



Many Cultures, One City: Event Report

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I. Introduction

The Trust for Developing Communities (TDC) in partnership with Hangleton & Knoll Project (HKP) are in the third year of a three-year project commissioned by Brighton & Hove Clinical Commissioning Group (B&H CCG).

The project focuses on the provision of Psychosocial Support for Black and Minority Ethnic (BME) communities. It is tasked with delivering and facilitating services that 'improve the mental health management and wellbeing of black and minority ethnic communities who live and work in Brighton & Hove, in particular those who have limited knowledge of, or access to community mental health services.



A feature of the project is an annual event targeted at black and minority ethnic communities. The purpose of this annual event is to promote and reinforce the benefits of adopting good mental health and wellbeing practices; further to increase awareness of services available to support people with mental ill-health and wellbeing issues, and to improve links and understanding between BME communities and statutory and voluntary services working in the mental health and wellbeing sector.

In 2014 the annual wellbeing and health event was called '*All Our Voices*'. In 2015 it was entitled '*The Healing Village*'. For 2016 the event was given the title '*Many Cultures, One City*'. All events shared the same overall purpose, namely improving mental health outcome for people from BME communities. Reports for '*All Our Voices*' and '*The Healing Village*' have been written and are available from TDC.

This report covers the outcomes from the '*Many Cultures, One City*' event, the latest in this series of events under this project.

2. Background

The nature and theme of the event was devised through discussions and consultation between TDC, HKP, Sussex Interpreting Services (SIS), B&H CCG and Brighton & Hove City Council (BHCC). Each organisation drew upon their existing knowledge of BME communities and sought input from their respective community-based partners and constituencies.

This was a free and open event, designed to be celebratory, informative and engaging. It was promoted as a 'Multicultural Health & Wellbeing event' targeted at people from a black or minority ethnic background.



3. Marketing and Promotion

The '5 Ways to Wellbeing' concept was used as a key theme in the marketing of this event. The promotional messages included references to connect, give, be active, take notice, and keep learning in the information distributed for the event.

Flyers and posters were printed to market the event. These were distributed through contacts, associates and organisations known to and affiliated with SIS, HKP, BHCC and TDC. Printed material was also given to and distributed via individuals from BME communities known to have good links and knowledge of specific BME communities.

Through Sussex Interpreting Services, the marketing materials were translated into the 8 most requested languages in Brighton and Hove, these being:

- Arabic
- Bengali
- Cantonese
- Farsi
- Portuguese
- Turkish
- Russian
- Polish

The event was also promoted using online media platforms, which included:

- TDC Facebook page
- TDC Website
- Community Works Contacts list
- Other partner websites or social media platforms



Tweet

#ManyCulturesOneCity

The Trust for Developing Communities shared Banyan Tree Theatre Group's post.
19 April · 🌐

Banyan Tree Theatre Group
19 April · 🌐 Like Page

TODAY! Join us 4 arts & crafts @TrustDevCom @sussexinterpret #BME health event, Brighthelm Ctr, North Rd, 9.30-1.30 <https://t.co/rquppW5wpu>

Banyan Tree TG (@BanyanTreeTG)
posted a photo on Twitter
Get the whole picture - and other photos from Banyan Tree TG
[PIC.TWITTER.COM/RQUPPW5WPU](https://www.pic.twitter.com/rquppw5wpu) | BY BANYAN TRE..

Lastly, promotion of the event also included visits to, and meetings with, many and diverse local BME community groups by representatives of the event partners.

4. Event Summary

The event was opened by a welcome and introduction from the TDC Black & Minority Ethnic (Mental Health) Community Development Worker, Terry Adams. The opening session then consisted of presentations from two speakers, each giving an overview of the type and range of services their organisations provide. The presentations were followed by the first public screening of a film commissioned by TDC and HKP, highlighting the community development work undertaken with people from black and minority ethnic communities.

The first speaker was **Andy Porter, Deputy Director of Social Work (Workforce & Professional Practice) Sussex Partnership Trust**. He gave a presentation on the work and policies Sussex Partnership Foundation Trust (SPFT) has been doing to meet their diversity and equalities strategies. Andy spoke from a policy perspective, and mentioned the importance of implementing the policies as not only a legal obligation on the Trust but also as an important factor in assuring the Trust's services meets the needs of all Brighton and Hove constituents. He stated SPFT had not always got it right in the past in addressing all issues relating to equality and diversity, but were now giving diversity and equality high priority across all the work they do. Andy also gave examples of the range and types of services SPFT were providing that had begun to ensure they were culturally sensitive as evidence to show that this was effective in increasing engagement of BME Communities with health services. Andy also spoke of the importance of recognising and acknowledging mental ill health in families and communities and not stigmatizing those affected; he advocated moving towards acceptance understanding and professional assistance when required. Lastly, Andy informed attendees that in addition to the stall at the event, two members of the SPT team were in attendance and they would welcome the opportunity to speak with attendees.

The second presentation was given by **Caroline Orsala, from Mind**. She spoke on the wide range of services provided by Mind that she felt attendees to the event should be aware of. She mentioned the local focus of Mind and the extent to which they identify local priorities and work to meet the needs of the local populace (as opposed to reflecting a national organisational strategy). Caroline gave examples of the specific services they run in Brighton & Hove which include a wellbeing service, community events, and looking at taking care of one's wellbeing and how the service is user-led and sensitive to the circumstances of potential users. She also spoke about their advocacy service, as well as services for young people. Caroline's overall message was that Mind is valuable resource for mental health and wellbeing support. Further, that they are responsive and reflective of the individual's needs and circumstances and adhere to strict policies of confidentiality.

The presentations were followed by the first showing of a film reflecting the work undertaken by the TDC and HKP partnership with BME communities. It was commissioned by TDC and HNP and produced by a local freelance photographer and filmmaker Lyndsey Haskell. The film featured services users speaking about what the services they use mean to them and their lives. The film can be accessed via this You Tube link. <https://www.youtube.com/watch?v=jiA3ZppLlyA>

After the presentations attendees were invited to take part in the number of workshops happening in rooms throughout the building. This was followed by the interactive feedback session, lunch and drumming to close the event.

The event was scheduled to open at 9:30am and conclude 2:00pm. The agenda for the day was as follows:

- 9:30. Registration & Refreshments
- 10:00. Welcome & Presentations
 - [TDC & HKP BME Video](#)
 - Sussex Partnership NHS Foundation Trust
 - MIND in Brighton & Hove
- 10:45. Workshops – Session One
- 11:30. Break
- 11:45. Workshops – Session Two
- 12:30. Feedback
- 13:00. Free Lunch & Time to Socialise
- 14:00. Drumming



5. Attendance

To assist in establishing the number of attendees, everyone was asked to sign in upon arrival. This request was adhered to by the majority of attendees who arrived before the 10:00am start (Welcome & Presentations) of the event. However, many people arrived after 10:00am and throughout the morning; and despite best efforts a significant proportion of these later arrivals for various reasons did not sign in. The number of people who signed in was 90. However, from a visual assessment it was estimated there were at least 120 attendees at the event.

Statutory and voluntary sector organisations were invited to have presence at the event, through having a stand promoting their services to community attendees. The number of Stallholders was 23, as follows:

- Doctors of the World
- Scope
- BME Foster Carers (BHCC)
- Terence Higgins Trust / Pavilion
- TAPP Survivors Network
- The FED
- Allsorts Youth Project
- Grass Roots
- Carers Centre
- Healthy Eating Project
- Hangleton & Knoll Project
- TDC
- Healthy Weight Referral
- LGBT HIP
- MOSAIC
- Money Advice
- Mind Charity
- Brighton Natural Health Centre
- Active for Life
- Euro-Mediterranean Resource Network
- Mind Out
- Sussex Partnership Trust
- Sussex Interpreting Service



In addition, 11 different workshop sessions each for 45 minutes were offered, as follows:

1. **Japanese writing:** Hangleton & Knoll Multicultural Women's Group
2. **Stress workshops:** Brighton Housing Trust
3. **In shape for life:** Active for Life – Health Walks
4. **Creative workshops:** Banyan Tree Theatre Group (child friendly)
5. **Volunteering for small groups:** Community Works
6. **Sewing:** Hangleton & Knoll Multicultural Women's Group
7. **Low Mood:** Brighton Housing Trust
8. **Yoga:** Brighton Natural Health Centre
9. **Your voice your Views:** Brighton & Hove City Council
10. **Help with Money:** Money Works
11. **Discover your skills and talents:** The Bridge



The combined number of organisations present at the event was 30.

6. Summary and Recommendations

The overall findings from feedback obtained from attendees, partners and participants to the Many Cultures, One City event, provide evidence to conclude that the event was largely successful in meeting its main objectives.



6.1 Attendees

From the perspective of the attendees, (i.e. people from the BME communities) the responses given in their feedback reveal high levels of appreciation with the organisation of and invitation to the event. Furthermore, attendees considered the event to have been welcoming, enjoyable, useful and family friendly.

Moreover, the findings clearly indicate that attendees found the information disseminated throughout the event (i.e. promoting wellbeing, taking care to monitor mental ill health, making use of (mental) health and wellbeing services) 'extremely' or 'very' useful. In addition, a high proportion of attendees felt that, as a result of the information they had gathered at the event, they would be more likely to use health and wellbeing services in the city. Lastly, reflecting on the appreciation that attendees placed on the event overall, the majority said they felt either 'a lot' (73%) or 'a little' (12%) better as a result of attending the event.

The positive perceptions and tangible benefits derived from the event by respondents create a good climate in which to continue to explore and identify effective methods of ensuring the mental health needs of people from BME communities are appropriately met.



Although the event was well attended, it was clear from an observational assessment that the majority of attendees were female. Whilst that in itself is not an issue, it is clear that potential exists to attract more men to events of this nature. It is possible that work commitments and the day and time the event took place might have been a barrier in getting more men to attend. For this reason, it is recommended that in the planning of future similar events, specific consideration be given to attracting more men to attend.



6.2 Participants

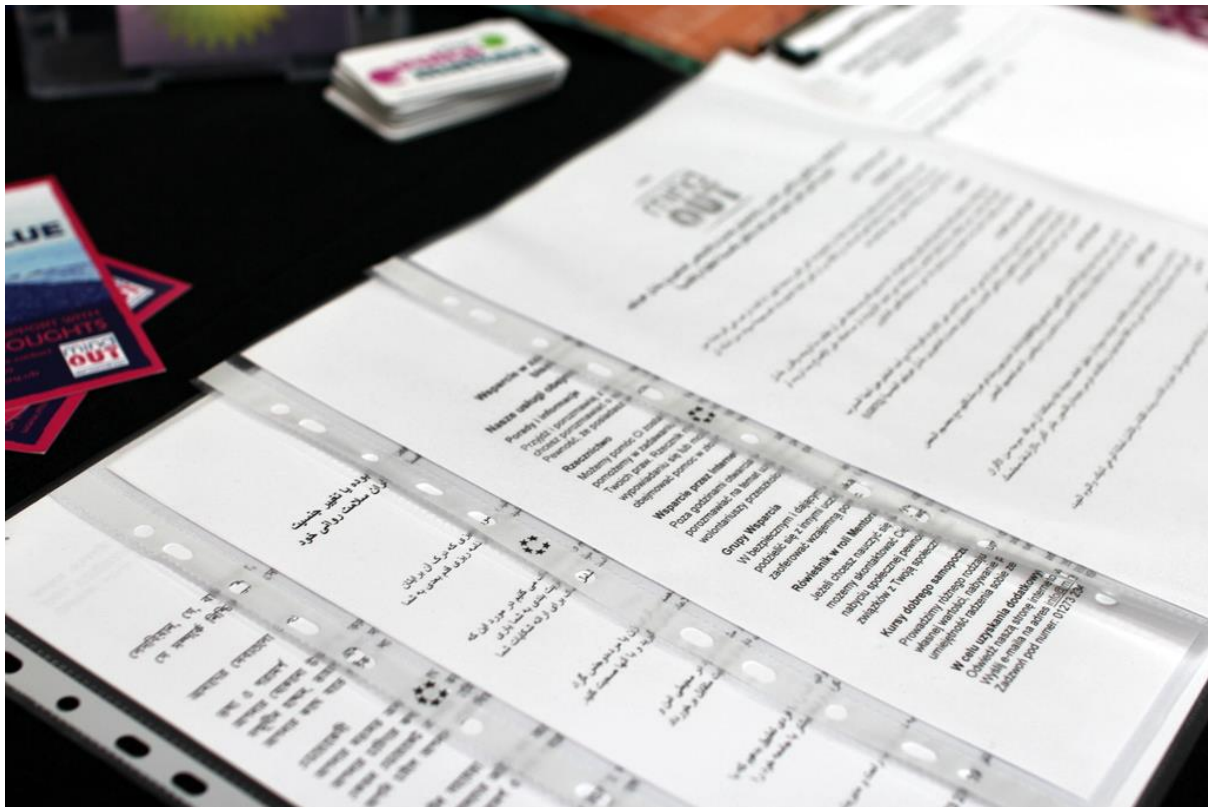
Participants were the stall/stand holders and workshop organisers. The findings from their feedback also shows high levels of satisfaction with the event. The event overall was given a Rating of 8 (out of 10) in relation to the perceived value to the Organisation in attending.



Not surprisingly promoting services to BME communities was the main reason for most Organisations attending the event and their feedback suggested this was largely achieved. Meeting new contacts and networking with other service providers also featured high on the list of benefits participants felt applied to the event.



An interesting finding from participants was a common acknowledgement from many on the need to revise their marketing materials. For example, ensuring their materials are not visually culturally exclusive (i.e. reflect the diversity of communities) and that they are translated into different languages.



There is strong desire amongst services provider Organisations to ensure they meet the needs of people from BME communities.

Events like Many Cultures, One City offer Organisations a great opportunity to engage directly with these constituents and for these potential service users to learn more about what the services offer. This event proved that in developing strategies for improving access to psychological therapies, these events are an excellent tool in laying solid groundwork towards achieving the objectives of better mutual understanding.

6.3 Partners: Sussex Interpreting Services

Volunteer interpreters from Sussex Interpreting Services played a valuable role in the success of this event. Volunteer interpreters on the day were in a unique position to provide an insight to the perceptions of day. Their unique perspective on the event was one of the reasons specific feedback from the interpreters was sought.

Most of the interpreters were different volunteers from those who attended last year's event ('The Healing Village') and as such this was a relatively new experience for them. When asked what they liked about *Many Cultures One City*, interpreters said the event had a positive atmosphere, was well organised and offered a good range of workshops and other activities. From the attendees' perspective, the interpreters felt they liked the relaxed nature of the event, that it was informal and thought the setting was good. They also felt attendees welcomed the opportunity to come to such an event and were appreciative towards the event's Organisers.



When asked what they disliked about the event, although there were not many responses, those that were made referred to practical matters such as the catering and accessing workshops taking place on the different levels of the building (though these were all accessible by lift).

Although all interpreters felt the overall organisation of the event was either very good, good or about right, they did add valuable suggestions on how a similar event could be improved upon in the future. Common suggestions included making sure communities knew what to expect from the event, ensuring it was child-friendly,

making sure the date and time allow for optimum attendance and putting in place a comprehensive marketing and promotions strategy so that all communities know of the event.

The responses from the interpreters, provide a vital and valuable role in ensuring future similar events reflect the needs of diverse communities. It would be prudent to ensure their suggestions are part of recommendations in the planning of engagement activities for diverse communities.

6.4 Overall

The successes of this event clearly indicate that activity of this nature represents a value tool in increasing awareness and access to psychological therapies amongst people from diverse cultural backgrounds. The event was a day of interesting activities, opportunities to socially engage, to relax, and to experience the company of people from other cultures. It is within this environment the subject of health, wellbeing and more specifically mental health disorders can be discussed and efforts to tackle inequalities addressed.

We would recommend events of this nature continue to be part of the strategy of engaging diverse cultural communities in the pursuit of increasing access to therapeutic services.



7. Main Findings

In devising the evaluative feedback for this event we employed a number of different methodologies to capture feedback from three different respondent groups:

1. **Attendees:** members of the public from diverse communities
2. **Participants:** service providers who had a stand or delivered a workshop session
3. **Partners:** key organisations contributing to the planning and delivery of the event

7.1 Attendees

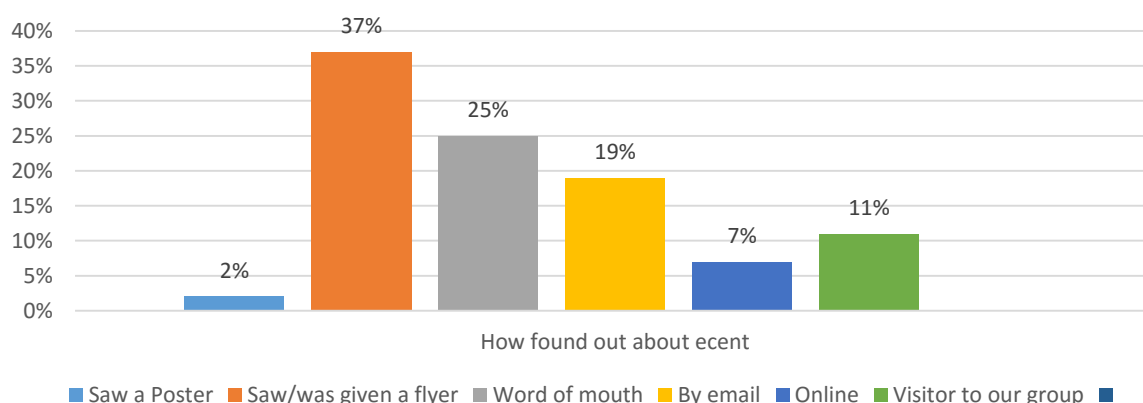
We used two separate methodologies to gather information from attendees. Qualitatively, we placed blank flipchart paper and post-its around the venue (in the main hall and workshops) and encouraged attendees during the event to write their thoughts and or feelings about what was happening, what they were doing, how they were feeling about the event. Secondly, and quantitatively we used an interactive feedback system. This involved questions and multiple choice answers projected on a screen and each attendee using a special device (for giving their responses) was asked to answer by selecting one of the multiple choice answers to each question. When all respondents had answered the question, the responses were instantly analysed and the results from each question were projected on to the screen.



7.1.1 Interactive Findings: Quantitative

The main purpose of this interactive evaluation was to obtain a quantitative assessment of what difference the event had made on the attendees in terms of their understanding of wellbeing and mental health services available to them. However, we began the questions by seeking to establish how the attendees found out about the Many Culture, One City event.

Bar Chart One: How did you find out about today's event?

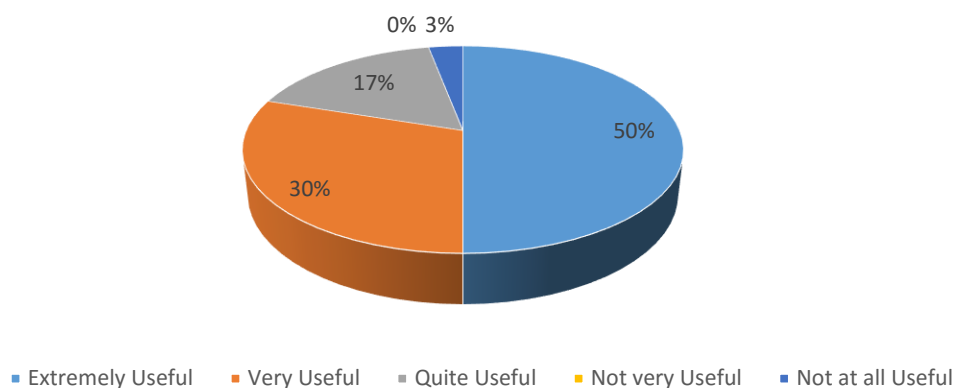


The findings show that the most common means of awareness for the event was through attendees either seeing or being given a flyer. Just over a third of attendees (37%) said they became aware of the event through this method. The second most popular source of awareness for attendees was ‘word of mouth’ with a quarter of attendees (25%) being made aware possibly by others within their community or social circle. Email 19% and information online 7% together make just over a quarter of attendees’ awareness of the event, proving online routes to reach BME communities do offer benefits.

Interestingly, despite the proliferation of new media and online communication and marketing platforms, it is worth noting that it was the traditional marketing methods that have been most effective in creating awareness of this event. The printed materials and ‘word of mouth’ were the most commonly quoted sources in reaching these audiences.

The remaining quantitative questions then focused on the nature and content of the event. We asked attendees how useful they found information provided to them on the day.

Pie Chart One: How useful did you find the information provided to you today?

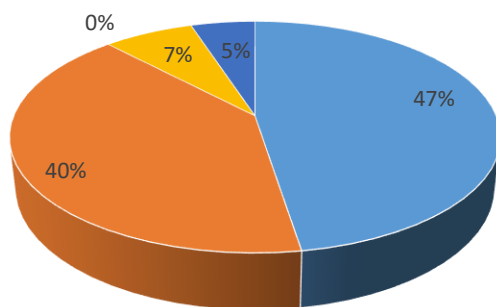


This was a general (overall) question and was not directed or related to any specific aspects of the event. Nevertheless, the result show perceptions of usefulness of the information amongst attendees was high. Eighty percent (80%) of attendees felt the information provided was either extremely (50%) or very useful (30%). A further 17% said they felt the information provided was quite useful. Combined 97% of attendees felt the information was useful. This finding strongly suggests a key objective of the event had been achieved.



The evaluation also sought to establish the extent to which the attendees were likely to use Health & Wellbeing services as a result of the information received. A very important question, given a primary objective of this project is for there to be an evidential increase amongst people from BME communities in their use of the City's mental health services.

Pie Chart Two: Do you think you are more, or less likely to use (health & wellbeing) services as a result of the information you have received today?



■ Definitely more likely ■ Probably more likely ■ No difference ■ Probably less likely ■ Definitely less likely

Again another positive finding reflecting the value of holding events such as these. Although the data again is a general (overall) response, it very clearly shows that the vast majority of attendees felt they would be more likely to use a health and wellbeing service as a result of attending this event.



Nearly half of the attendees (47%) said they would 'Definitely be more likely' and a further 40% said they would be probably more likely to use health and wellbeing services as a result of the information they received at the event.

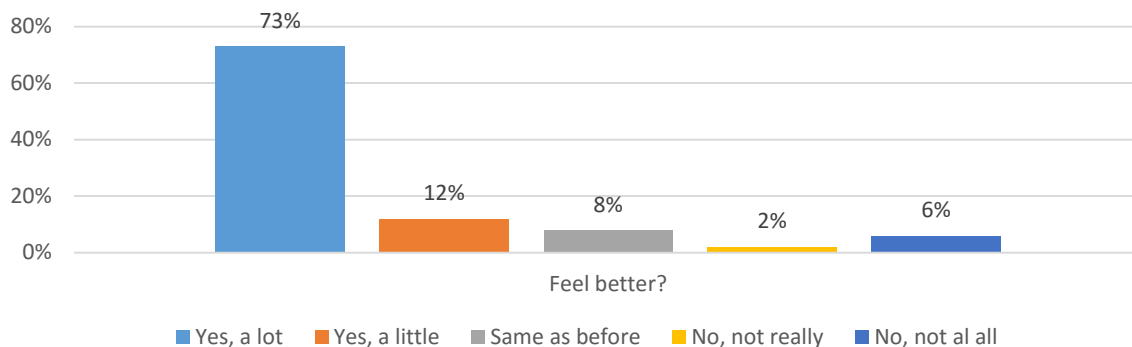


Eighty-seven percent (87%) of respondents/attendees combined felt the event had the potential to encourage more use of the health and wellbeing services in the city.



The last of the quantitative questions asked by this interactive method sought to ascertain the extent to which the event might have had an impact on the emotional wellbeing of attendees.

Bar Chart Two: Did this event help make you feel better?

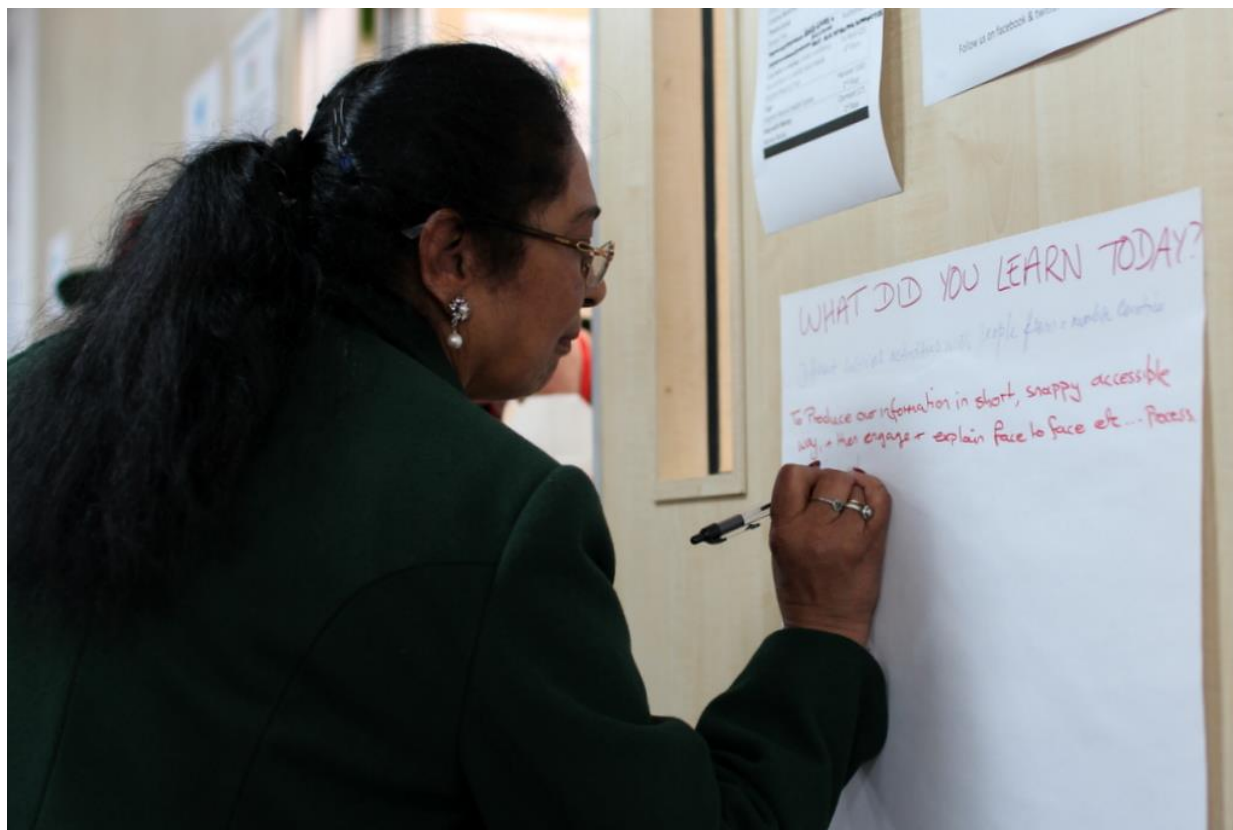


The findings show the vast majority of the attendees felt better because of this event. Eighty-five per cent (85%) of attendees felt better to some extent 73% a lot better and 12% a little better.

This, as with the other feedback results, is an encouraging and positive finding. If perceptions of usefulness and likelihood to use services were to translate to actual behavioural changes, this could have a profound effect on the levels of engagement with BME communities and would make a significant contribution in ensuring all who need these services seek access to them. This is a theoretical finding. However even if a smaller proportion, but representative sample, from BME communities were to use mental health services as a result of this event it would represent a positive development, one which mental health services can build upon.



7.1.2 Comments: Qualitative



Qualitative feedback from attendees reinforced the overall positive perceptions of the event found in the quantitative findings. Comments written on the feedback posters reveal a sense of appreciation and value in the information received, and importantly indicated new information had been communicated.

'Got a lot of information about well-being – very good. Thank you'

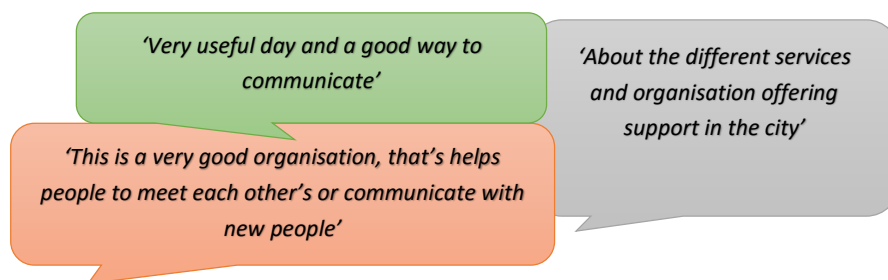
'In the name of God thank you for this gathering that helps refugees'

'Very happy to find information on my back problem, leaflets given feel not alone'

'Different cultural; activities with people from a number of different countries'

The range of qualitative responses given to this question suggest that the benefits and appreciation of the event covered many areas and addressed a number of specific issues for attendees.

Qualitatively, attendees also valued the ability to engage and communicate with service providers as well as people from different cultural communities.



Overall the qualitative and quantitative findings from attendees at this event reveal collectively high and consistent levels of satisfaction.

Significantly, the findings suggest the event successfully managed to increase awareness and create the perception amongst attendees that they would use and engage with services they had been made aware of, or engaged with, during the event. Reinforcing awareness and providing additional information on services is likely to increase the probability that these findings will translate into a visible and measurable increase in use of mental and wellbeing services amongst Brighton and Hove's BME communities.

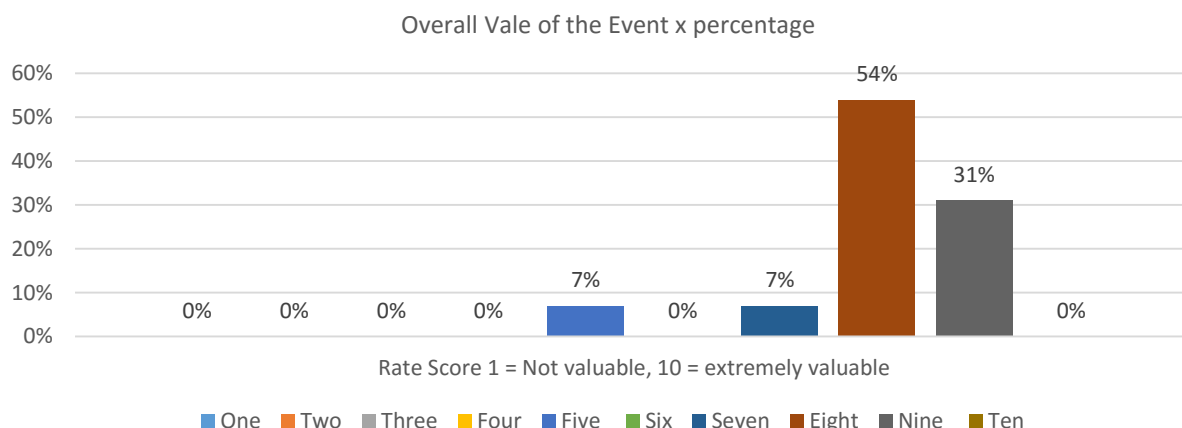
7.2 Participants

Participants in this event are defined as those who either had a stall/stand or delivered one of the 45-minutes workshop sessions. A structured questionnaire was used to obtain feedback from the participating organisations. Feedback was sought to get their perceptions of the value and effectiveness for their organisation of participating in the event. The questionnaire was kept short, and focused on asking a number of key questions.

We began by asking participants to rate the overall value of attending the day to them where 1 = of no value at all 10 was extremely valuable.

The mean average rating given for overall value of the event for participants was **'8'**. In chart form the finding to this question was as follows:

Bar Chart Three: overall value of event x percentage



The most common rating given was the score 8. Over half of the participants (54%) gave an overall rating of 8. Nearly a third of participants (31%) gave a high overall rating of 9. Combined, 85% of respondents rated the event either 8 or 9. The overall results to the question reveal that to some extent all respondents felt the event was of value to their Organisation.

Participants were then given a list of potential benefits of the event and asked which they felt applied to their Organisation.

Table One: Which benefits of this event applied to your Organisation?

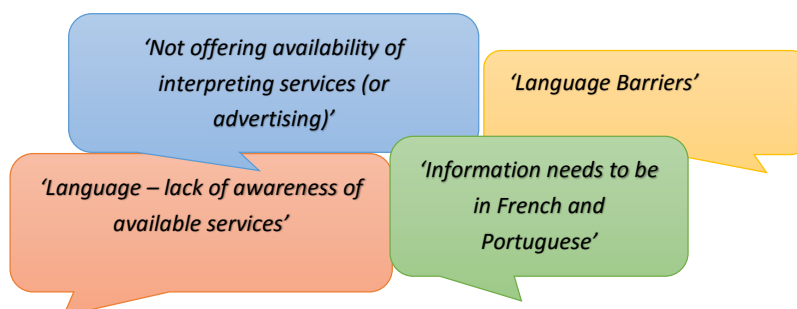
Benefit	
Networking	85%
Engagement with BME communities	92%
Promoting services to BME communities	100%
Meeting new people/making connections	92%

All of the Benefits listed scored well. Perhaps not surprisingly, promoting their services to BME communities was the most common benefit mentioned (100%). It is perhaps worth noting that demand for an Organisational stand at this event was high. In fact, the space available for stands was not large enough to accommodate all the organisations that requested a stand. Engaging with BME communities was given by 92% of respondents; and an equal number (93%) meeting new people and making connection was mentioned. These results suggest there is a strong desire by services providers to engage directly with BME communities.

To conclude Participants’ feedback, they were asked qualitatively, following the event had they identified any barriers to engaging with people from BME

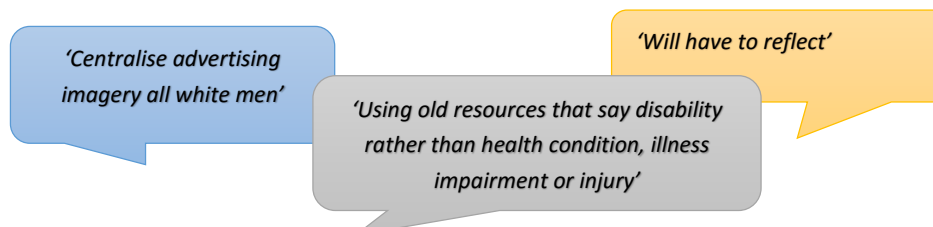
communities; and if so how might the identification of these barriers change their approach/actions in the future.

One of the common barriers mentioned was that of language. The need for their information to be translated into the language of people from BME communities was identified as a significant barrier to a more effective engagement with BME communities.

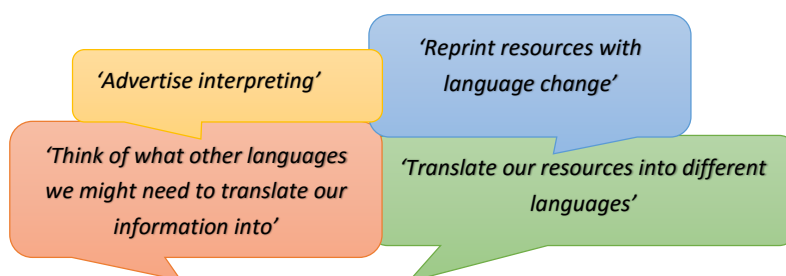


Anecdotally there is an inference that many organisations have limited routes through which they can engage directly with diverse communities. Therefore, events such as this offer valuable opportunities for mutual exchange between service providers and potential service users. Events such as this can be used not solely for direct information and generating awareness of services but also for providing guidance on how services providers can adapt services and communication to enhance their ability to engage effectively with diverse communities.

A need to ensure the marketing and promotional material was up to date and relevant (e.g. culturally) to all audiences was also mentioned by a number of respondents as an important lesson learned from this event.



Many comments from respondents referred to the need for their organisations have a communications strategy that is relevant to BME communities. As a result, when asked how the Organisation might change in the future, addressing how they communicate with BME communities was uppermost in their responses.



The overall impressions given by Participants was one of general satisfaction with the event. The networking opportunities also resulted in a number of new relationships or renewed commitment to explore joint working possibilities. An impression created was that some organisations struggle to engage directly with diverse communities. Therefore, events and activities such as this are a vital source of making contact with these communities.



7.3 Partners' Feedback

7.3.1 Sussex Interpreting Services

Sussex Interpreting Services (SIS) played a highly valuable role in planning the nature of the event and contributed significantly to the successes of the day.

In translating the promotional materials (posters, flyers and Anchor Groups' information) into 8 different languages, SIS helped ensure the purpose of the event was communicated directly to the target audiences. In addition, SIS undertook a programme of dissemination of the materials, supplementing the marketing strategy and increasing the reach of the promotion.

On the day of the event SIS provided 9 translators in the following languages, Bengali, Turkish, Russian, Polish, Chinese (2), Arabic (2) and Portuguese. On hand were also management and administration staff from SIS to facilitate the interpreting services and oversee the day.

Because they played a central role on the day of the event the interpreters were asked to provide feedback of their perceptions of the event. Nine (9) interpreters took part in this evaluation.

Interpreters' evaluation

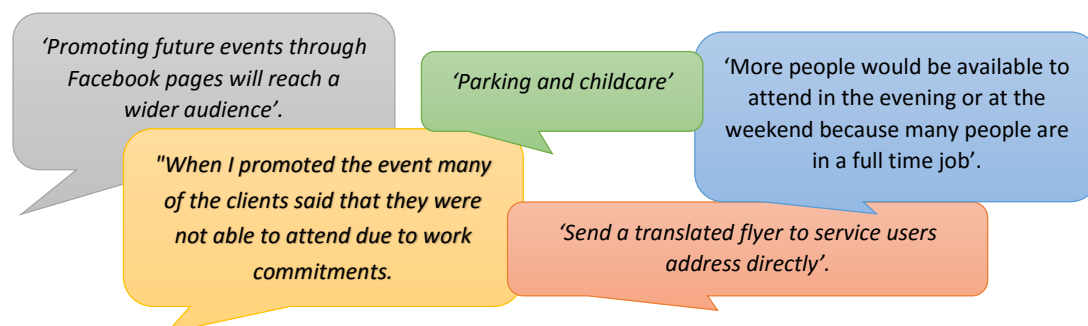
Because it was similar in nature and objectives to this event all respondents were asked if they had attended the 'Healing Village' event last year (March 2015). Of the total, six respondents said they did not attend last year's Healing Village event but three had. Therefore, for the majority of respondents this event was a new experience, whilst the remaining three were able to draw on past experience and make a comparison with the Healing Village event.

Respondents were asked what they felt might have encouraged more people to attend the event.

Table Two: What would have encouraged more attendees?

Answer	Response
More extensive promotion e.g. through Facebook pages	44.4% (4)
Different day/time e.g. evening, weekend	44.4% (4)
Different flier design e.g. emphasis of event content, emphasis on date/time	33.3% (3)
Additional information on flier e.g. bringing children,	33.3% (3)
Other (please specify)	22.2% (2)

The suggestion of holding the event on a different day or time was given by 4 respondents. This is a valid point as a daytime event is likely to be prohibitive for those who have weekday work or educational commitments. The other responses centred on encouraging more attendance by improving the marketing and promotional aspects of the event. Four (4) respondents felt the promotion could have been more extensive e.g. using social media more. In addition, three (3) felt the information on the flyer, e.g. content, date and time, could have improved attendance, whilst a further three (3) felt additional information such as it was okay to bring children would have been beneficial for attendance. Further comments on this question from respondents elaborated on points previously made. Many reiterated the need to increase the marketing effort and recognise that work and other commitments were preventing many from being able to attend.



The responses from the interpreters to this question clearly reveal a belief that the event could have attracted more attendees if the marketing and promotion was more comprehensive and if an alternative date and time was considered to accommodate those with work commitments.

These findings suggest that in future marketing it may be prudent to include more information on the organisations that will be present/participating in the event on the main marketing and promotional materials (flyers and posters). Furthermore, briefing interpreters on which organisations are present at the event would provide attendees with an option of finding out a little about the organisation from the interpreters before they approach stands/stalls.

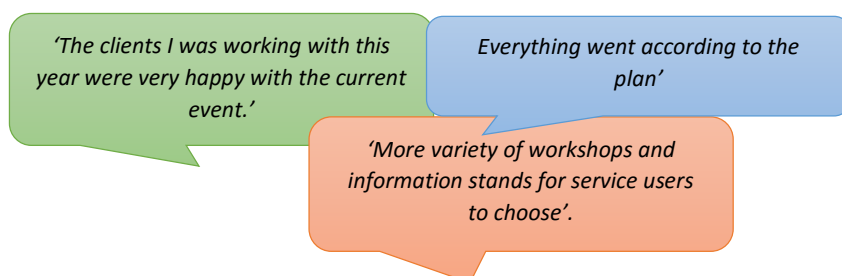
The interpreters who attended last year’s Healing Village event were asked how they felt it compared to this event. They were given a choice of answers:

Table Three: ‘Many Cultures, One City’ compared to ‘Healing Village’

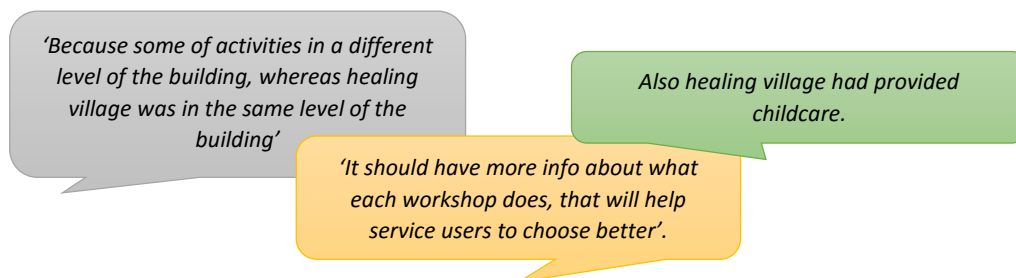
Answer	Response
Much better	0
Somewhat better	37.5% (3)
Slightly better	0
About what was expected	37.5% (3)
Slightly worse	25% (2)
Somewhat worse	0

Whilst this was not a poor or very negative response, it was perhaps not as positive a result as would have been liked.

When asked to elaborate on the answers given to comparisons with last year’s event those that felt the event was better or what was expected mentioned, variety of workshop, more activities, more attendees and satisfaction felt by attendees if the event.



Those who felt it was not as good as last year mentioned the need for better information on the workshops, and internal access issues to get to the workshops.



Overall the findings suggest the respondents believed the event (when compared to last year's Healing Village event) was satisfactory, but there were one or two areas that could have been improved upon.

Likes and Dislikes

To elaborate further on perceptions of the event respondents were asked if they could list the things they liked and disliked about the event, and the things they felt attendees liked and disliked about the event.

Respondents Likes

Looking first at what the Interpreters liked about the event, the general responses referred to helpful staff & volunteers, good atmosphere, well organised and good range of workshops. Arguably these perceptions to some extent negate some earlier critical comments previously made; or at least put them into a broader context.



Service User Likes

The Interpreters also asked the attendees to tell them which aspects of the event they liked. Amongst attendees there was a general appreciation of the ability to talk directly to the service providers as well as enjoy activities provided by the workshops.

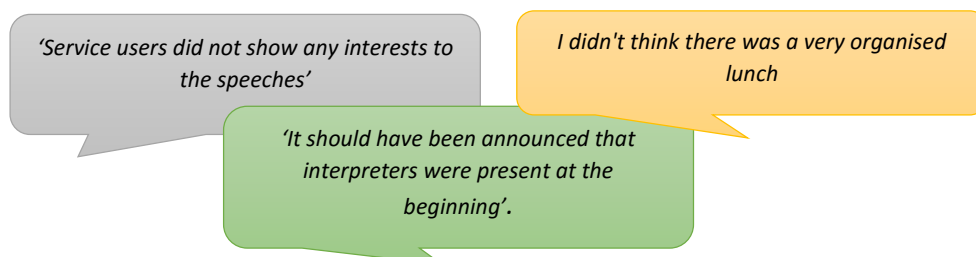


The 'likes' of the respondents and attendees (service users) reinforce previous findings that indicate the ability to engage directly with service providers in a relaxed, well organised, informal and engaging setting meant that the event was well received and appreciated.

Respondent and Attendees Dislikes

When asked what the respondents did not like about the event there were less responses overall, with some saying there was nothing they disliked about the event.

There were a couple of issues that were mentioned as disliked from both respondents/interpreters and attendee perspectives. The first of these was a sense that the opening section could have been shorter. Some of the attendees their attention waned during the Welcome & Presentations. One respondent felt specific mention should have been made to the presence of the interpreters at the opening of the event. Another common comment was that the food was not considered to have been good, and the lunch period could have been better organised. By way of mitigation, the fact the one of the caterers arrived 45 minutes later than contracted contributed towards this latter sentiment.



Overall the *'dislikes'* mentioned were few and limited to a few specific aspects of the event, i.e. catering and opening/announcements. Fortunately, these are areas that can be easily addressed to ensure they are not repeated and perceived negatively in future events of this kind.

Respondents were asked for their views on which aspects of the event they considered to be relevant and interesting for the attendees. The different aspects of the day were listed for the respondents to rate in terms of the extent they felt were relevant to service users.

Overall, all aspects of the day scored highly. The areas that had the highest ratings were:

- The Sussex Partnership Trust presentation
- [Film about TDC and Hangleton & Knoll Project work](#)
- The first series of workshops
- The service providers' stalls/stands
- Informal networking opportunities

Encouragingly the key elements of the event - the informative opening presentation, workshops, stalls and networking opportunities - were rated highly.



With the aim of getting an assessment on the levels of popularity of the various workshop, respondents were asked which workshops they felt attendees went to or would have liked to have gone to. All workshops were listed as interesting to some extent. The workshops that rated highest in the perception of the interpreters were:

- Sewing
- Japanese Writing
- Yoga
- In Shape for Life
- Low Mood: create a wellbeing box and monitor mood
- Stress Workshop; building resilience and coping mechanisms

The majority of the most popular workshops were those that dealt directly with health and wellbeing. This suggests that a need for these types of services clearly exists amongst people from diverse communities. The task therefore is to continue to make these services convenient and accessible for these communities.



When asked a similar question on which of the service provider stalls the respondents thought the attendees were most interested in, their responses reflected the answers given in relation to the workshops. Respondents felt attendees were keen to learn about services that could enhance their wellbeing.

The most common service user stalls were considered to have been:

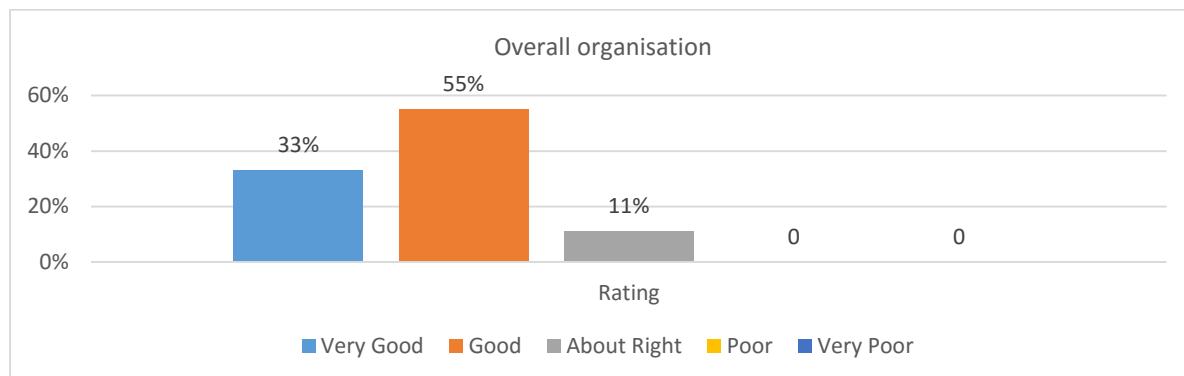
- Health Walks
- Sussex Health Partnership Trust
- Mind
- MindOut
- Brighton and Hove Food Partnership
- Hangleton & Knoll Multicultural Women's Group (Sewing, Japanese writing)

With the exception of the women's group's sewing and Japanese writing workshops, the most popular stalls all related to wellbeing and health.



Finally, respondents were asked to rate the overall organisation of the event. The follow up question asked for suggestions and comment on how they felt future events of this nature could be improved upon.

Bar Chart Four: How do you rate the overall organisation of the event?



Perhaps not surprisingly, given earlier comments, perceptions and opinions on the overall organisation of the event were positive. The majority of the respondents, i.e. 8 out of 9 (88%) felt the overall organisation was either 'Very good' or 'Good'

On responding to the questions asking how they felt a similar event could be improved upon for the future, there was no single theme, instead comments were made on specific aspects of the venue and ensuring the event is accessible as possible to diverse communities.

- 'Would be very useful if Council workers could organize a stall with leaflets about Council services and information'.
- 'Involving more community grubs in the event. child care, parking and weekend with more relaxer time, like 12 - 5pm'.
- 'Service users do need interpreter to explain the stalls because most of them did not know these organisations exist and their work'.
- 'clear information, introduction about what involves in each workshop, that will help SUs to choose'.
- 'Promoting the event and workshops more'

All the suggestions and comments appeared to be valid and reflected experiences and incidences on the day. Many of these are worthy of serious consideration and should be reflected in the recommendations for future planning and delivery of similar events.

8. Concluding Summary

Partners, attendees and participants involved in Many Cultures, One City have expressed satisfaction in the event, feeding back positively on the usefulness of the day, their perceived likelihood to use mental health services and perceptions of feeling better as a result of the event. It is also encouraging to note that service provider partners who attended the event overwhelmingly judged it to have been good for their knowledge and understanding of BME communities.

Many Cultures, One City and the previous annual mental wellbeing events 'All Our Voices', 'The Healing Village' all contribute towards building awareness, familiarity, understanding and trust in statutory and voluntary mental wellbeing services among diverse communities, providing a strong basis upon which issues and barriers to engagement on subjects addressing mental wellbeing can be addressed.

Although it could not be claimed stigma and negative perceptions towards mental ill health has been eradicated through this event, it will have played a significant part in challenging those perceptions. It has also assisted in creating awareness of the wide range of statutory and voluntary services available to support people with mental ill health and wellbeing problems.

Events such as Many Cultures, One City provide evidence that diverse communities given the right environment and stimuli are open to discussions and information on the subject of mental ill health and wellbeing. The tasks ahead are, firstly, to ensure those opportunities for engagement between people from diverse communities and mental health service providers remain active and creative ways to engage are established and used. Secondly, it will be important to identify ways in which positive engagement can be translated to appropriate use of mental wellbeing services. Continued engagement at this level and of this kind will be crucial to this.

This report contains a number of useful points of interest and recommendations. Although the event can be seen as a success, lessons have been learnt that will assist in increasing participation and impact of similar future events. One of the most important recommendations is to continue with a community development approach to engagement. This approach allows for interventions that reflect the needs and sensibilities of the communities it works with.

From TDC perspective the Many Cultures, One City event was very enjoyable. However, it would have been impossible to achieve without the support and goodwill of service provider partners and the trust of people from black and minority ethnic communities. There is still more work to be done and TDC looks forward to continuing to push forward with addressing awareness and access to mental wellbeing services through engagement activity and events of this kind.

9.1 Appendix I: Event Poster

Many Cultures, One City

Multi-Cultural Health & Wellbeing Event



Who is it for?

Everyone from a minority ethnic background or community group in Brighton and Hove

What is it for?

Many Cultures, One City is a place to connect, give, be active, take notice and keep learning about health and wellbeing

Why attend?

To celebrate diversity and wellbeing

For workshops, discussion, activities and time to eat, meet & talk

Where and when?

Tuesday 19th April from 9:30am -1:30pm, then free lunch & drumming together
Brighthelm Centre, North Road, Brighton, BN1 1YD

Free admission. No booking required. Free refreshments.

For more details or to get involved contact lyndsaymacadam@trustdevcom.org.uk or 01273 262220

If you would like to attend & need an interpreter, call Sussex Interpreting Services on 01273 234825 after 3pm any day. Leave your name, telephone number and a short message with your language.



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9.2 Appendix 2: Event Timetable

Many Cultures, One City

Multi-Cultural Health & Wellbeing Event



Timetable

9.30	Registration & Refreshments
10.00	Welcome & Presentations
10.45	Workshops – session 1
11.30	Break
11.45	Workshops - session 2
12.30	Interactive Feedback
13.00	Free lunch & time to socialise
14:00	Drumming to close the day



Brighthelm Centre, North Road, Brighton, BN1 1YD
Free admission. No booking required. Free refreshments.

9.3 Appendix 3: Anchor Group Tri-Fold Leaflet

MOSAIC

Black Mixed Parentage Family Group

A local charity founded in 1990, MOSAIC aims to:

- Empower BAME families with young children (0-11 years) who live in Brighton & Hove
- Combat racism primarily through early intervention work in education
- Provide peer support & networking
- Provide work experience through volunteering
- Be the voice of its members at statutory and voluntary sector meetings, forums and events
- Develop positive BAME cultural identity
- Explore our rich & diverse heritage
- Provide projects and services tailored to the needs of its members, such as:

MOSAIC's Under 5's Stay and Play Group

Members meetings

Quarterly Newsletter

For further details and/or to become a member phone 01273 234017 or email info@mosaicbrighton.org.uk membership forms can be downloaded from www.mosaicqualities.org.uk

MOSAIC
Community Base
113 Queens Road
Brighton BN1 3XG

The Oromo Community

The Oromo community in Brighton & Hove came to the city as refugees in September 2006, having fled Ethiopia because of the political situation. Around 85 members of the Oromo community live in the city and set up their group in January 2007.

The aims of the Oromo community in Brighton and Hove are:

- To foster & safeguard the social, cultural & economic welfare of the Oromo community in Brighton & Hove.
- To promote recreation activities, mutual support and joint aid among our members with the object of improving the conditions of life for the Oromo community in Brighton & Hove.
- To promote & assist in the educational progress of the Oromo community in Brighton & Hove.
- To bring the Oromo community in Brighton & Hove together with the UK to share experiences through decision, drama and other methods.
- To strive for the unity of the Oromo community in Brighton and Hove.
- To promote and maintain goodwill & harmony with all races in Brighton & Hove.

The Oromo people continue to live under difficult circumstances; insecurity of housing, low incomes, difficulty in accessing services and high unemployment due to language & cultural barriers. The motto of Oromo community in Brighton and Hove is to welcome all races and work with diverse communities to share our culture and strength.

For more information contact:
Awel Abdo on 07828 456659

BME Community Groups Information Many Cultures, One City



We are here for you

To improve the mental health and wellbeing of the Black Minority Ethnic (BME) community. Working with communities to build positive relations with their members and local health services.

These Anchor groups provide activities of interest for their members and the wider community to keep them healthy and connected.



城華人耆英

BMECP Chinese Elders Group is an informal community group that has been serving seniors and new migrants citywide since 2008. It provides a variety of services and programs, from social activities & community support to health services.

Our Vision

- We empower and advocate for Chinese older adults to live a happy and independent life

Our Mission

- To provide a supportive environment for the enhancement of the wellbeing of older adults
- To encourage them to make changes in their lives and integrate into mainstream society

Our Goals

- A strong and supportive Chinese community
- in enhancing social inclusion
- in facilitating civic engagement
- in reducing social exclusion

Outcome/s

As a result of attending service, members:

- Stay connected with their peers
- Are supported in a safe environment which caters for their language and cultural needs
- Are physically and mentally stimulated
- Maintain emotional wellbeing

For more information contact:
Ping Cheung Tang (p_c_tang@hotmail.com)

Euro-Mediterranean Resources Network

Euro-Mediterranean Resources Network (Euro-Mernet) is a not-for-profit, independent, non-aligned and non-partisan regional organisation, specialising in news and information gathering, strategic research and training on environment, development and social justice in the countries across the Euro-Mediterranean region.

Our Aims and Objectives:

- To meet the needs of the community (Mediterranean and European) through provision of advice and assistance and the advancement of education and training;
- To promote equality and diversity by promoting activities that foster understanding between people from diverse backgrounds;
- To advance education in the arts, culture, language, literature, history, geography and politics of the Mediterranean countries and carry out research for public benefit;
- To advance education and research into social development in the European and Mediterranean regions in relation to human rights and Inter-community relations;
- To promote good inter-community and Inter-cultural relations in the European and Mediterranean regions and elsewhere.

Our main services are as follows:

Training
Advice
Networking Support
Linguistic Support

For more information contact: Umit Ozturk
(01273 251574) email: umit@euromernet.org

The Hangleton and Knoll Multi-Cultural Women's Group

- Our aim is to promote the well-being of families especially those from Black and Minority Ethnic backgrounds living in Hangleton and Knoll through
- Arranging activities for women living in Hangleton and Knoll
- Linking closely with service providers working in the area
- Fostering relations with other groups and service providers across Brighton and Hove

We became constituted in 2009 and are now in contact with 120 women. We have a lively committee of 25 women who oversee the group's activities.

We provide an array of Health and Wellbeing Activities including Yoga, Swimming, Exercise Classes and Health Walks. We also run monthly Coffee Mornings and occasional day trips. We work in partnership with the Hangleton and Knoll Project to deliver ESOL Classes and develop training opportunities.

We are a health focused group & often participate in city wide initiatives to ensure women have a voice in shaping and improving health services.

The majority of our activities take place at
St Richard's Church
Egmont Road, Hove BN3 7FP

For more information or to join contact:
Takako on 07830266819
Email: takako18@hotmail.com

Miranda (Arabic speaker) on 07805033421
Email: allanmiranda0@gmail.com

Mumtaz (Bengali speaker) on 07950549046
Email: mumtazjamee@hotmail.com

Terry Adams

0747 551 7979

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