 from Birmingham (1 x Czech Republic, 1 x Italian, 1 x Australian, 1 x British/French, 1 x British/German, 1 x Danish and 1 x Swiss), 8 out of 86 from Leicester (2 x Swedish, 3 x*

*Australian, 2 x Polish, 1 x Irish/Polish,)* 30 out of 148 from Manchester and 2 out of 121 from Sunderland (1 x North British, 1 x Polish Jewish).

Black British – 5.5% (23 people out of a total of 415 who answered this question) were Black British (7 out of 50 from Birmingham, 5 out of 96 from Leicester, 9 out of 148 from Manchester and 2 out of 121 from Sunderland).

\*Caribbean – 3% (8 people out of a total of 267 who answered this question) were Caribbean (3 out of 50 from Birmingham, 4 out of 96 from Leicester and 1 out of 121 from Sunderland).

\*African – 2% (6 people out of a total of 267 who answered this question) were African (1 out of 50 from Birmingham, 3 out of 96 from Leicester and 2 out of 121 from Sunderland).

Black other – 1% (3 people out of a total of 415 who answered this question) were Black other (3 out of 96 from Leicester (1 x Black American, 1 x Black African American)).

\*White and Black African – 1.5% (4 people out of 267 who answered this question) were White and Black African (3 out of 96 from Leicester and 1 out of 121 from Sunderland).

White and Black Caribbean – 1.5% (6 people out of 415 who answered this question) were White and Black Caribbean (2 out of 50 from Birmingham and 4 out of 96 from Leicester).

\*White Asian – 0.75% (2 people out of 267 who answered this question) were White Asian (1 out of 50 people from Birmingham and 1 out of 96 from Leicester).

Mixed Other – 2% (7 people out of 415 who answered this question) were Mixed Other (1 out of 50 from Birmingham, 5 out of 148 from Manchester and 1 out of 121 from Sunderland (1 x Part American Indian)).

Asian British – 2% (7 people out of 415 who answered this question) were Asian British (7 out of 96 from Leicester).

Indian – 2% (7 people out of 415 who answered this question) were Indian (2 out of 50 from Birmingham, 2 out of 96 from Leicester and 3 out of 148 from Manchester).

Bangladeshi – 0 people were Bangladeshi from 415 people who answered this question.

Pakistani – 0.5% (2 out of 415 people who answered this question) were Pakistani (2 out of 121 from Sunderland).

Asian Other – 0.25% (1 out of 415 people who answered this question) were Asian Other (1 out of 148 from Manchester).

Chinese or Chinese British – 0.5% (1 out of 415 people who answered this question) were Chinese or Chinese British (1 out of 148 from Manchester).

Other – 0.25% (1 out of 415 people who answered this question) classed their ethnicity as other (1 out of 50 from Birmingham – 1 x Swedish/French/Dutch/Irish/African).

\*\*Black African – 2% (3 people out of 148 people) from Manchester were Black African.

\* **Manchester visitors were not asked this question.**

\*\* **Only Manchester visitors were asked this question.**

**6. Do you currently work or teach in any of these industries? (B, L, M and S)**

**Design**

Design (work) – 2% (9 people out of the 424 who answered this question) ‘work’ in design (2 out of 50 from Birmingham, 4 out of 96 from Leicester, 2 out of 150 from Manchester and 1 out of 128 from Sunderland).

Design (teach) – 1% (5 people out of the 424 who answered this question) ‘teach’ in design (1 out of 50 from Birmingham, 1 out of 96 from Leicester, 2 out of 150 from Manchester and 1 out of 128 from Sunderland).

**Performing Arts**

Performing Arts (work) – 3% (14 people out of the 424 who answered this question) ‘work’ in the performing arts (4 out of 50 from Birmingham, 1 out of 96 from Leicester, 6 out of 150 from Manchester and 3 out of 128 from Sunderland).

Performing Arts (teach) - 1% (5 people out of the 424 who answered this question) ‘teach’ in the performing arts (0 out of 50 from Birmingham, 1 out of 96 from Leicester, 2 out of 150 from Manchester and 2 out of 128 from Sunderland).

**Digital Media**

Digital Media (work) – 2.5% (11 people out of the 424 who answered this question) ‘work’ in Digital Media (4 out of 50 from Birmingham, 4 out of 96 from Leicester, 2 out of 150 from Manchester and 1 out of 128 from Sunderland).

Digital Media (teach) – 0.5% (2 people out of the 424 who answered question) ‘teach’ in Digital Media (0 out of 50 from Birmingham, 0 out of 96 from Leicester, 0 out of 150 from Manchester and 2 out of 128 from Sunderland).

**Marketing, Advertising or PR**

Marketing, Advertising or PR (work) – 0.5% (2 people out of the 424 who answered this question) ‘work’ in Marketing, Advertising or PR (2 out of 150 from Manchester).

Marketing, Advertising or PR (teach) – 0 people out of the 424 who answered this question ‘teach’ in Marketing, Advertising or PR.

**TV, Film or Video**

TV, Film or Video (work) – 1.5% (7 people out of the 424 who answered this question) ‘work’ in TV, Film or Video (1 out of 50 from Birmingham, 2 out of 96 from Leicester, 3 out of 150 from Manchester and 1 out of 128 from Sunderland).

TV, Film or Video (teach) – 0 people out of the 424 who answered this question ‘teach’ in TV, Film or Video.

**Arts and Crafts**

Arts and Crafts (work) – 1% (5 people out of the 424 who answered this question) ‘work’ in Arts and Crafts (0 out of 50 from Birmingham, 1 out of 96 from Leicester, 2 out of 150 from Manchester and 2 out of 128 from Sunderland).

Arts and Crafts (teach) – 1.4% (6 people out of the 424 who answered this question) ‘teach’ in Arts and Crafts (2 out of 50 from Birmingham, 1 out of 96 from Leicester, 2 out of 150 from Manchester and 1 out of 128 from Sunderland).

### **Fine Art and Antiques**

Fine Art and Antiques (work) – 1% (5 people out of the 424 who answered this question) ‘work’ in Fine Art and Antiques (1 out of 50 from Birmingham, 1 out of 96 from Leicester, 3 out of 150 from Manchester and 0 out of 128 from Sunderland).

Fine Art and Antiques (teach) – 0.5% (2 people out of the 424 who answered this question) ‘teach’ in Fine Art and Antiques (0 out of 50 from Birmingham, 0 out of 96 from Leicester, 0 out of 150 from Manchester and 2 out of 128 from Sunderland).

### **Publishing**

Publishing (work) – 0.75% (3 people out of the 424 who answered this question) ‘work’ in Publishing (0 out of 50 from Birmingham, 2 out of 96 from Leicester, 0 out of 150 from Manchester and 1 out of 128 from Sunderland).

Publishing (teach) – 0 people out of the 424 who answered this question ‘teach’ in publishing.

### **Cultural Institutions**

Cultural Institutions (work) – 6.5% (9 people out of the 424 who answered this question) ‘work’ in Cultural Institutions (1 out of 50 from Birmingham, 1 out of 96 from Leicester, 0 out of 150 from Manchester and 7 out of 128 from Sunderland).

Cultural Institutions (teach) – 0.5% (2 out of the 424 who answered this question) ‘teach’ in Cultural Institutions (2 out of 50 from Birmingham, 0 from Leicester, Manchester and Sunderland).

### **\* None of these**

91% (136 people out of the 150 who answered this question from Manchester) said that they did not work in any of these areas.

96% (144 people out of the 150 who answered this question from Manchester) said that they did not teach in any of these areas.

### **\* Manchester visitors were only asked this question.**

## **7. Do you have, or are currently studying for, a degree or qualification in any of these industries? (B, L, M and S)**

### **Design**

Study – 7% (29 people out of the 424 that answered this question) are currently studying or have a qualification in Design (8 out of 50 from Birmingham, 15 out of 96 from Leicester, 3 out of 150 from Manchester and 3 out of 128 from Sunderland).

Degree – 3% (13 people out of the 424 that answered this question) are currently studying for or have a degree in Design (2 out of 50 from

*Birmingham, 7 out of 96 from Leicester, 2 out of 150 from Manchester and 2 out of 128 from Sunderland).*

### **Performing Arts**

Study – 2.5% (11 people out of the 424 that answered this question) are currently studying or have a qualification in the Performing Arts (*3 out of 50 from Birmingham, 4 out of 96 from Leicester, 3 out of 150 from Manchester and 1 out of 128 from Sunderland*).

Degree – 2.5% (11 people out of the 424 that answered this question) are currently studying for or have a degree in the Performing Arts (*3 out of 50 from Birmingham, 1 out of 96 from Leicester, 7 out of 150 from Manchester and 0 out of 128 from Sunderland*).

### **Digital Media**

Study – 2% (9 people out of the 424 that answered this question) are currently studying or have a qualification in Digital Media (*3 out of 50 from Birmingham, 3 out of 96 from Leicester, 2 out of 150 from Manchester and 1 out of 128 from Sunderland*).

Degree – 0.5% (2 people out of the 424 that answered this question) are currently studying for or have a degree in Digital Media (*0 out of 50 from Birmingham, 0 out of 96 from Leicester, 0 out of 150 from Manchester and 2 out of 128 from Sunderland*).

### **Marketing, Advertising and PR**

Study – 0.5% (2 people out of the 424 that answered this question) are currently studying or have a qualification in Marketing, Advertising and PR (*0 out of 50 from Birmingham, 2 out of 96 from Leicester, 0 out of 150 from Manchester and 0 out of 128 from Sunderland*).

Degree – 1% (5 people out of the 424 that answered this question) are currently studying for or have a degree in Marketing, Advertising and PR (*0 out of 50 from Birmingham, 2 out of 96 from Leicester, 2 out of 150 from Manchester and 1 out of 128 from Sunderland*).

### **TV, Film and Video**

Study – 1% (5 people out of the 424 that answered this question) are currently studying or have a qualification in TV, Film and Video (*1 out of 50 from Birmingham, 2 out of 96 from Leicester, 2 out of 150 from Manchester and 0 out of 128 from Sunderland*).

Degree – 0 people out of the 424 that answered this question are currently studying for or have a degree in TV, Film and Video.

### **Arts and Crafts**

Study – 2.5% (10 people out of the 424 that answered this question) are currently studying or have a qualification in Arts and Crafts (*2 out of 50 from Birmingham, 2 out of 96 from Leicester, 5 out of 150 from Manchester and 1 out of 128 from Sunderland*).

Degree – 2.6% (11 people out of the 424 that answered this question) are currently studying for or have a degree in Arts and Crafts (*3 out of 50 from Birmingham, 2 out of 96 from Leicester, 5 out of 150 from Manchester and 1 out of 128 from Sunderland*).

### **Fine Art**

**Study** – 2% (8 people out of the 424 that answered this question) are currently studying or have a qualification in Fine Art (3 out of 50 from Birmingham, 1 out of 96 from Leicester, 2 out of 150 from Manchester and 2 out of 128 from Sunderland).

**Degree** – 5% (22 people out of the 424 that answered this question) are currently studying for or have a degree in Fine Art (6 out of 50 from Birmingham, 2 out of 96 from Leicester, 10 out of 150 from Manchester and 4 out of 128 from Sunderland).

### **Publishing**

**Study** – 2% (8 people out of the 424 that answered this question) are currently studying or have a qualification in Publishing (0 out of 50 from Birmingham, 1 out of 96 from Leicester, 7 out of 150 from Manchester and 0 out of 128 from Sunderland).

**Degree** – 0.25% (1 person out of the 424 that answered this question) are currently studying for or have a degree in Publishing (0 out of 50 from Birmingham, 0 out of 96 from Leicester, 0 out of 150 from Manchester and 1 out of 128 from Sunderland).

### **Cultural Institutions**

**Study** – 2.2% (9 people out of the 424 that answered this question) are currently studying or have a qualification in Cultural Institutions (2 out of 50 from Birmingham, 3 out of 96 from Leicester, 2 out of 150 from Manchester and 2 out of 128 from Sunderland).

**Degree** – 0.75% (3 people out of the 424 that answered this question) are currently studying for or have a degree in Cultural Institutions (0 out of 50 from Birmingham, 0 out of 96 from Leicester, 0 out of 150 from Manchester and 3 out of 128 from Sunderland).

## **8. Do you devote most of your free time to art and design? (B, L and S)**

**Yes** – 26.5% (65 people out of the 245 that answered this question) devote their free time to art and design (14 out of 50 from Birmingham, 24 out of 78 from Leicester and 27 out of 117 from Sunderland).

**No** – 66.5% (163 people out of the 245 that answered this question) do not devote their free time to art and design (36 out of 50 from Birmingham, 49 out of 78 from Leicester and 78 out of 117 from Sunderland).

**Don't know** – 6% (15 people out of the 245 that answered this question) did not know if they devoted most of their free time to art and design (0 out of 50 from Birmingham, 3 out of 78 from Leicester and 12 out of 117 from Sunderland).

## **9. Gender (B, L, M and S)**

**Male** – 42.5% (163 people out of the 384 that answered this question) were male (14 out of 50 from Birmingham, 17 out of 58 from Leicester, 82 out of 150 from Manchester and 50 out of 126 from Sunderland).

Female – 57.5% (221 people out of the 384 that answered this question) were female (36 out of 50 from Birmingham, 41 out of 58 from Leicester, 68 out of 150 from Manchester and 76 out of 126 from Sunderland).

#### 10. Working Status (B, L, M and S)

Working full-time – 38% (158 people out of the 418 who answered this question) were working full-time (14 out of 50 from Birmingham, 35 out of 94 from Leicester, 60 out of 147 from Manchester and 49 out of 127 from Sunderland).

Working part-time – 11% (45 people out of the 418 who answered this question) were working part-time (8 out of 50 from Birmingham, 3 out of 94 from Leicester, 15 out of 147 from Manchester and 19 out of 127 from Sunderland).

\*Not working– 1% (3 people out of the 271 who answered this question) were not working (0 out of 50 from Birmingham, 2 out of 94 from Leicester and 1 out of 127 from Sunderland).

Housewife– 4% (16 people out of the 418 who answered this question) were housewives (1 out of 50 from Birmingham, 6 out of 94 from Leicester, 1 out of 147 from Manchester and 8 out of 127 from Sunderland).

Retired– 12% (50 people out of the 418 who answered this question) were retired (5 out of 50 from Birmingham, 13 out of 94 from Leicester, 16 out of 147 from Manchester and 16 out of 127 from Sunderland).

\*Unemployed (registered) – 2.5% (7 people out of the 271 who answered this question) were registered unemployed (1 out of 50 from Birmingham, 3 out of 94 from Leicester and 3 out of 127 from Sunderland).

\*Unemployed (not registered but looking for work) – 1.5% 4 people out of the 271 who answered this question were not registered unemployed but looking for work (1 out of 50 from Birmingham, 2 out of 94 from Leicester and 2 out of 127 from Sunderland).

Studying– 26.5% (72 people out of the 418 who answered this question) were studying (18 out of 50 from Birmingham, 30 out of 94 from Leicester, 4 out of 147 from Manchester and 20 out of 127 from Sunderland).

\*Full-time student– 23.5% (64 people out of the 271 who answered this question) were full-time students (18 out of 50 from Birmingham, 29 out of 94 from Leicester and 17 out of 127 from Sunderland).

\*Part-time student– 1.5% (4 people out of the 271 who answered this question) were studying part-time (0 out of 50 from Birmingham, 1 out of 94 from Leicester and 3 out of 127 from Sunderland).

\*Other– 2.5% (7 people out of the 271 who answered this question) answered ‘other’ in terms of working status (2 out of 50 from Birmingham, 0 out of 94 from Leicester and 5 out of 127 from Sunderland).

Refused/Prefer not to say– 1.5% (6 people out of the 418 who answered this question) refused to answer or preferred not to say (0 out of 50 from Birmingham, 0 out of 94 from Leicester, 1 out of 147 from Manchester and 5 out of 127 from Sunderland).

\*\*Self-employed – 6% (9 people out of the 147 who were asked this question from Manchester) said that they were self-employed.

\* **Manchester visitors were not asked this question.**

\*\* **Only Manchester visitors were asked this question.**

## 11. Job Title (B, L and S)

Admin – 6% (8 people out of the 137 who were asked this question) worked in administration (2 out of 22 from Birmingham (2 x Admin Office Work), 5 out of 47 from Leicester (1 x Administrator, 1 x Businessman/office work, 1 x clerical, 1 x office worker and 1 x secretary), and 2 out of 68 from Sunderland (1 x Admin Office Worker and 1 Homeworker Assistant/Clerical – Local Council)).

Education – 15% (21 people out of the 137 who were asked this question) worked in Education (4 out of 22 from Birmingham (1 x Assistant Principal, 1 x Teaching Assistant, 1 x Lecturer and 1 x Teacher), 11 out of 47 from Leicester (1 x Education Manager, 1 x Home Tutor, 1 x Lecturer, 1 x Head of Department, 1 x Senior Lecturer, 1 x Teacher Support and 5 x Teachers), and 6 out of 68 from Sunderland (1 x Art Teacher, 1 x University Lecturer, 1 x Lecturer, 1 x Primary Teacher and 2 x Teachers)).

Finance – 2% (3 people out of the 137 who were asked this question) worked in finance (3 out of 68 from Sunderland (1 x Bank – Personal Accounts Manager, 1 x Branch Manager (finance), 1 x Financial Services Adviser)).

IT – 2% (3 people out of the 137 who were asked this question) worked in IT (2 out of 47 from Leicester (1 x Computer Programmer, 1 x IT Consultant) and 1 out of 68 from Sunderland (1 x IT Sport)).

Local Government/Civil Servant – 4% (6 people out of the 137 who were asked this question) were in local government or were civil servants (2 out of 22 from Birmingham 1 x Civil Servant, 1 x Government Officer), 2 out of 47 from Leicester (2 x Civil Servants) and 2 out of 68 from Sunderland (1 x Local Authority Worker, 1 x Local Government Officer)).

Medical – 10% (14 people out of the 137 who were asked this question) worked in the medical profession (3 out of 22 from Birmingham (2 x nurses and 1 x Cancer Research Doctor), 5 out of 47 from Leicester (1 x anaesthetist, 1 x Medical Receptionist, 1 x Team Manager, NHS and 1 x Physiotherapist) and 6 out of 68 from Sunderland (1 x Medical Receptionist, 1 x Medical Secretary, 2 x nurses, 1 x Biomedical Scientist, 1 x Physiotherapist and 1 x Dentist)).

Shop Workers – 3.75% (5 people out of the 137 who answered this question) were shop workers (1 out of 22 from Birmingham (1 x Shop Assistant) and 4 out of 68 from Sunderland (3 x Shop Assistants and 1 x Shelf Stacker)).

Social Work – 2% (3 people out of the 137 who answered this question) worked in social work (1 out of 47 from Leicester (1 x Social Worker/Manager) and 2 out of 68 from Sunderland (2 x Social Workers)).

Sales – 1.5% (2 people out of the 137 who answered this question) worked in sales (2 out of 68 from Sunderland (1 x Sales Manager and 1 x Sales)).

Animals – 2% (3 people out of the 137 who answered this question) worked with animals (3 out of 68 from Sunderland (1 x Dog Groomer, 1 x RSPCA Worker and 1 x Veterinary Surgeon)).

List of other Job Titles (1 of each):

- Archivist
- Artist **(B)**
- Arts **(S)**
- Baker **(S)**
- Batch Preparation Officer **(S)**
- Bingo Hall Assistant **(S)**
- Bookseller/worker **(L)**
- Builder **(L)**
- Car Salesman **(S)**
- Carer **(S)**
- Chemical Engineer **(L)**
- Childminder **(L)**
- Cleaner **(S)**
- Communications Manager **(S)**
- Co-operative Worker **(L)**
- Customer Services Advisor **(B)**
- Data Collection and Research **(B)**
- Design **(S)**
- Designer **(L)**
- Electrical Engineer **(S)**
- Factory Worker **(L)**
- Field Sales Advisor **(L)**
- Freelance Musician **(B)**
- Freelance Prop Maker **(B)**
- Garden Centre Worker
- Gardener **(S)**
- Graphic Designer **(L)**
- Historian **(L)**
- Housewife **(L)**
- Industrial Photographer **(L)**
- Land Agent **(S)**
- Library Assistant **(B)**
- Lollipop Woman **(S)**
- Manager **(L)**

- Marketing Manager (L)
- Metro Ticket Inspector (S)
- Miner (S)
- Owned a jewellery shop (S)
- Personal Shopper (S)
- Petrol Pump attendant (S)
- Pharmacy Technician (S)
- Photographer (B)
- Planning Consultant (L)
- Police Officer (L)
- Printer Office (L)
- Pro Basketball Player (L)
- Producer (S)
- Recruitment Consultant (S)
- Registered Charity Worker (L)
- Self Employed (S)
- Senior Councillor at Durham University (S)
- Senior Engineer (S)
- Senior Policy and Programmes for CRE (Campaign for Racial Equality) (S)
- Sheet metal worker (S)
- Shipyard Worker (S)
- Staff member (S)
- Stocktaker (B)
- Storeman (L)
- Street cleaner
- Manufacturing (L)
- Transport Manager (and DJ) (B)
- Travel Agent (S)
- Welder (S)
- Work at Paper (S)
- Co-ordinator (B)

## 12. Publicity

### **How did you hear about the exhibition? (S)**

Newspaper – 11% (13 people out of the 114 from Sunderland that were asked this question) heard about the exhibition by newspaper.

Magazine- 0.9% (1 person out of the 114 from Sunderland that were asked this question) heard about the exhibition by magazine.

Radio – 0 people out of the 114 from Sunderland that were asked this question heard about the exhibition by radio.

Poster at train station – 0.9% (1 person out of the 114 from Sunderland that were asked this question) heard about the exhibition by a poster at train station.

Poster elsewhere – 7% (8 people out of the 114 from Sunderland that were asked this question) heard about the exhibition by a poster elsewhere.

Leaflet through door – 0.9% (1 person out of the 114 from Sunderland that were asked this question) heard about the exhibition by a leaflet through the door.

Leaflet elsewhere – 7.8% (9 people out of the 114 from Sunderland that were asked this question) heard about the exhibition by a leaflet elsewhere.

Internet – 1.8% (2 people out of the 114 from Sunderland that were asked this question) heard about the exhibition from the Internet.

Television – 0.9% (1 person out of the 114 from Sunderland that were asked this question) heard about the exhibition by television.

Press Listings – 5.4% (6 people out of the 114 from Sunderland that were asked this question) heard about the exhibition from press listings.

Other – 62.3% (71 people out of the 114 from Sunderland that were asked this question) heard about the exhibition by other means.

### **Further Information (S)**

Word of Mouth – 8 people from Sunderland said they heard about the exhibition from word of mouth.

General visit to Museum – 34 people from Sunderland said went to the exhibition as a general visit.

Another Museum (Discovery) – 1 person said they heard about the exhibition from another museum.

Passing – 12 people went to the exhibition as they were passing.

Came for a visit – 2 people came for a visit, one with a friend.

Saw Flyer – 1 person saw a flyer

Didn't know – 5 people didn't know how they heard about the exhibition.

Immediate family – 3 people heard about it from their immediate family.

Newspaper – 10 people heard about the exhibition from a newspaper.

Magazine – 1 person knew about the exhibition from a magazine.

Advertised at Museum – 2 people saw it advertised at the museum when they were going past.

Didn't hear about it – 2 people hadn't heard about it.

Knew someone at museum – 1 person knew about it because they know someone who works in the museum.

Email – 1 person heard by email.

Booklet – 1 person knew by seeing a booklet.

Seen in Manchester – 1 person saw it in Manchester.

School – 2 people heard about it from school.

Previously saw advert – 1 person came to Sunderland some months ago and saw it advertised.

Previous visit to museum – 1 person knew about it from a previous visit to the museum.

Website – 1 person knew about it from the website.

### **Before arriving at the gallery today were you aware of the *Black British Style* exhibition? (M)**

31% (47 out of 150) people from Manchester were aware of BBS exhibition before their visit.

**Are you making a specific visit to the gallery to see *Black British Style*? (M)**

22 people out of a total of 47 people from Manchester said that they were making a specific visit to the gallery to see BBS.

**What publicity have you used or seen about the *Black British Style* exhibition? (M)**

**(total of 47 people who answered this question)**

Boards outside the building (poster at entrance) - 9 people out of 47 from Manchester.

Banners outside the building – 15 out of 47 from Manchester.

Posters around Manchester – 3 out of 47 from Manchester.

Piece in national paper/magazine – 2 out of 47 from Manchester.

Piece in local paper/magazine – 8 out of 47 from Manchester.

Advert in City Life – 4 out of 47 from Manchester.

Exhibition listing, e.g. Art Review – 0 out of 47 from Manchester.

Private view invitation card – 0 out of 47 from Manchester.

Mentioned on radio – 0 out of 47 from Manchester.

Mentioned on TV – 0 out of 47 from Manchester.

The Gallery's website – 2 out of 47 from Manchester.

Other website/emailed information – 0 out of 47 from Manchester.

Black British Style postcard/flyer picked up – 1 out of 47 from Manchester.

Manchester Art Gallery leaflet in the post – 1 out of 47 from Manchester.

Manchester Art Gallery leaflet picked up – 8 out of 47 from Manchester.

Recommended by a friend or relative – 16 out of 47 from Manchester.

Other – 7 out of 47 from Manchester.

None of these – 5 out of 47 from Manchester.

**And which was the MAIN source of information you used for this exhibition? (M)**

Boards outside the building (poster at entrance) - 7 people out of 47 from Manchester.

Banners outside the building – 0 out of 47 from Manchester.

Posters around Manchester – 0 out of 47 from Manchester.

Piece in national paper/magazine – 2 out of 47 from Manchester.

Piece in local paper/magazine – 7 out of 47 from Manchester.

Advert in City Life – 0 out of 47 from Manchester.

Exhibition listing, e.g. Art Review – 0 out of 47 from Manchester.

Private view invitation card – 0 out of 47 from Manchester.

Mentioned on radio – 0 out of 47 from Manchester.

Mentioned on TV – 0 out of 47 from Manchester.

The Gallery's website – 2 out of 47 from Manchester.

Other website/emailed information – 1 out of 47 from Manchester.

Black British Style postcard/flyer picked up – 1 out of 47 from Manchester.

Manchester Art Gallery leaflet in the post – 1 out of 47 from Manchester.

Manchester Art Gallery leaflet picked up – 5 out of 47 from Manchester.

Recommended by a friend or relative – 14 out of 47 from Manchester.

Other – 3 out of 47 from Manchester.

None of these – 5 out of 47 from Manchester.

## 13 Expectations

### **Was there anything that you expected to find in the exhibition that you felt was 'missing'? (B)**

Out of the 48 people who answered this question from Birmingham, 31 people said that they did not feel anything was missing and 17 people did (see comments below):

- *Black hair*
- *Definition of 'black' i.e. should it include Asian etc?*
- *Expected it to focus just on British - but American dress included; expected to be more 50s, 60s, 70s (not modern)*
- *Expected it to go back further in time*
- *Expected to find more types of clothing: 'blast from the past', items that would have brought back more memories/reminiscences*
- *Hair style (should have been more about hair) - how it had changed over the years*
- *Me! Would like to have had Polaroid photo of self included in community section to show fashion in Birmingham*
- *More 30s stuff, even more traditional clothing*
- *More clothes*
- *More music - references and variety (playing): Ska Coventry music scene - 80s - specials)*
- *More on current trends*
- *More written information - more clarity on history - on timeline aspect*
- *Not much - earlier than 60s, thought might be more 50s*
- *Thought there would be more info about influence of music*
- *Thought would be lots more, preferred. Black (?) (paintings). Would have liked fashion to go back further in time, more specifically ethnic (not just trainers)*
- *Would like to see more styles of clothing. Learnt new things though about connection between Kenya and Rastafarianism*
- *Would've liked more photographs*

## 14. Inspiration

### **Has the exhibition inspired you to find out more about the subject? (L)**

Out of the 96 people that answered this question from Leicester, 45 said that the exhibition had inspired them to find out more about the subject, and 51 said that it hadn't.

#### **If yes, why?**

28 people answered this question (see list below):

- *About the history of the 1950s*

- *Black British history in the city of Leicester*
- *Contemporary fashion styles*
- *Curious about the style of Black British people in general*
- *Early integration in North/East London*
- *Essex - two or three families from home, subtle differences. Understanding.*
- *Fashion history*
- *Generally*
- *History (x4)*
- *Logos and labels*
- *Looking at clothes in each era of time*
- *More about culture (x2)*
- *More detailed information on the clothes themselves*
- *Textiles (x3)*
- *The historic period of integration in the 1950s and 1960s*
- *The history of black people coming to the UK*
- *The Rastafarian religion (X2)*
- *To try and make the dates like ones on display, as lady is a dressmaker*
- *Trainers*
- *Well I'm studying textile design and so is very relevant for future work and reference*
- *Yes, especially for my children*

## 15. Intention to visit

### **Would this exhibition encourage you to visit NWM&AG again? (L)**

71 people out of a total of 97 from Leicester who answered this question said that it would encourage them to visit again.

### **If yes, why? (L)**

37 people from Leicester commented on why the exhibition would encourage them to visit NWM&AG again. Examples of comments include:

- *Already visit regularly*
- *Enjoyed it, plus I'm an art student*
- *Free and local*
- *Great to see the different cultures*
- *Interesting, nice layout and a lot to look at and a lot of information*
- *It is something different. It's nice to see cultures being celebrated/integrated into British society*
- *It was a fantastically produced exhibition, of the type which is rare in Leicester*
- *Looked interesting, caught eye*
- *My kids wouldn't let me read it all - impatient*
- *Relate to it*
- *To read all the info properly*

**This exhibition came from the V&A in London. Would it encourage you to visit the V&A? (L)**

63 people out of a total of 97 from Leicester who answered this question said that it would encourage them to visit the V&A.

**If yes, why? (L)**

26 people from Leicester commented on why it would encourage them to visit V&A. Examples of comments include:

- *Because it's about something interesting generally*
- *Children found it interesting*
- *Clear, informative and well presented*
- *Fashion student*
- *Like their exhibitions (been before)*
- *See more things*
- *The V&A is already somewhere that I enjoy visiting*
- *V&A full of culturally interesting things*
- *Visited before thought it was lovely museum*

**16. Interpretation**

**Was the information the panels and labels provided too little, too much or about right? (M)**

Out of the 114 people who were asked this question:

Too little - 4

Too much - 6

About right – 104

**17. Rating the exhibition**

**On a scale of 1 (low) - 5 (high) how much have you enjoyed this exhibition? (B)**

2 out of 52 people from Birmingham said 1.

2 out of 52 people from Birmingham said 2.

14 out of 52 people from Birmingham said 3.

21 out of 52 people from Birmingham said 4.

13 out of 52 people from Birmingham said 5.

**How would you rate this exhibition? (M)**

21 people out of 150 from Manchester thought it was excellent.

70 people out of 150 from Manchester thought it was very good

45 people out of 150 though it was good.

12 people out of 150 thought it was neither.

2 people out of 150 thought it was poor.

0 people out of 150 thought it was very poor.

### 3.2 Workshop Questionnaires (data from Sunderland, Birmingham and Bradford)

1. **On a scale of 1 to 5 how much have you enjoyed this workshop? (1 low, 5 high)**

1 – 1 person out of a total of 59 who answered this question put 1 out of 5 (1 out of 39 from Birmingham).

2 – 2 people out of a total of 59 who answered this question put 2 out of 5 (2 out of 39 from Birmingham).

3 – 4 people out of a total of 59 who answered this question put 3 out of 5 (4 out of 39 from Birmingham)

4 – 12 people out of a total of 59 who answered this question put 4 out of 5 (8 out of 39 from Birmingham and 4 out of 20 from Sunderland).

5 – 40 people out of a total of 59 who answered this question put 5 out of 5 (24 out of 39 from Birmingham and 16 out of 20 from Sunderland).

2a. **What did you expect this workshop to be about?**

57 people out of 59 answered this question.

37 out of 39 from Birmingham:

- *A collaboration of Black British style mixed with an infusion of art*
- *About DJing, but bigger*
- *About graffiti on a large scale with demonstrations. The children expected more than just drawing on paper. But it was still good to see examples of what he had done before. I would come again if repeated!*
- *African drumming*
- *Art (x2)*
- *As it happened but more DJs and decks*
- *Black music*
- *Carnival head-dress*
- *Dance expression*
- *Dancing and having fun*
- *Different styles of dance (x2)*
- *Disappointing. Never spoke to us once (perhaps not right ethnic background!). An activity with guidance rather than 'do what you feel'. Language used not appropriate for age of children (e.g. crap). A collaborative 'graffiti wall' would have been nice*
- *Drumming (x2)*
- *Fabric printing related to the Cultural style*
- *Graffiti art (x8)*
- *I thought it might be printing with objects - potatoes etc.*
- *I thought tie-dying possibly*
- *Jewellery (x2)*
- *Just found the workshop by accident*
- *Load music*
- *Music*
- *No expectation*

- *Printing on fabric*
- *Proper spray paint graffiti*
- *Splashing paint - obviously I don't know enough about graffiti!*
- *Spray paint*

20 out of 20 from Sunderland answered this question:

- *An enjoyable experience for the children. Keeping the children occupied.*
- *As expected (x3)*
- *Been before so knew what to expect (x3)*
- *Big room, lots of space*
- *Did not have any expectations (x2)*
- *Did not have any - fun for the kids. Came last year so had some idea*
- *Fabric painting workshop. Stress free for adults*
- *Good (x2)*
- *Good day for the kids*
- *High expectations (x3) - been to family activities for past 2 years, starred in guide, been before*
- *Knew it would be good - as have come before. Saves doing things at home - well organised*
- *Very happy. Expected it to be good - always brilliant.*

**2b. On a scale of 1 to 5 how far did it meet your expectations?**

1 – 2 people out of a total of 56 who answered this question put 1 out of 5 (2 out of 37 from Birmingham).

2 – 6 people out of a total of 56 who answered this question put 2 out of 5 (6 out of 37 from Birmingham).

3 – 5 people out of a total of 56 who answered this question put 3 out of 5 (5 out of 37 from Birmingham)

4 – 8 people out of a total of 56 who answered this question put 4 out of 5 (7 out of 37 from Birmingham and 1 out of 19 from Sunderland).

5 – 35 people out of a total of 56 who answered this question put 5 out of 5 (17 out of 37 from Birmingham and 18 out of 19 from Sunderland).

**More Information**

6 people out of 59 who answered this question gave qualified their answer with more information:

4 out of 39 from Birmingham:

- *I would like to have learnt more about the cultural style, patterns and been given more visual inspiration to work from (but I'm older than the target audience)*
- *I like the symbol representation part*
- *Disappointing. Didn't seem organised or have planned what he was going to do*
- *No expectations*

2 out of 20 from Sunderland:

- *Well organised.*
- *Kids enjoyed it*

**3a. How often do you come to BM&AG/SM&WG/CH**

1 – 9 people out of a total of 64 who answered this question have never been before (*7 out of 39 from Birmingham and 1 out of 20 from Sunderland and 1 out of 5 from Bradford*).

2 – 1 person out of a total of 64 who answered this question visit once a week (*1 out of 20 from Sunderland*).

3 – 20 people out of a total of 64 who answered this question visit once a month (*8 out of 39 from Birmingham and 12 out of 20 from Sunderland*).

4 – 16 people out of a total of 64 who answered this question visit twice a year (*11 out of 39 from Birmingham and 2 out of 20 from Sunderland and 3 out of 5 from Bradford*).

5 – 5 people out of a total of 64 who answered this question visit once a year (*4 out of 39 from Birmingham and 1 out of 5 from Bradford*).

6 – 13 people out of a total of 64 who answered this question visit answered 'other' (*9 out of 39 from Birmingham and 4 out of 20 from Sunderland*).

**3b. On a scale of 1☹ to 5☺ has your visit to this *Black British Style* workshop made you/your family more likely to visit BM&AG/SM&WG/CH itself again in the future?**

1 – 2 people out of a total of 62 who answered this question put 1 out of 5 (*2 out of 37 from Birmingham*).

2 – 1 person out of a total of 62 who answered this question put 2 out of 5 (*1 out of 37 from Birmingham*).

3 – 14 people out of a total of 62 who answered this question put 3 out of 5 (*9 out of 37 from Birmingham and 5 out of 20 from Sunderland*).

4 – 11 people out of a total of 62 who answered this question put 4 out of 5 (*8 out of 37 from Birmingham and 2 out of 20 from Sunderland and 1 out of 5 from Bradford*).

5 – 28 people out of a total of 62 who answered this question put 5 out of 5 (*17 out of 37 from Birmingham and 7 out of 20 from Sunderland and 4 out of 5 from Bradford*).

45 people out of 64 gave more information.

21 out of 39 from Birmingham:

- *Children found it interesting and a fun day out, that didn't cost a fortune*
- *Cultural content*
- *Do more of the activity days - get CHN involved in the art works*
- *Don't know*
- *Fab stuff to do!*

- *I like art personally so I thought this was quite interactive and so would definitely visit workshops more*
- *It hasn't changed the amount I'd visit, it would depend on the type of exhibition*
- *It is a matter of knowing what is available and when*
- *It's good*
- *Live in Bristol but like to come more often*
- *More advertising, and more activities*
- *More information*
- *More things for kids*
- *My son who's 7 loved it, giving in and the fun factor (more than the rest of stuff, sadly)*
- *Possibly. The museum seems to be varying its exhibitions and involving its ethnic community. Moving with the times.*
- *Really enjoyed themselves (x2)*
- *The workshop was run by very friendly, helpful, enthusiastic people*
- *The workshop wasn't ideal for my aged children 3+7 but I liked it and will come again anyway*
- *Visit regularly anyway*
- *Workshops and activities*
- *Would come more if I could, but it's a long way to travel*

20 out of 20 from Sunderland:

- *Activities would encourage to come back (more sophisticated activities better for older children - specialist materials)*
- *Always come to activities*
- *Always visit different museums, so not more or less likely to visit*
- *Come anyway. But customer care is good - nice leaders. More to museums than just static displays/ e.g. activities.*
- *Come in holidays. Yes, because it's good. First workshop*
- *Come regularly anyway*
- *Enjoyed activity. Well organised. Lots to do*
- *Interested in seeing new exhibitions*
- *Interesting for little brother*
- *More visits for activities than to look around. Not more or less likely.*
- *No change, like to come anyway*
- *Second visit. Children's activities*
- *Visit anyway*
- *Visit in school holidays. Yes. Use TW museums to keep children busy. SMandG fav*
- *Will come back again*
- *Would visit again. Workshop attracted.*
- *Yes (x4). Good, what was expected*

4 out of 5 from Bradford

- *Fun*
- *New to the city, first time visit, but would definitely come again*
- *Very relaxed fun session*

- *Would come again to do similar activities*

**4a The BBS exhibition came from the V&A museum. What do you know (if anything) about this museum?**

36 people out of a total of 60 who answered this question said that they knew nothing about the V&A (22 out of 36 from Birmingham and 10 out of 20 from Sunderland and 4 out of 5 from Bradford)

Of those that did know something about the V&A comments included:

Birmingham:

- *Have been to the mirror bead + thread exhibition but that is all*
- *Heard of it, but never been.*
- *It's an art museum*
- *It's in London and it's great*

Sunderland

- *Been many times. Has different collections, special exhibitions*
- *Have visited - great museum*
- *Named after Queen Victoria*
- *Museum of British Life, London*
- *Nothing really - but knew it was in London. Been as a child.*
- *Visited once on trip to London*

Bradford

- *It's a museum in London I visited when I was in London*

**4b. Would you come to another exhibition organised by the V&A? Why?**

Yes – 46 people out of the total of 64 who were asked this question said that they would come to another exhibition organised by the V&A (30 out of 39 from Birmingham and 11 out of 20 from Sunderland and 5 out of 5 from Bradford).

Comments included:

Birmingham:

- *Depends on the exhibition (x4)*
- *Yeah because I had a good experience with this one (x2)*
- *Yes because I'd like to see what else they have to offer*
- *Yes the children enjoyed it*
- *Yes, because me, my friends and family enjoyed it*
- *Yes, I am interested in fashion and textiles*
- *Yes. Good to see exhibitions that have been shown in London - not always possible to get to London*

- *Yes. To widen my grandchildren's horizons. Show them what is possible.*
- *Yes. We love! The sound of drums*

Sunderland:

- *Depends on content. But also, must be good if it comes from there*
- *Good for the children*
- *Yes - London a long way to go*
- *Yes - something different to do; free; keeps children occupied*
- *Yes if was something interested in*
- *Yes. Member of fosums (friend's organisation). Interested in different things - good opportunity to see things not from the region.*
- *Yes. Touring exhibitions from V&A high standard and interesting content.*

Bradford

- *Chance to express ourselves positively*
- *Fun day out for all*
- *Its very professional*

**4c. Would this exhibition encourage you to visit the V&A in London?  
Why?**

Yes - 23 people out of a total of 61 who answered this question said the exhibition would definitely encourage them to visit the V&A in London (14 out of 37 from Birmingham, 5 out of 19 from Sunderland and 4 out of 5 from Bradford).

No – 21 people out of a total of 61 who answered this question said the exhibition would not encourage them to visit the V&A in London (15 out of 37 from Birmingham and 6 out of 19 from Sunderland)

Maybe – 1 person out of a total of 61 who answered this question said the exhibition might encourage them to visit the V&A in London (1 out of 5 from Bradford)

Comments included:

Birmingham

*If in London, would be likely to visit*

*If it weren't for the hassle of getting there I'd love to go again*

*No. Too difficult (expensive and too far)*

*Not really. Not spectacular enough to make a visit to London for.*

*This is difficult as we don't visit London very often and rarely visit art galleries. Children are more interested in Science and Natural History Museums*

*Yeah, because London would have even more facilities*

*Yes because London is well known for its variety of BBS related stuff*

*Yes, because it was fun, vibrant + bright colours and good entertainment + for kids*

*Yes, because we enjoy sound of drums*

Sunderland:

*If going to London would consider a visit*

*No, too far to travel*

*No. But would visit other attractions in London*

*Not necessarily - but would if exhibition was of interest*

*Probably. As is about contemporary culture*

*Yes - bite sized bits of the V&A would encourage more visits if in London*

*Yes - probably would if got the chance*

Bradford

*I would be interested in seeing exhibitions of a similar standard*

*Learned a lot*

**5. Miscellaneous anecdotal data (Bradford only)**

- *I really liked the photography session, because it's very interesting to see how clothes and the look of people can change their behaviour*
- *I liked the dressing up part and looking at the clothes and shoes and hats (girl, aged 14)*
- *I liked getting my photo taken and going into the Black British Style room (girl, aged 16)*

### 3.3 Personal meaning maps relating to the exhibition and the workshops (data from Bradford)

Four visitors were asked before they went into *Black British Style* anything they might expect to see/do/ find out in the exhibition. After their visits they were asked if they would like to add to their personal meaning map.

	<b>Pre-exhibition</b>	<b>Post-exhibition</b>
<b>1</b>	<i>Info about Black history References towards Black culture within Britain past and present</i>	<i>Explored Black history Better than expected</i>
<b>2</b>	<i>Culture Dressing up Clothing</i>	<i>Trends Variety Style Afro-Caribbean Colours</i>
<b>3</b>	<i>Asian and Black people interacting together and producing positive results and images</i>	<i>Images portrayed in the black community over the years from fashion, casual and accessories taking a lead in fashion and design</i>
<b>4</b>	<i>Black culture Past/present Change move on</i>	<i>Black British Style has moved on, lots of fun Styles and fashion for all</i>

These personal meaning maps are interesting, demonstrating, for example, the change from an expectation of receiving ‘info’ about black history, to the experience of ‘exploring it’. They show that visitors engaged with the exhibition in a positive way.

Two people were asked before they participated in a *Black British Style* workshop what they might expect to see/do/ find out in the workshop. After the workshop they were asked if they would like to add to their personal meaning map.

<b>1</b>	<i>Learning curve Photo-workshop Music – fashion influence Cuisine How it is to live in Britain as a black person/mixed race person This statement (Black British Style) would seem to apply to perhaps the ‘younger generation’, because I</i>	<i>What a fantastic experience – being that there are <u>no</u> photos of me for the past 5 years, I cannot believe how good these are. Maybe something to do with being able to adopt another persona? The 50s dress called to me on the rack – the veil gave me extra confidence as I felt that the emphasis was not</i>
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	<i>think they have evolved the style over time</i>	<i>on my face. My daughter went for the modern 'bling' look and fell immediately into role, posing like a professional!</i>
<b>2</b>	<i>I had read the information booklet so I was aware of what was happening. However I did not realise how professional it would be.</i>	<i>Expectations were met. Young women thoroughly enjoyed dressing up and being the centre of attention.</i>

The small number of personal meaning maps completed means that it is difficult to draw any firm conclusions from the data. However, it is clear that they do reflect positive experiences, and that visitors appreciated the opportunity to interact with the subject of the exhibition.