

Acton Carnival 2023

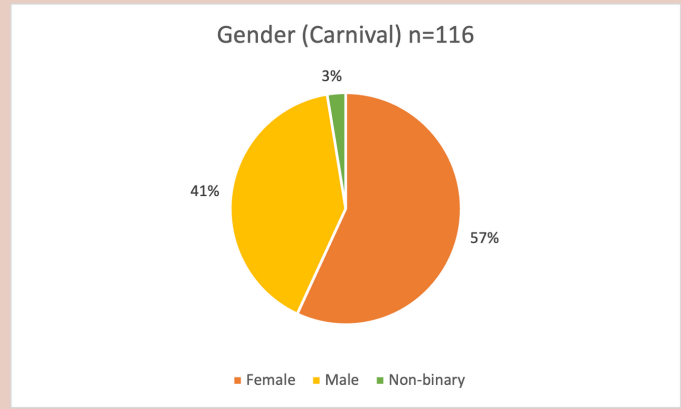
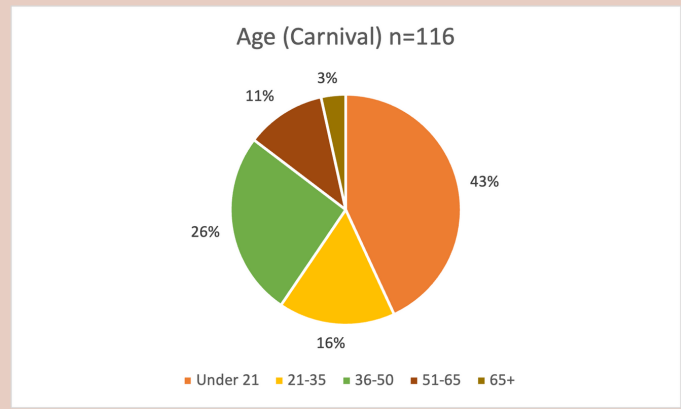
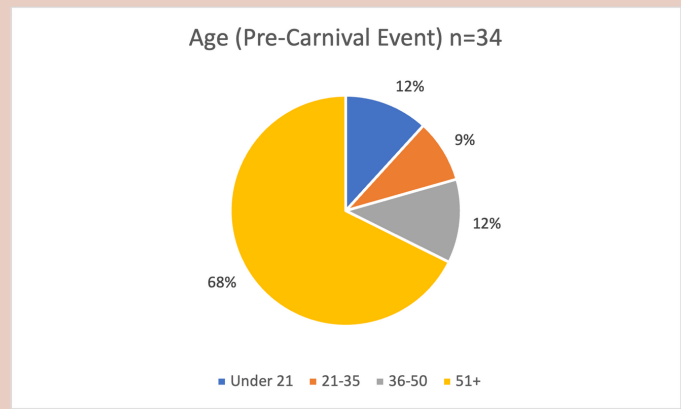
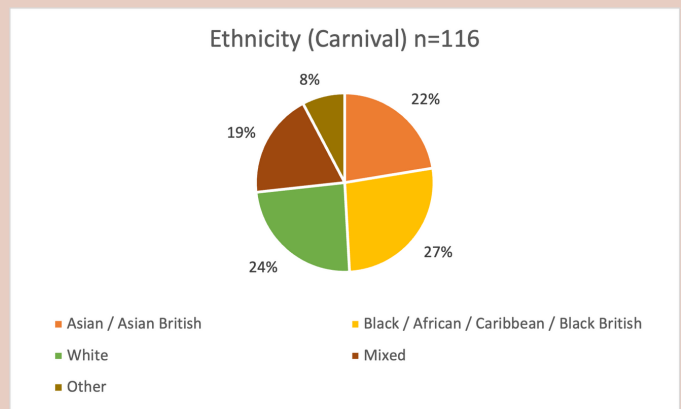
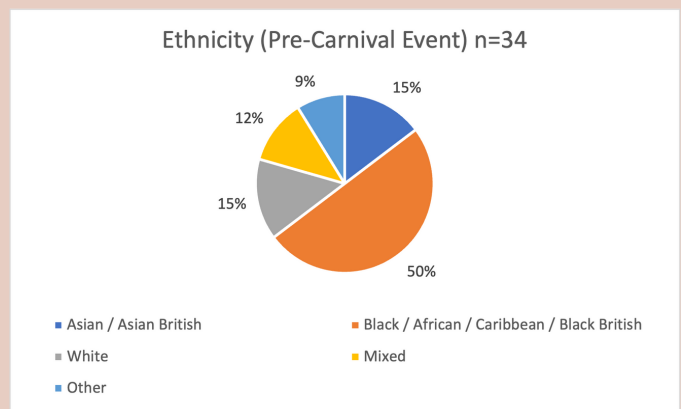
EQUALITY, DIVERSITY AND INCLUSION

The data indicates that both the Pre-Carnival Event, which showcased two documentary films reviewing the 20-year history of Acton Carnival, and Carnival 2023 itself, attracted diverse attendees. Utilising innovative and community-friendly survey methods, we successfully gathered responses from **34 attendees (accounting for 95% of the total) at the pre-carnival event, and 116 responses on the day of the carnival itself.**

The data reveals that **BAMER (Black, Asian, Minority Ethnic, and Refugee) groups formed a significant majority at both events, comprising 88% of attendees at the pre-carnival event and 76% at the carnival.** The Black/African/Caribbean/Black British community emerged as the largest ethnic group at both events.

In terms of gender distribution, the data exhibited a relatively balanced pattern, with representation from several LGBTQI+ participants at both events and a majority of women at the pre-carnival event.

The data also suggests that the events attracted attendees across a wide age spectrum. **At the pre-carnival event, over 68% of the participants were over 51 years old,** indicating a strong presence of loyal attendees who have been part of the Acton Carnival for the past two decades. Conversely, **the carnival itself attracted a younger demographic, with over 40% of attendees being under 21 years old.** This data suggests that the Acton Carnival continues to engage both long-standing supporters and a new generation of attendees, underscoring its enduring appeal and relevance in the community.



METHODOLOGY

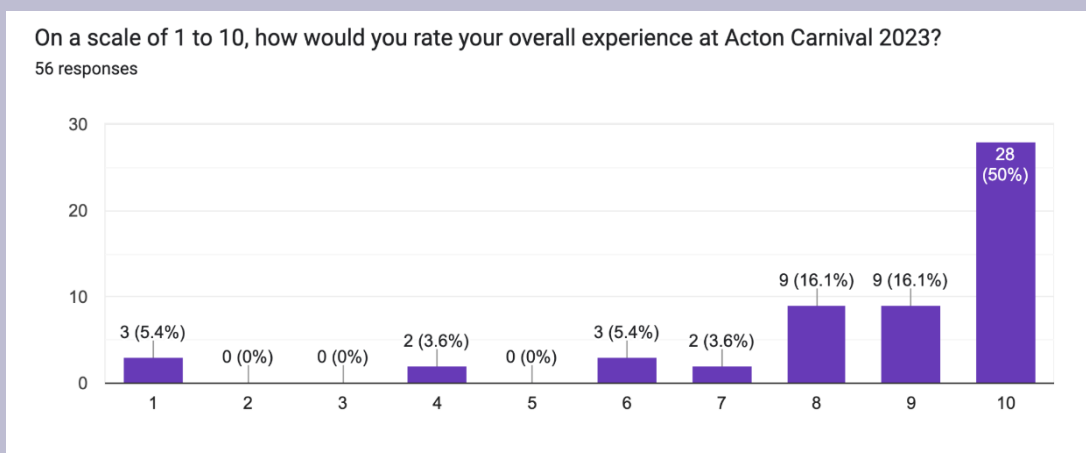


Considering the volume of the music and the celebratory vibe, we anticipated that gathering EDI data at carnival events using conventional online or hardcopy surveys would be challenging. To maximize community response, we **gamified the survey process**, using whiteboards, stamps, and Caribbean snacks to engage a variety of participants. Some attendees shared with us that they usually don't fill out surveys during events, but were willing to make an exception for us.

FEEDBACK

To gather additional feedback from Acton Carnival 2023, we circulated an online survey among volunteers, traders, and attendees who purchased tickets online. In total, we received **56 valid responses**. Among the respondents, 62.5% were female, **50% were aged between 36 to 55 years old**, and **70% identified as BAMER**, with 41.8% from the Black/Black British/Caribbean/African group.

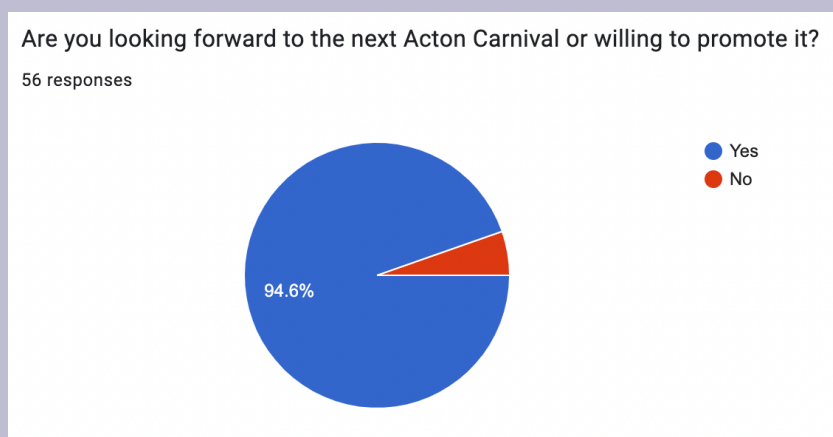
Respondents expressed **considerable enthusiasm and satisfaction** for Acton Carnival 2023. **50% rated the experience as 10 out of 10**, and **33% rated the experience as 8-9**.



78% of respondents strongly agreed that Acton Carnival 2023 fostered a sense of community. Nearly 80% of respondents felt that the carnival created a very friendly environment for local businesses.

78%

Strongly agree: Acton Carnival 2023 fostered a sense of community



An overwhelming **94.6% of respondents confirmed** that they are looking forward to **the next carnival** and/or would like to promote the event.

When asked which **part of the carnival they enjoyed the most**, among the **48 qualitative responses**, the most frequent answers included **(1) music, (2) parade, and (3) children having fun and painting**.

In terms of **critiques and suggestions**, we gathered **40 qualitative responses**, the most frequent ones were **(1) lowering the ticket price or making it free, (2) providing more seats, and (3) enhancing local promotions**.

"I enjoyed it all I also walked with the dancers from crown at to Acton park loved that I was also dancing all the way 😊 "

"Following the Floats, the food and the music from Tippa Audio"

"it's hard standing all day, more seats"

"Lowering the price as we have a cost of living crisis. Hanwell Carnival was comparatively cheaper or free so it seems Acton residents & visitors are being taxed. As Acton is ethnically more diverse than Hanwell Carnival it's important a level playing field must always be demonstrated. "