



**Carnival against the Nazis:
40th Anniversary exhibition**
Evaluation Report



Contents

Executive summary.....	3
What MDMA wanted to happen.....	5
Evaluation Methodology.....	6
What actually happened.....	8
The Project Launch.....	13
The Physical Exhibition.....	24
The Digital Exhibition.....	34
Volunteer engagement / memory capture.....	35
Outcomes: the difference the project made.....	37
Lessons learnt and recommendations.....	38
Appendix 1 - Online Survey: Project Launch.....	39
Appendix 2 - Online Survey: The Exhibition.....	41

Executive summary

This document presents the evaluation of the *Northern Carnival against the Nazis: 40th Anniversary Exhibition* project, delivered by Manchester Digital Music Archive (MDMA) with the support of funding from the Heritage Lottery Fund (HLF) through its Sharing Heritage programme. It is informed by data collected by means of online surveys completed by event attendees and exhibition visitors, and through discussions with the project manager.

Overall, the project has been very successful in delivering against its stated aims and identified HLF outcomes. In particular the project succeeded in ensuring a significant number of people learnt about the story of the Northern Carnival against the Nazis for the first time as a result of their engagement with the project. The project is considered to have delivered in excess of expectations in a number of areas, especially in terms of volunteer engagement and media coverage. As such it is considered to have delivered excellent value for money against HLF's investment of £10,000.



As with all projects, there were some difficult moments, with issues around venues for the exhibition and strains upon staff resources, and MDMA had hoped for more visitors to directly experience its physical exhibition, but in terms of both outputs produced and volunteers engaged, not to mention HLF Approved Purposes, the project has achieved a great deal:

- It has done much to raise awareness of the overlooked history of the Northern Carnival against the Nazis, through its events and exhibitions and the considerable media coverage the project team managed to generate.
- It collected and shared memories that were at risk of loss, and resulted in relevant artefacts being deposited with the Ahmed Iqbal Ullah Race Relations Resource Centre.
- Survey data demonstrate that the project was extremely well received by those with whom it directly engaged.
- Three young volunteers have benefited considerably from their in-depth engagement with the project.



What MDMA wanted to happen

The aim of the project was to reveal the overlooked history of Northern Carnival against the Nazis, which took place in Manchester's Alexandra Park on 15th July 1978, and to collect and share verbal and written memories from community members, performers and organisers, all of which were at risk of loss.

At a time when the memory of the Manchester Arena attack remains fresh, and the rise of the far right continues, the project represented a much needed celebration of a profound moment of unity that might otherwise have been forgotten.

The project's **approved purposes**, as set out in the HLF award letter of 9 May 2018, were as follows:

- *'Create an exhibition to be toured to three venues'*
- *'MDMA to host a permanent digital exhibition'*
- *'Host a project launch event'*

The project also sought to deliver the following additional outputs:

- *Training of three BAME volunteers aged 18-25 to record interviews with up to ten attendees of 1978 event; and*
- *Memories will be captured in text, audio and video*

The key evaluation question is whether people have learnt about the story of the Northern Carnival against the Nazis for the first time as a result of their engagement with the project.

Evaluation Methodology

The methodology used to capture the qualitative and quantitative data for the project included audience and participant evaluation through self-completion online surveys, attendance data capture, social and digital media feedback, and telephone interviews & face-to-face conversations with the project team to understand their experience of the project.

This evaluation compares activity engagement against targets:

Project Activity	Measure	Target (where relevant)
Physical exhibition	Visitor numbers	5,000
	Visitor feedback - survey	n/a
Project Launch	Visitor numbers	75
	Visitor feedback - survey	n/a
Digital exhibition	Visitor numbers	n/a
	Visitor feedback	n/a
Volunteer interviewers	No of volunteer trainees	3
	No of interviews	10
Volunteers engaged	No of volunteer trainees	3

Media coverage of the project was also gathered as far as possible, including social media responses on the event and MDMA Facebook pages.



What actually happened

As is the case for most projects, how things are planned and how they turn out are always different. This project was no different, with unexpected difficulties arising in two key areas:

- *Venues*

MDMA were also let down by two of its proposed exhibition partner venues at a very late stage: Plant Noma and Z-Arts. This necessitated a last minute shift to Hulme's newly opened NIAMOS community hub (formerly The Nia Centre). This community-run venue is in the very early stages of its own development and is being run for the most part by a single dedicated volunteer.

This clearly had impacts on the reach of the exhibition (in terms of visitor numbers), both because of the reduced number of venues hosting the exhibition, but also because NIAMOS currently suffers from limited visibility within the community in which it is located, not helped by limited signage for the venue to indicate both its presence and its opening times.

- *Project resource*

The project suffered several complications in its early stages. Project Leader Abigail Ward had expected to deliver the project with the support of fellow MDMA co-founder, Mat Norman. Unfortunately Mat became unable to fulfil his role as exhibition technician, designer and installer. It took 3 new professionals to cover the skills he alone was bringing, and this new team required much more management and co-ordination than anticipated, with this additional burden falling on Abigail's shoulders.

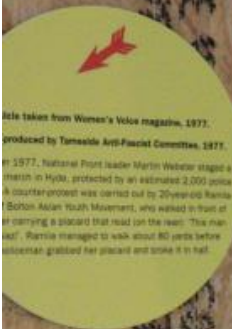
Due to the issue with the venues, it was necessary to organise a second separate launch event for the physical exhibition. None of the usual support was available at NIAMOS and consequently MDMA had to provide all necessary resources: lighting, tools and volunteers to keep the building open. MDMA also had to make the space fit for purpose including: the construction of a wooden frame and lining for the pre-existing plasterboard walls with plywood; cleaning the venue; and removing rubbish and large pieces of furniture. Abigail had to be present for much of the exhibition's three-week run, ensuring the exhibition remained open, looking after the objects and overseeing MDMA's volunteer invigilators. However in many ways the venue was the perfect place for the exhibition due to it being in the heart of the community we were celebrating.

Harbord



File taken from Women's Voice magazine, 1977.
produced by Tyneside Anti-Fascist Committee, 1977.

In 1977, National Front leader Martin Webster staged a march in Hyde, protected by an estimated 2,000 police. A counterprotest was carried out by 20-year-old Ramilla (Baton Asian Youth Movement), who walked in front of Webster, carrying a placard that read on the rear: 'This man is a fascist'. Ramilla managed to walk about 80 yards before a policeman grabbed her placard and broke it in half.



WEBSTER MARCHES ALONE
TYPING OF REUNITED FRONT
OF TYPE OF 'MARCHES OF
LONDON' PICTURE

**BLACK + WHITE
UNITE + FIGHT**

STOP THE NAZI

RAMILLA PATEL marched on her own through the streets of Hyde on Saturday, 8 October. Behind her—just 20 yards behind—was Martin Fatty Webster, of the National Front—doing his 'solo march'. Ramilla told Women's Voice about it. 'I was halfway down Webster's route. There were about 200 Socialist Worker Party members lining the route. I jumped out into the road about 20 yards ahead of him. All the press were around him and the police! I've never seen so many police. There must have been about 1000. The press surrounded me when they saw me. That was a surprise. I marched about 80 yards—down to the square. I was so scared. I couldn't let Webster get away with it, could we? We couldn't let Webster get away with it, could we? He keeps going on about freedom of speech. What about freedom of speech for young blacks when they have their heads kicked in by fascists? I marched right to the end. The square was massed with police. Obviously I couldn't get through them with police. Obviously I couldn't get through them with police. I had to do it. We had to show them up as being real thugs. By the way, none of the papers I gave a statement to mentioned me. Only a reporter from Bolton where I'm from got a line in the People. Other than that, none of the national papers reported it.

TOM ROBINSON BAND
STEEL PULSE & X-RAY SPEX
RALLY SUNDAY APRIL 30
11a.m. TRAFALGAR SQUARE
MARCH TO
VICTORIA PARK

Anti Nazi League

CARNIVAL!!!
AGAINST THE NAZIS

ORGANISED BY ANTI NAZI LEAGUE, 32 LITTLE NEWPORT STREET, LONDON WC2, TOGETHER WITH BRICK AGAINST RACISM, HACKNEY CAMPAIGN AGAINST RACISM, HACKNEY CFC AND TOWN HAMLET'S MOVEMENT AGAINST RACISM & FASCISM



STATIONER'S LIST OF THE NAZIS AGAINST THE NAZI
By: [Name] Date: [Date]

1. [Name]	2. [Name]	3. [Name]	4. [Name]
5. [Name]	6. [Name]	7. [Name]	8. [Name]
9. [Name]	10. [Name]	11. [Name]	12. [Name]
13. [Name]	14. [Name]	15. [Name]	16. [Name]
17. [Name]	18. [Name]	19. [Name]	20. [Name]
21. [Name]	22. [Name]	23. [Name]	24. [Name]
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77. [Name]	78. [Name]	79. [Name]	80. [Name]
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89. [Name]	90. [Name]	91. [Name]	92. [Name]
93. [Name]	94. [Name]	95. [Name]	96. [Name]
97. [Name]	98. [Name]	99. [Name]	100. [Name]



AGAINST THE NAZIS
STEEL PULSE BUZZCOCKS CHINA STREET
SATURDAY JULY 15
RALLY AT 12 NOON
STRANGEWAYS, BURY NEW RD
MANCHESTER
MARCH TO
ALEXANDRA PARK
SPONSORED BY NORTH WEST REGION TUC

Anti Nazi League



STATIONER'S LIST OF THE NAZIS AGAINST THE NAZI
By: [Name] Date: [Date]

However, while this imposed a significant unexpected burden on Project Lead Abigail Ward, both launch events were very successful, each attracting over 100 attendees.

In addition, the huge success of the project in terms of generating material for the exhibition is to be celebrated, as is the project's success in creating media interest (interviews, radio, TV), both of these factors led to a significant increase in curatorial time.

While things didn't quite work out as planned, we can ask a number of questions to determine the extent of divergence from the project's core aims:

- *Did the project succeed in revealing the overlooked history of the Northern Carnival against the Nazis?*

The project certainly succeeded in this respect. While the number of visitors to the physical exhibition was less than hoped for, for reasons outlined above, the level of media coverage for the project was far in excess of that expected, with MDMA securing high profile TV coverage in the form of a three-minute report on regional news show North West Tonight. Survey data also demonstrates that the project was successful in bringing the story of the 1978 event to new audiences, with up to 40% of people engaged by the exhibition having no previous knowledge of it.

- *Did the project succeed in collecting and sharing memories at risk of loss?*

The exhibitions (physical and online), the collection of memories (through 11 interview recordings) and the high level of media coverage all conspired to ensure that stories at risk of loss were collected and subsequently shared more widely.

A series of photos, documents and ephemera were brought to the project launch by Geoff Brown and two other members of the public. These items have all now been permanently deposited with the Ahmed Iqbal Ullah Race Relations Resource Centre.

One unexpected outcome of the project was a 15-minute film about the carnival, funded by project sponsor Futura Recruitment, which was featured in our physical exhibition and forms part of the the online exhibition.

- *Did the project succeed in celebrating unity and generating a positive response?*

Survey results demonstrate that both the project launch event and the exhibition launch at NIAMOS were extremely well received.

Overall, therefore, the project successful in delivering strongly against its aims, especially in terms of ensuring a significant number of people learnt about the story of the Northern Carnival against the Nazis for the first time as a result of their engagement with the project.

In terms of specific outputs:

- the **project launch event** on 14th July 2018 at Manchester Central Library was even more successful than anticipated in terms of attendance numbers and the overwhelmingly positive response it received. As an unexpected bonus outcome, two attendees brought in original Carnival and RAR posters which went on to be formally archived by Ahmed Iqbal Ullah Race Relations Centre.
- the **physical exhibition** found a home at Hulme's community-run NIAMOS Centre for three weeks between 3rd and 22nd September 2018. This proved to be extremely popular with attendees, as demonstrated later in this report.
- The project engaged a total of 21 **volunteers**, significantly more than the target of three. Of these, three were engaged to a very high degree, as planned (see 'Volunteer engagement / memory capture' below).
- The project **captured memories** through 11 separate interview recordings, undertaken by project volunteers, and also produced a 15-minute **film** about the Carnival (which can be seen via the MDMArchive) while ensuring a series of photos, documents and **ephemera were permanently deposited** with the Ahmed Iqbal Allah Race Relations Resource Centre.



- In terms of the extent to which the project engaged a **diverse audience**, it is worth supplementing the survey data outlined in the following pages with some anecdotal observations from Project Lead Abigail Ward:
 - When the exhibition was very busy it was hard to get people to complete surveys, and to this extent the survey data does not reflect the breadth of community engagement that occurred.
 - The exhibition welcomed three separate groups with a focus on people of colour (Rainbow Coir LGBT+; Hideaway; and Odd Arts) all of which did not complete surveys for practical reasons.
 - Similarly, the exhibition was attended by two separate groups of 30+ students in, 75% of which were estimated to be non-white and mostly Chinese.
 - NIAMOS commented that the exhibition was most diverse project they had hosted since the building opened.
 - The project worked with BAME-focused Moss Side radio station Legacy FM to promote the exhibition.

The project generated a very high level of media coverage, which is summarised below:

- ◆ A three-minute section on North West Tonight (5th September 2018)
- ◆ [Manchester Evening News](#)
- ◆ [BBC Manchester Facebook Page](#) - shared 4,249 times
- ◆ [Dave Haslam article](#) (I Love MCR)
- ◆ BBC Radio Manchester's Mike Sweeney show
- ◆ BBC Radio Manchester Becky Want show (volunteer Toni interviewed)
- ◆ Legacy Radio
- ◆ Unity Radio
- ◆ Diamond Radio
- ◆ That's Manchester TV (volunteer Drew interviewed)
- ◆ [Northern Soul](#)
- ◆ [About Manchester](#)
- ◆ [Salford Star](#)
- ◆ [I Am Birmingham](#)
- ◆ <https://wakelet.com/wake/deb0ee83-cd36-4124-8134-4aa8014be6c9>

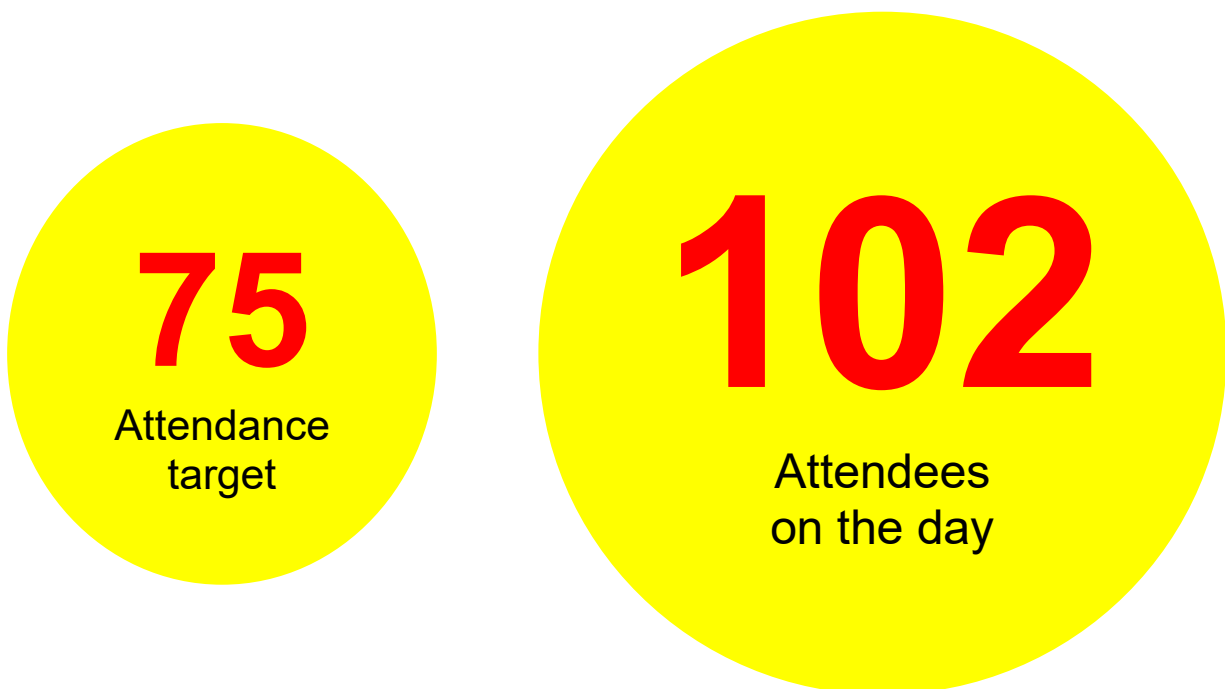
The Project Launch

The project launch event took place between midday and 5pm on Saturday 14th July 2018 at Manchester Central Library.

The event included:

- a series of **historical films** (“Rock Against Racism: Nazis Are No Fun”; “Who Shot The Sheriff?”; and “Leeds Rock Against Racism”), introduced by Geoff Brown, the Manchester organiser of the Anti-Nazi League from its formation in 1977 and one of the prime movers of the behind the Northern Carnival Against The Nazis () in 1978;
- a **new short film** about the carnival by Antony Morris;
- **speakers** Jaheda Choudhury-Potter & Ajah UK;
- a **panel discussion**, chaired by Abigail Ward (MDMA) and featuring Geoff Brown, Bernie Wilcox (original organiser of the carnival) and Ramila Patel (who spoke at the carnival, representing Bolton Asian Youth Movement);
- followed by **contributions from the audience**; and
- an opportunity for attendees to **share and record their memories** of the carnival with project volunteers

The project team felt that they launch event went very well, and this view is supported by survey evidence. The project team’s attendance target was 75, but on the day 102 people attended - a significantly higher attendance level than expected, demonstrating the level of interest in the story of the Northern Carnival against the Nazis (). The launch event engaged a total of 6 volunteers, with 2 specifically engaged in capturing a total of 4 memories from attendees.



Survey data for the launch was collected by means of a post-event online survey [see Appendix 1] sent to everyone who booked tickets for the event through Eventbrite at 6pm on Saturday 14th July, one hour after the end of the launch event, in order to obtain data regarding the attendees' experience while it was still fresh in their minds and, hopefully, while they were still discussing the event with each other.

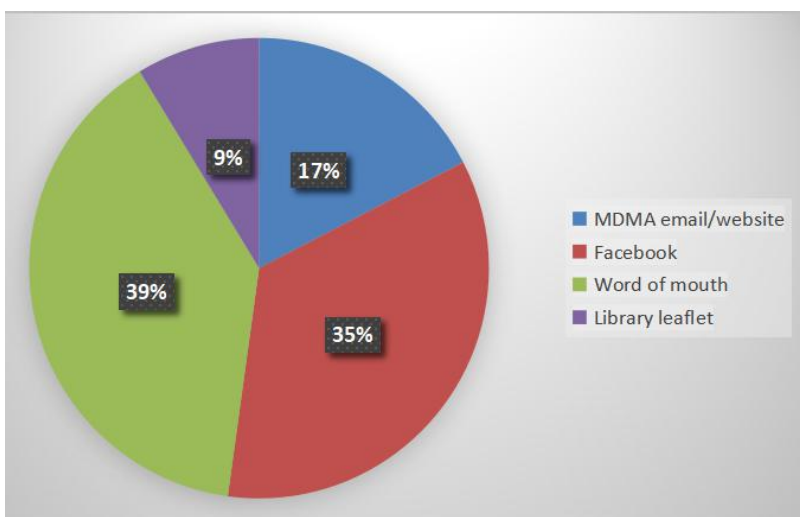
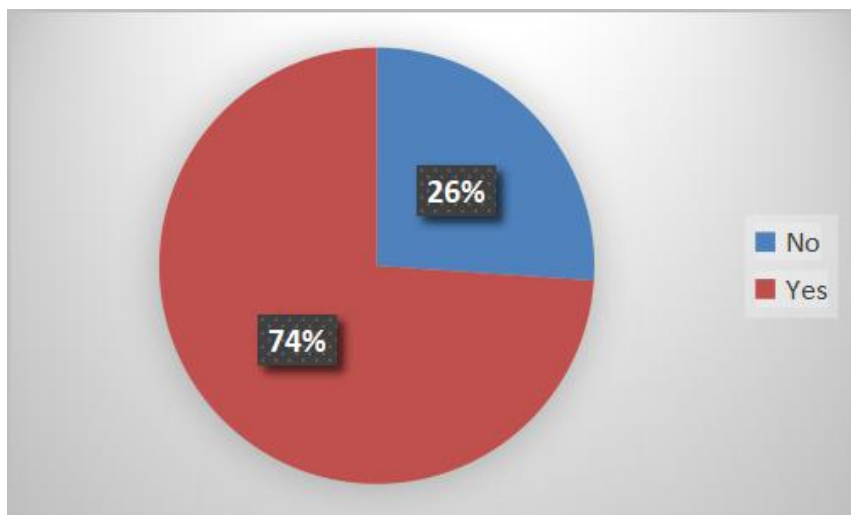
The survey remained open for the submission of responses for more than one week after the event and was closed for new responses at midday on Monday 23rd July 2018. It gathered a mixture of quantitative and qualitative data about those attending the launch and their experience of the event.

In total 23 individuals completed surveys, just under a quarter of all of those who attended, which represents a strong level of engagement for a survey of this type. The results of the survey are detailed over the following pages and supplemented with commentary where applicable.



Were you aware of the story of the Northern Carnival Against the Nazis before you heard about this event?

Of the 23 respondents, 17 had previously been aware of the carnival, while 6 had not. This demonstrates some success in raising awareness of the heritage, with approximately a quarter of attendees having no previous knowledge of the event.

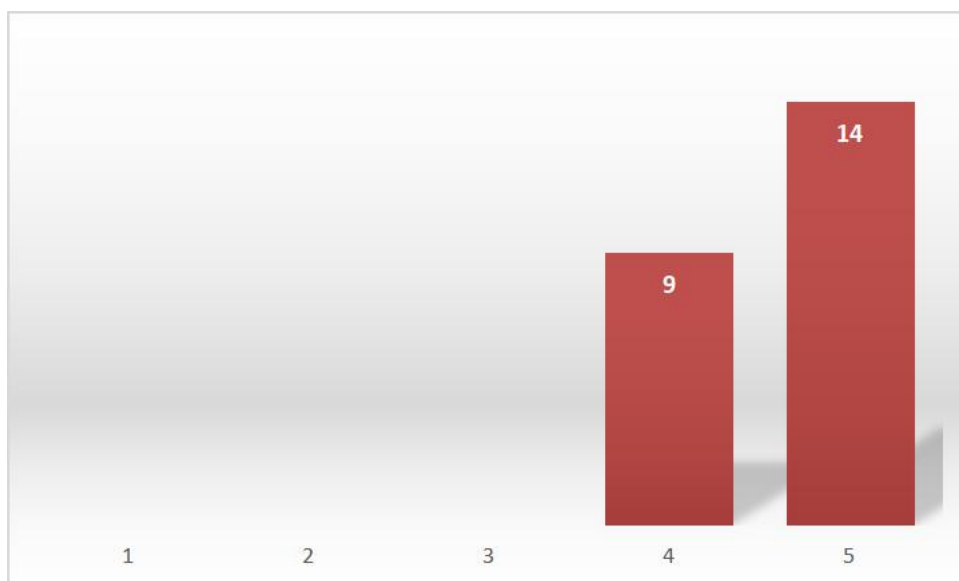


How did you hear about today's event?

Word of mouth seems to have been the most effective means of promotion, though Facebook and MDMA's own emails and website promotion played an important role, and undoubtedly provided a foundation for subsequent word of mouth promotion. This demonstrates the importance of informal social networks in promoting the project.

How would you rate the event overall?

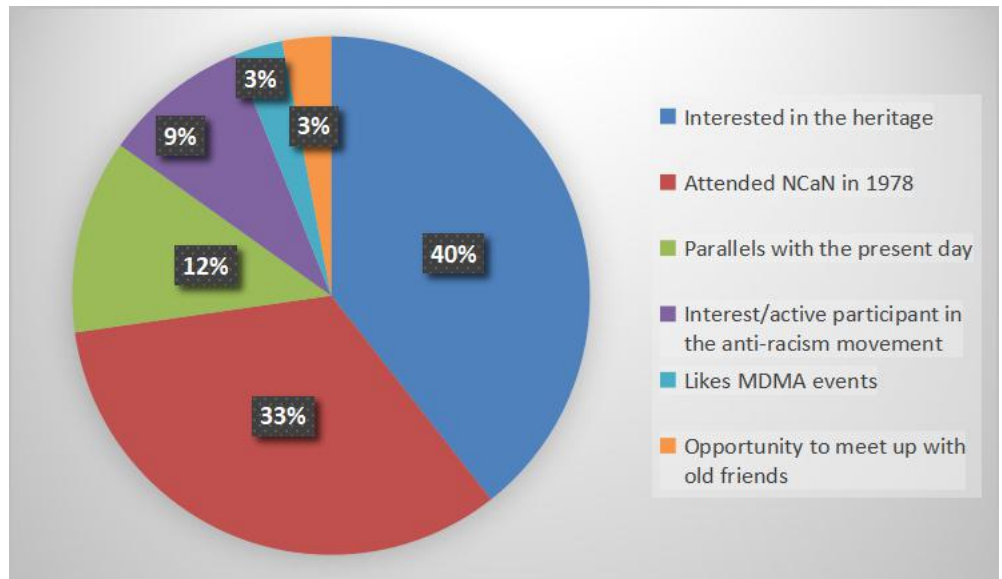
The project launch event was extremely well received. With a potential score range from 1 (very poor) to 5 (very good), with all respondents giving a score of 4 or 5, and the majority giving the event the highest possible score.



What made you interested in attending the event?

Attendees were motivated to attend the launch for a range of different reasons, but the two key motivators were either their attendance at the carnival in 1978 or their general interest in the story of the event and the movement behind it. A number of attendees also made reference to their concerns of

parallels between the late 1970s and the present day in terms of evidence of growing racism, with a number of others referring to their ongoing participation within the anti-racist movement. Additional lesser motivators included the opportunity to meet up with old friends, and general support for events organised by MDMA. The chart includes all references made by attendees to illustrate their motivation, with a number of attendees citing more than one factor, providing a total of 33 answers from with 23 survey responses.

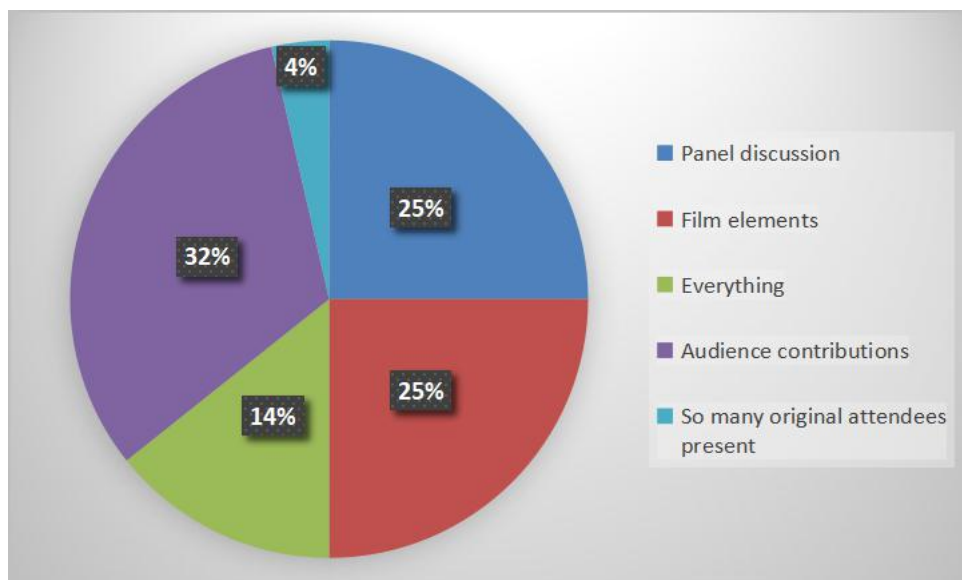


What did you enjoy most about the event?

All elements of the event were well received, with a number of individuals responding to the question by simply saying “everything”.

The panel discussion was most popular, with clear interest in the behind-the-scenes story of how the

carnival came together and the hard work of so many dedicated individuals. The film elements were also highly popular, and a significant proportion of people commented on how pleased they were that the event attracted a good number of people who had attended the 1978 event.



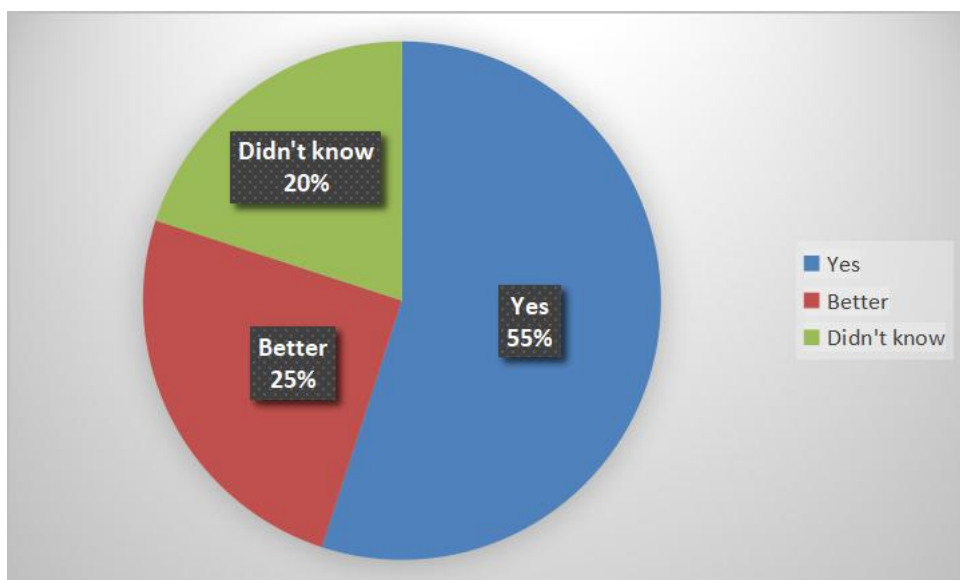
“I didn't expect [the project launch event] to be so eye opening”

Was the event what you were expecting?

The responses to this question further support the assessment of the event as a resounding success.

While most of those attending commented that the event was as they expected, this was supplemented by a number of supportive comments, such as “it lived up to its billing”. Over a quarter of

respondents made the point of saying that the event was better than they expected, and amongst those who weren't sure what to expect were comments such as “I didn't expect it to be as eye opening”.



What is the most memorable thing you have learnt as a result of attending today's event?

Responses to this question revealed four key themes, each of approximately equal importance to survey respondents:

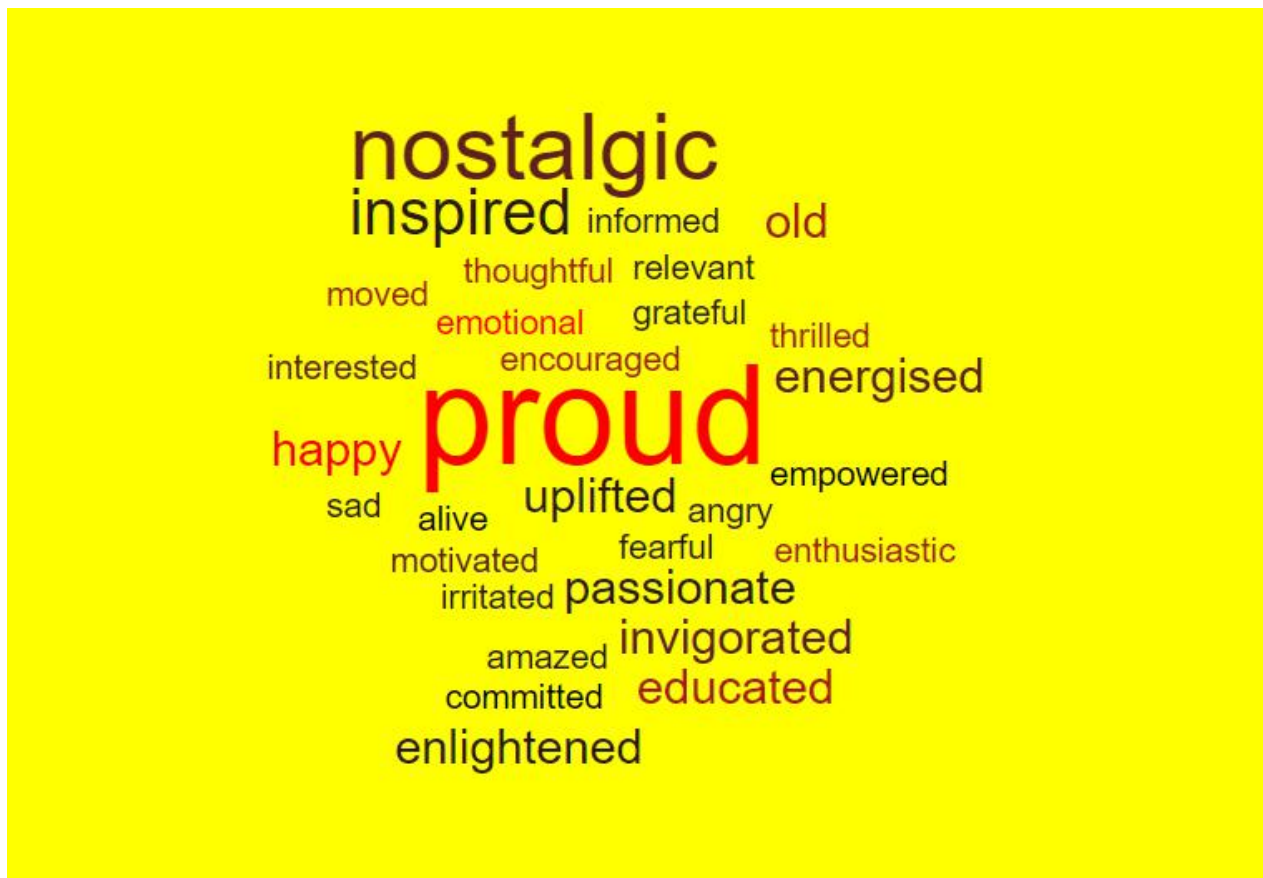
- The hard work involved in organising the carnival
- The need to remain vigilant of racism in society
- The power of determined and creative people
- The power of music to bring people together

Do you have any personal connection with the Northern Carnival Against the Nazis, for example, did you or a family member attend the 1978 rally or concert?

Of the 23 respondents, 12 had originally attended the carnival in 1978, and therefore had a direct personal connection with the event, with one commenting "I arrived on a steel drum lorry!". A further 2 respondents were related to the organisers of the carnival. It is a credit to the project that it is been able to attract such a high level of interest from those who attended the original event that is the heritage focus of the project.



Survey respondents offered a total of 52 words in response to this question, including 30 unique words, to describe how the event made them feel. The wordcloud below illustrates the range of emotional responses provoked by the launch event.



Do you have any other feedback you wish to share about today's launch event?

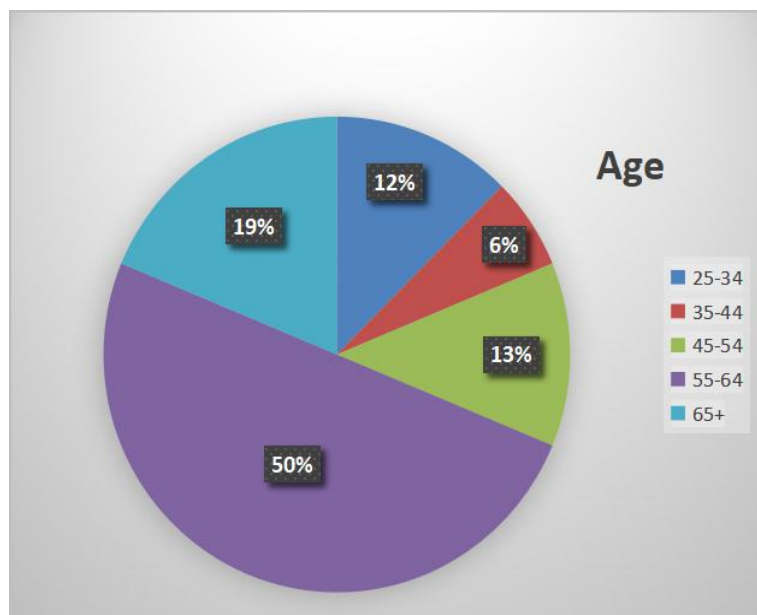
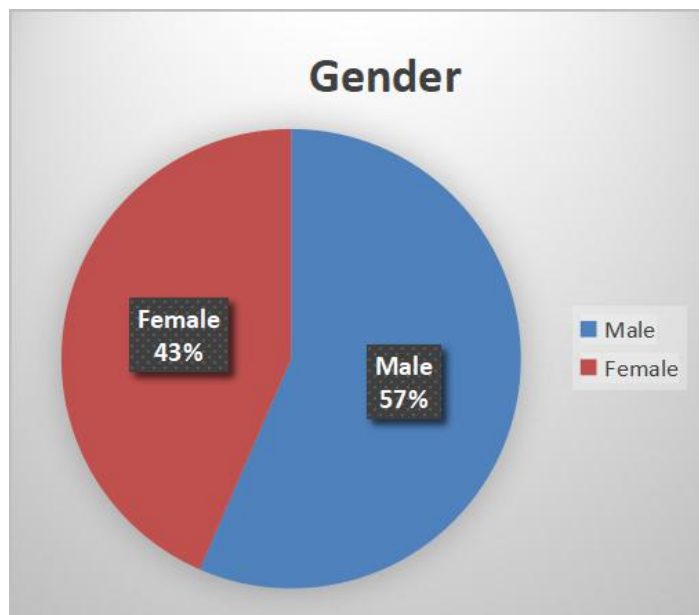
In terms of further feedback about the event, two respondents felt that the audience contribution section should have been longer, to allow people more of an opportunity to share and talk about their memories, and that the panel discussion should have been

shorter, though is also worth noting, that seven respondents identified the panel discussion as particularly enjoyable. However, it may be that at future MDMA events (relating to future projects rather than the current project) following a similar format, it might be worth scheduling more time to allow for such audience discussion, which is clearly valued by those wanting to share the memories, especially where people with direct experience of an event or heritage focus are given a rare opportunity to come together once again.

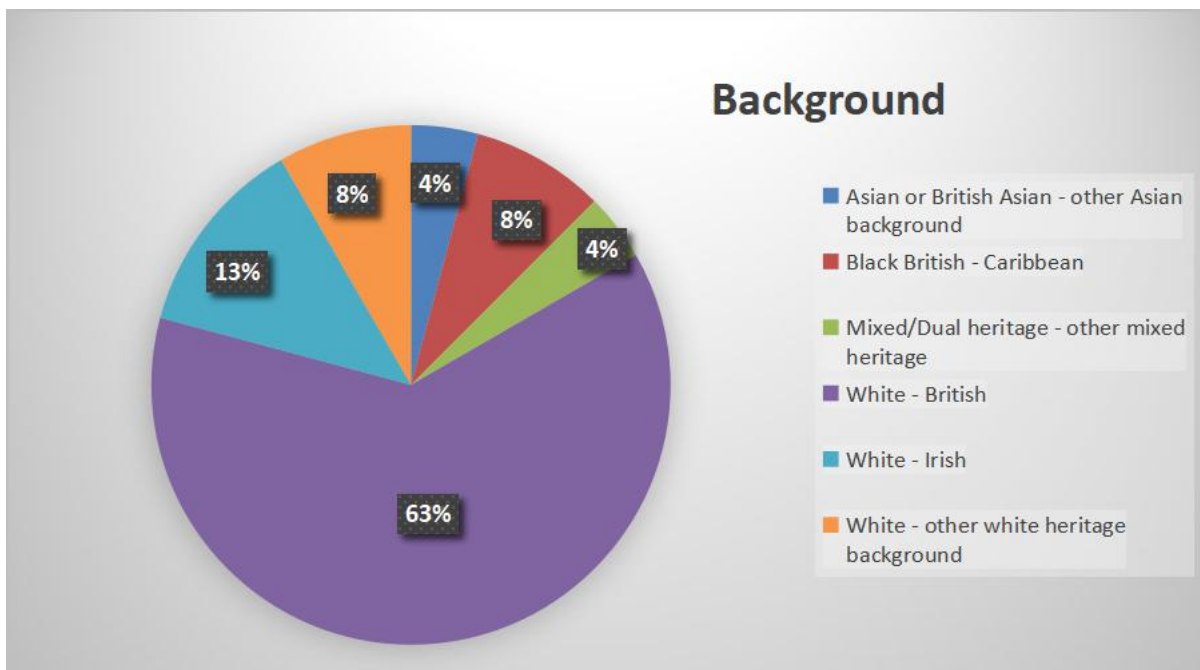
On a purely practical level, one respondent commented that subtitles for a film shown in a non-cinema venue should appear at the top of the frame rather than the bottom, and that these were difficult to read when seated at the Central Library.



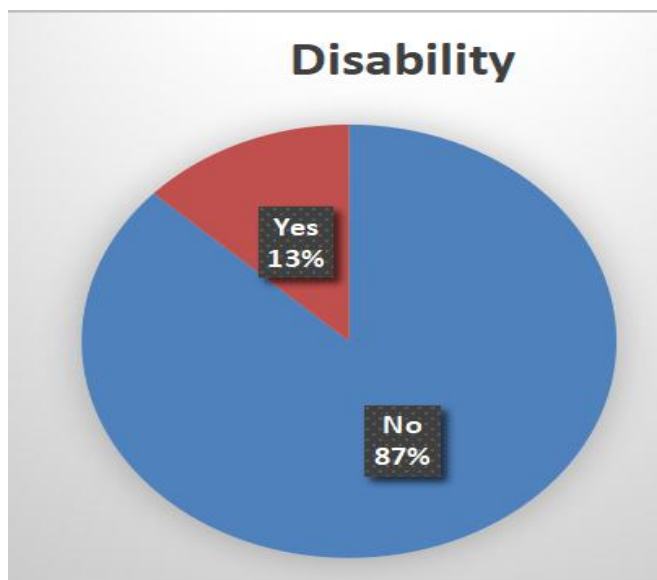
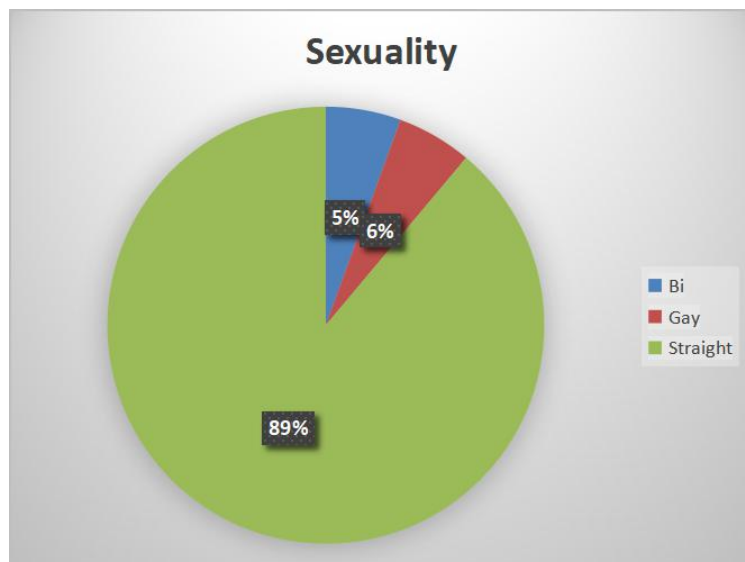
Audience demographic data indicates that significantly more men (57%) attended the launch event than women (43%), and that 69% of attendees were aged over 55, suggesting that MDMA will need to do some work to engage more women and more people from younger age groups.



Data collected regarding attendee background demonstrates that less than one-fifth of attendees had a non-white background, which suggests that MDMA needs to work to engage people from a more diverse range of backgrounds, though it is understood that future project activities are aimed specifically at engaging and training young people from BAME backgrounds.

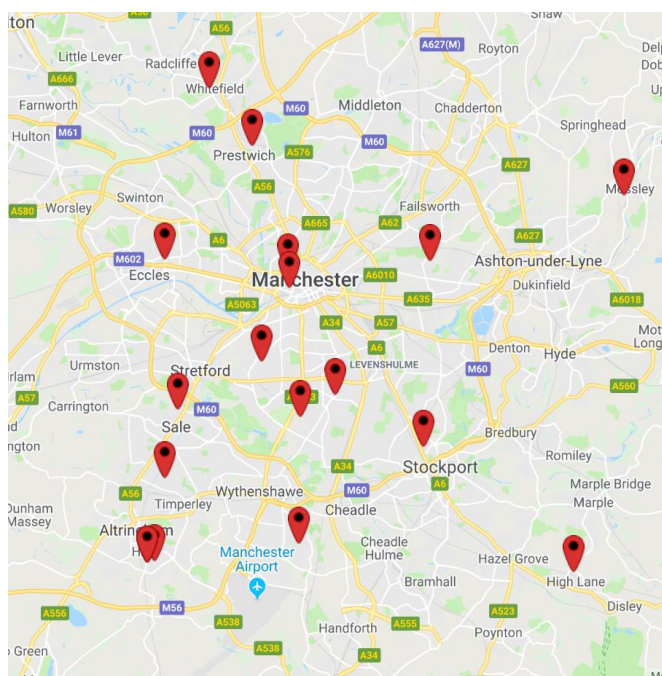
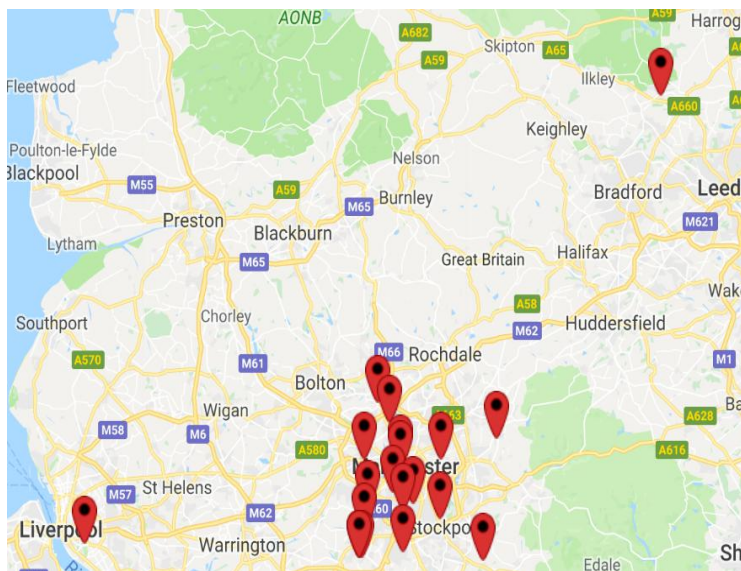


With 89% of attendees identifying as straight, attendees demonstrated some degree of diversity in terms of their sexuality, but again the suggestion is that MDMA needs to engage more broadly.



Nationally, 16% of working age adults and 45% of adults over State Pension age identify themselves as having a disability. This chart therefore suggests that people with a disability are under-represented in terms of project participation.

This survey also sought to identify the geographical spread of where attendees travelled from to attend the event. The results are very encouraging, demonstrating the event (and by implication the project itself) has generated interest not just from people who reside within Greater Manchester, but also across the North of England, with attendees travelling from as far as Liverpool and Leeds.



The data also suggests a broad geographical spread of attendees from across Greater Manchester, rather than particular concentrations in certain districts, thereby demonstrating the broad appeal of the event across the city region.

The Physical Exhibition

The physical exhibition opened with a very well attended event on Monday 3rd September 2018 at the community-run NIAMOS Centre in Hulme, the heart of the community served by Alexandra Park where the 1978 event took place.

With the support of volunteers, the free exhibition ran for the next three weeks until Saturday 22nd September 2018 and was open to the public from 10am to 7pm every day. The exhibition, curated by Abigail Ward of MDMA, included unseen photographs from the 1978 event, a 15-minute film presentation setting the context for the exhibition and ephemera.

MDMA's initial target was for 5,000 visitors to experience the physical exhibition. However, this target related to three separate venues hosting the exhibition, with all three planned venues being in areas of higher footfall than the NIAMOS Centre, which has also recently opened and is trying to build its public profile to let people know that is open and that exists for the benefit of the whole community. In the end, 542 people visited the physical exhibition.

While it is somewhat disappointing that the exhibition was not able to tour as originally planned, the fact that it found a home in a grass-roots venue such as the NIAMOS Centre in this particular location along the route of the 1978 march to the concert means it is truly aligned with the DIY and community-focused ethos of those responsible for organising the 1978 event.



Survey data for the physical exhibition was collected by means of an online survey [see Appendix 2] sent to everyone who booked tickets for the opening event through Eventbrite while volunteers staffing the exhibition over its three week duration invited attendees to complete the survey via a laptop at the venue.

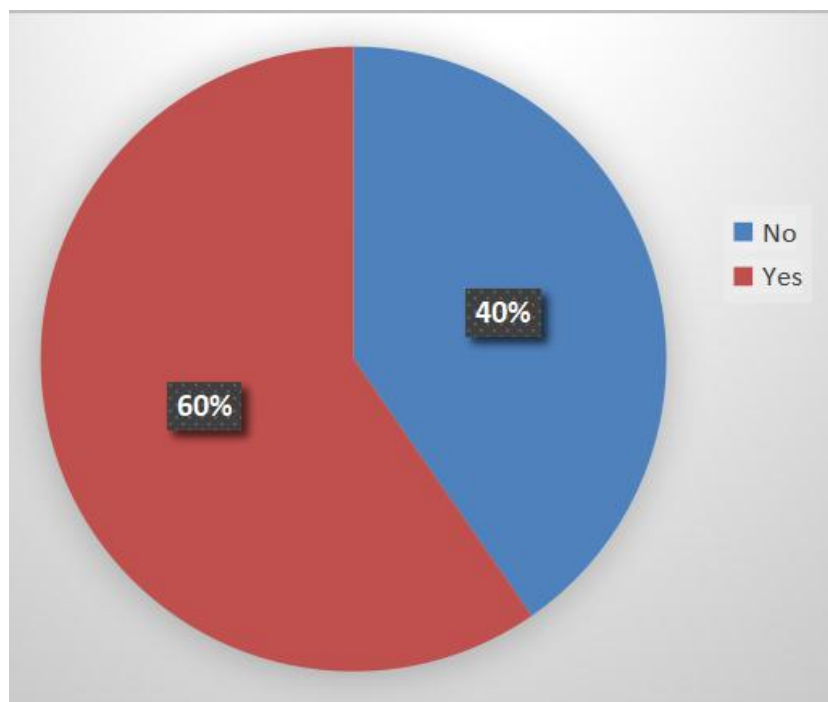
The survey remained open for the submission of responses until Sunday 23rd September 2018 and gathered a mixture of quantitative and qualitative data about those visiting the exhibition and their experience of it.

In total 168 individuals completed surveys, approximately one-third of the total, which is a very good level of engagement for a survey of this type. The results of the survey are detailed over the following pages and supplemented with commentary where applicable.



Were you aware of the story of the Northern Carnival Against the Nazis before you heard about this exhibition?

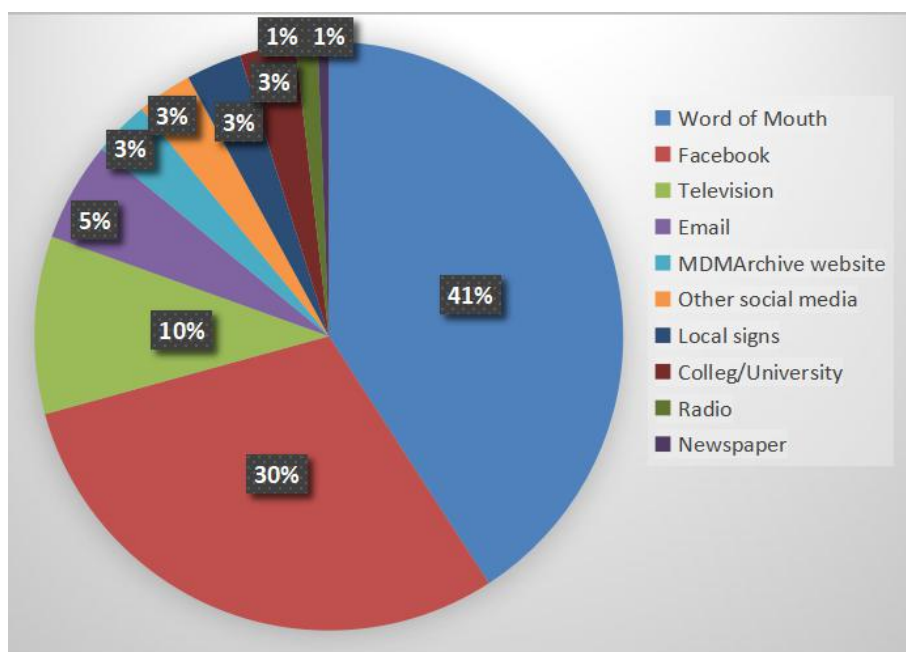
Of the 168 survey respondents, 102 had been previously aware of the carnival, demonstrating an even more marked degree of success in terms of raising awareness of the heritage than the launch event, with 40% of all attendees having no previous knowledge of the 1978 event.



"A friendly and enthusiastic reception from Abigail the curator"

How did you hear about today's event?

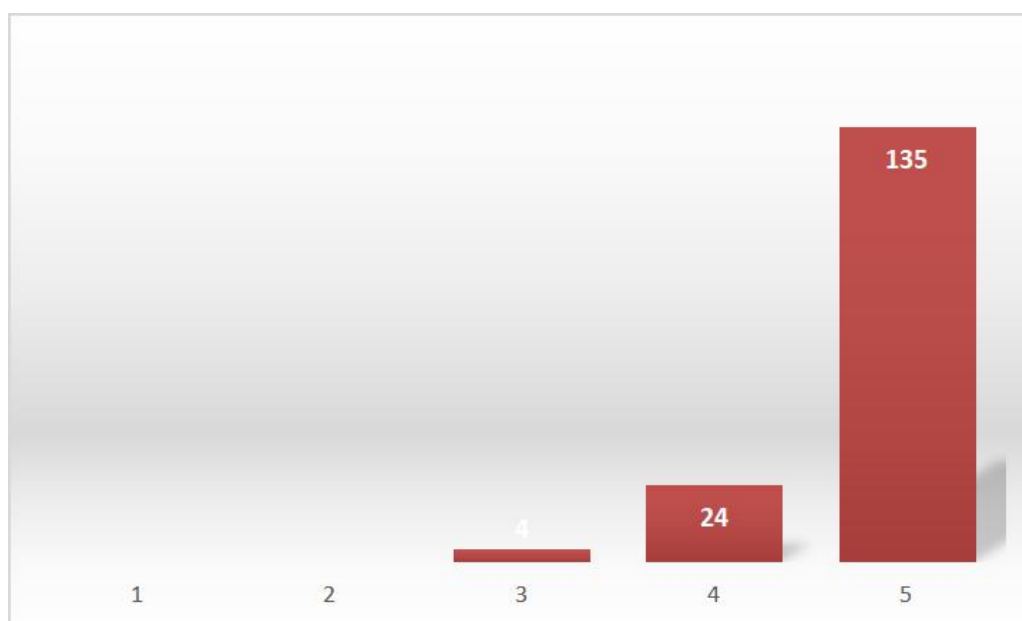
As with the project launch, word of mouth and Facebook were the most effective means of promotion, though 10% of visitors saw coverage of the exhibition on *North West Tonight* on 5th September 2018. The exhibition succeeded in attracting members of the local community passing the venue, while a number of visitors had heard about the exhibition through their college or university.



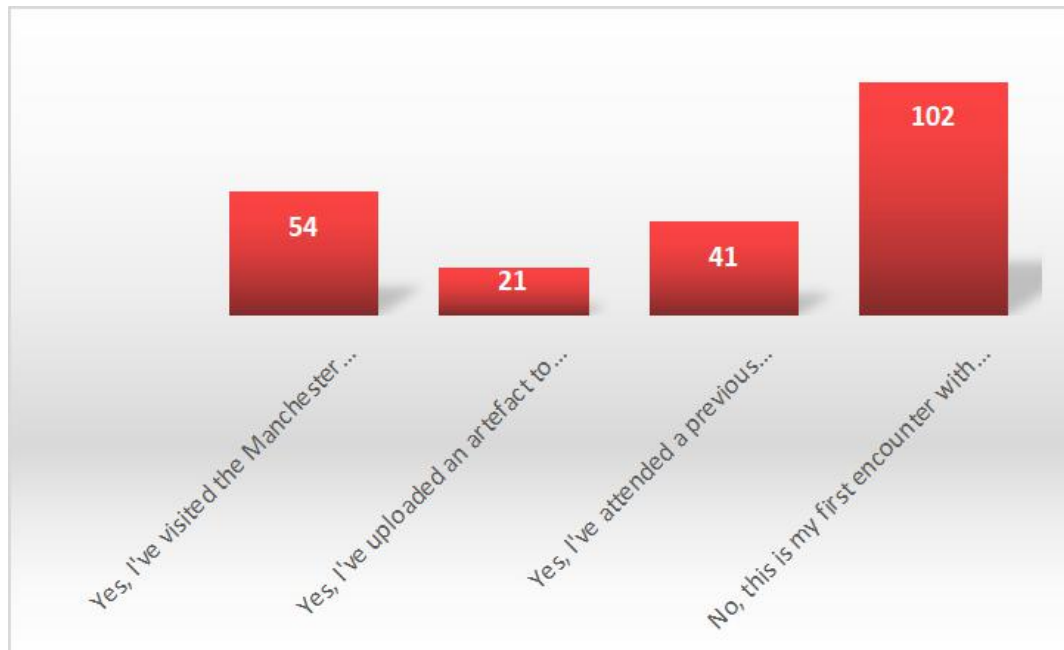


How would you rate the exhibition overall?

The physical exhibition was extremely well received. With a potential score range from 1 (very poor) to 5 (very good), 83% of respondents gave it the maximum possible score.



Apart from visiting the 'We Are Dynamite!' exhibition, have you had any other involvement with Manchester Digital Music Archive?



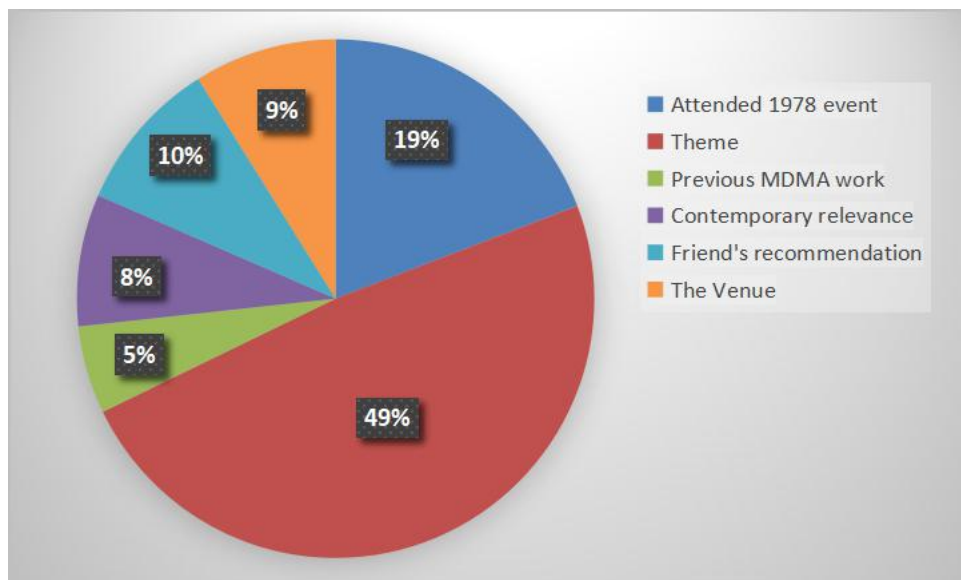
Of 168 respondents, 102 had never previously encountered MDMA. This is a great result, with the exhibition having opened up the Archive to whole new audiences. For those who were already aware of the Archive, the chart above hides the degree of their engagement: 19 respondents had previously visited the Archive *and* attended an MDMA event, six had previously visited the Archive *and* uploaded an artefact; and 15 had done all three.



What made you interested in visiting the 'We Are Dynamite!' exhibition?

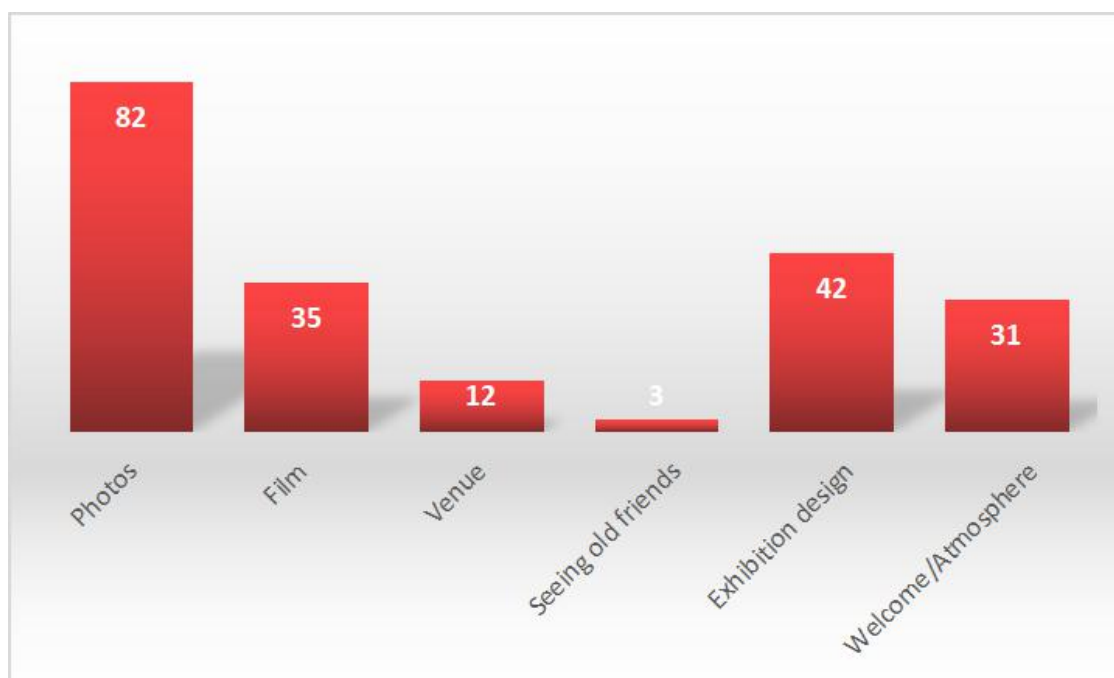
Almost half of all visitors identified the project's themes (politics, local history, race relations) as their primary motivation for attending the exhibition, with a further fifth of attendees identifying their attendance at the carnival in 1978 as their reason for visiting. Others visited on the basis of a friend's recommendation (10%);

because of their interest in the NIAMOS Centre, a prominent local building recently re-opened to the public after several years of closure (9%), because of the contemporary relevance of the subject matter (8%), and the remainder visiting because of their previous enjoyment of MDMA work.



What did you enjoy most about the exhibition?

The previously unseen photographs on display at the exhibition had the greatest impact on attendees, with 82 respondents (just short of half) making specific reference to them. The context-setting film also proved very popular (35 respondents), while 42 respondents (approximately a quarter) were impressed by the overall quality of the exhibition's design. A further 31 made special reference to the warm and hospitable welcome they received, from those volunteers staffing the exhibition, but especially the time taken by curator Abigail Ward to conduct personal tours for a number of visitors.



What is the most memorable thing you have learnt as a result of visiting the exhibition?

Responses to this question revealed similar themes to those for the launch event, including the hard work involved in organising the carnival and the power of music to bring people together. The physical exhibition also seemed to make a greater impression in terms of reminding people or making people aware of the prevalence of racism in 1970s Britain, so that while there is a need to remain vigilant of racism in society today, a great deal of progress has been made since 1978.

Do you have any personal connection with the Northern Carnival Against the Nazis, for example, did you or a family member attend the 1978 rally or concert?

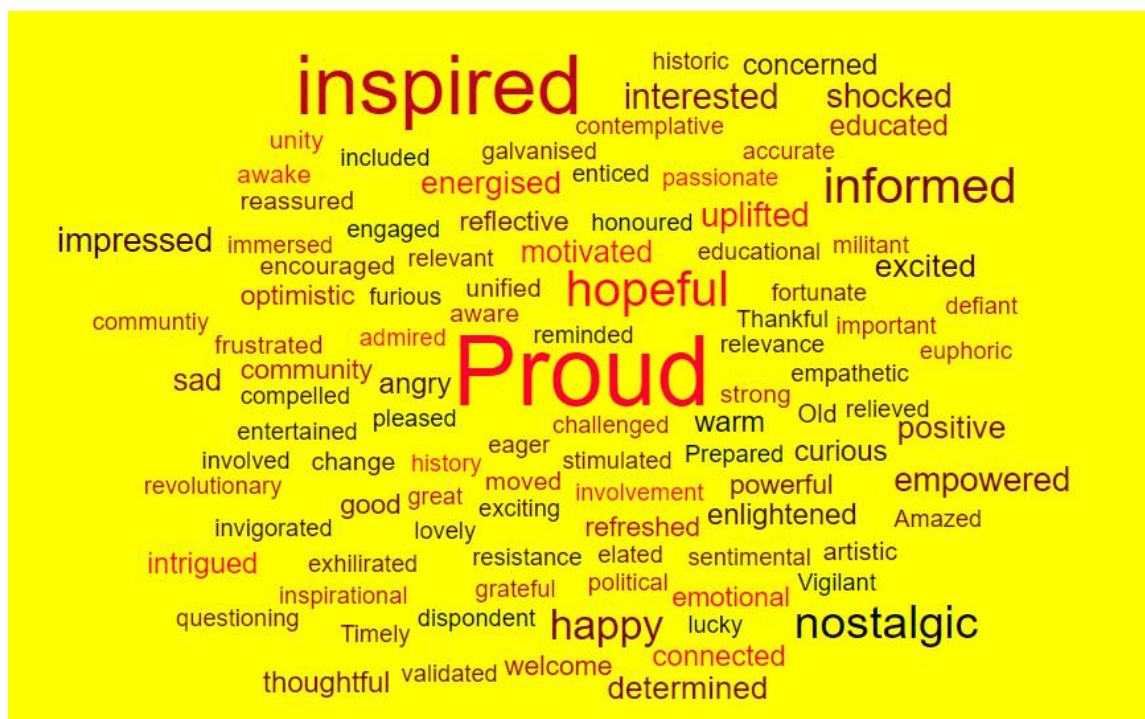
Of the 168 respondents, 30 had originally attended the carnival in 1978, and therefore had a direct personal connection with the event, while a six referred to a parent having attended, and a further four mentioned that their partner had attended.

"I was 22 and it was probably the first march/protest I went to.... I felt very strongly that it was important to go to oppose the rise of fascist and racist groups at the time."

"I was a 9 year old kid and I lived near Alexandra Park. We had a great day, because the crowd was so huge and the weather was beautiful."

"I lived on an estate in Oldham. I am mixed race (Kashmiri). I was repeatedly attacked by the NF and other racists. When I was a teenager, someone cut a swastika into my face with a razor blade. The scar is still visible. No one did anything, the police never did anything about any of it. This exhibition is very important."

Survey respondents offered a total of 352 words in response to this question, including 95 unique words, which demonstrates the breadth of emotional responses provoked by the exhibition, as show in the wordcloud below. 'Proud' was most popular choice (45), followed by 'inspired' (37), 'informed' (17), 'hopeful' (17), 'nostalgic' (15) and happy (12). 'Uplifted', 'shocked', 'interested', 'impressed', 'excited' and 'empowered' each featured seven times, while 'positive', 'energised' and 'determined' each featured six times.



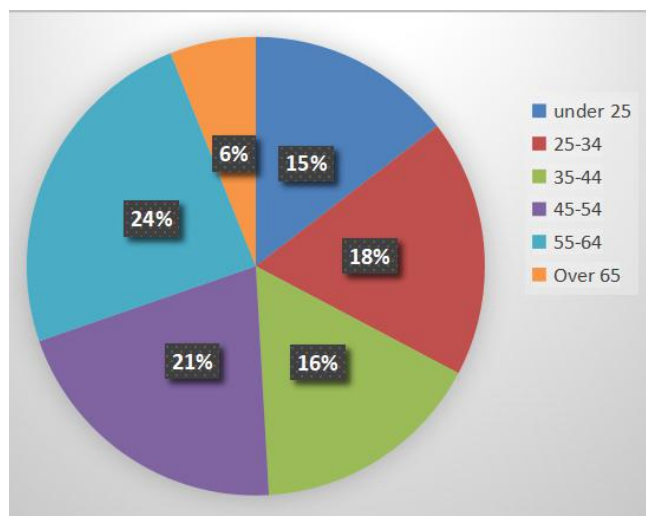
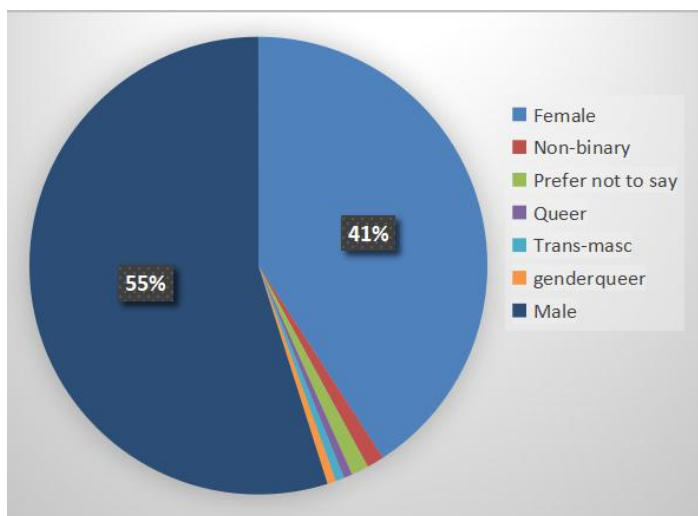
Do you have any other feedback you wish to share about the exhibition?

Other constructive feedback identified the need for improved promotion and publicity, so more people could know about the exhibition specifically and MDMA's work more generally, with some commenting on the need for better signage to direct visitors to the exhibition.

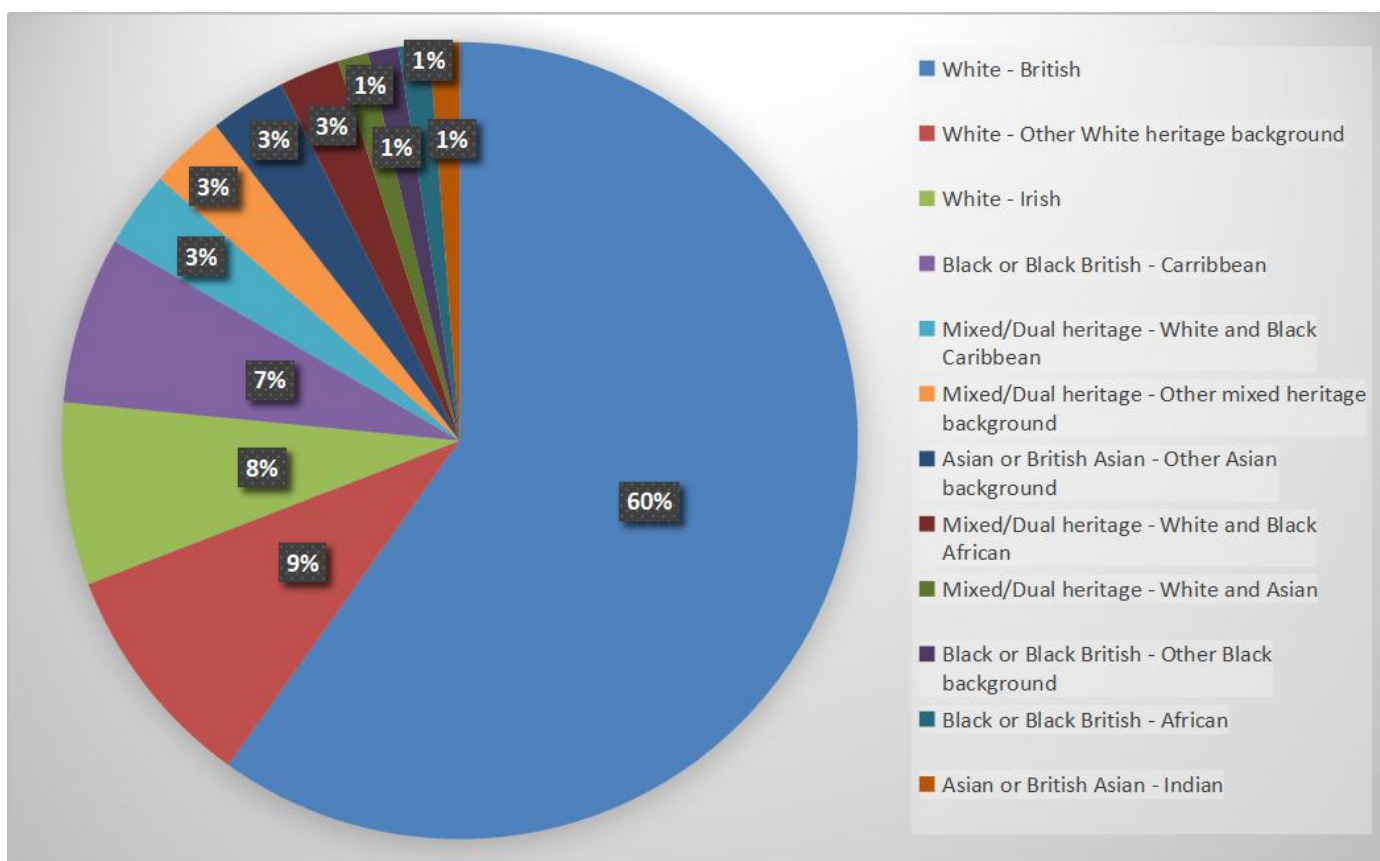
At least two respondents reflected that most of the people speaking were white and that it would have been good to have some more people of colour speaking at the opening event.

"Another great MDMA exhibition. Keep it up!"

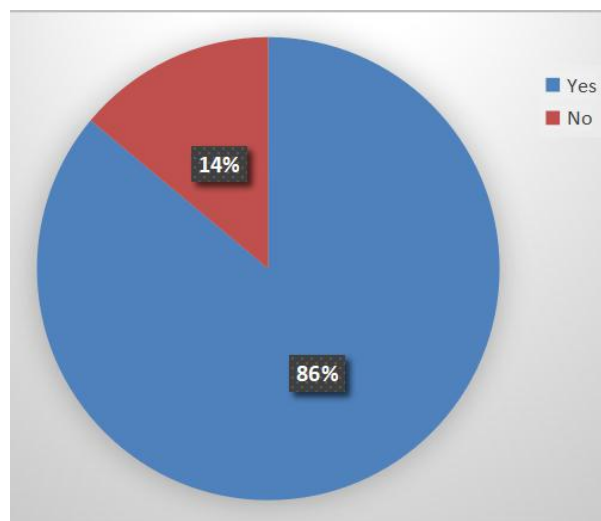
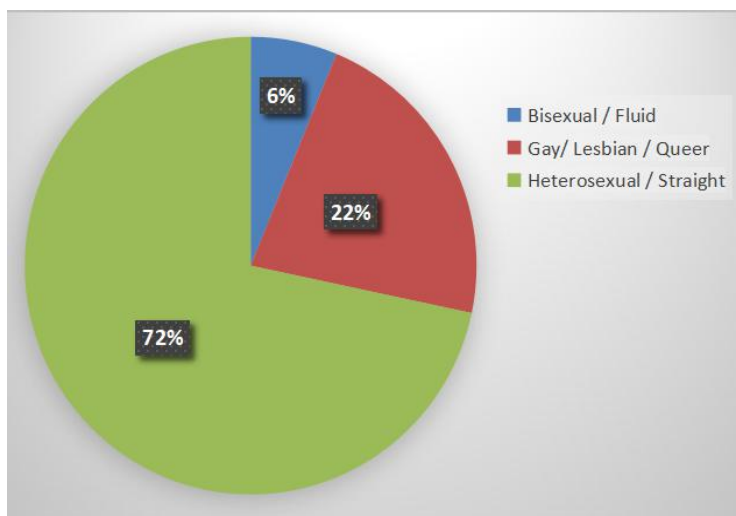
Audience demographic data indicates that significantly more men (55%) attended the launch event than women (41%), and that with 33% of visitors under 35, the exhibition succeeded in attracting far more people from younger age groups than was the case for the project launch.



Data collected regarding attendee background demonstrates that just under a quarter of respondents had a non-white background. It is disappointing that MDMA were unsuccessful in attracting a more diverse audience, though it should be acknowledged that other project activities have been aimed specifically at engaging and training young people from BAME backgrounds.



The physical exhibition was more successful than the project launch event in terms of attracting a more diverse audience in terms of sexuality, though the survey data again suggests that people with a disability continue to be under-represented in terms of project participation.



The exhibition generated interest from across the North, with visitors from as far afield as Lancaster, Liverpool, Coventry and Hull, as well as two visitors from London.



The data also suggests a broad geographical spread of attendees from across Greater Manchester, but unsurprisingly there is a concentration of visitors from central and southern neighbourhoods in Manchester, with a number of visitors from the communities around the NIAMOS Centre itself.

The Digital Exhibition

The permanent online exhibition was launched on 12th November 2018. Meaningful data about audience reach is therefore not available at the time of writing. However, the archive has 3294 members who regularly engage with the site, and a good level of new content has been generated by the project:

- In total 11 interview recordings have been made and uploaded to MDMArchive
- 29 members of the public have offered photos, ephemera and/or memories.
- 150 images/video/audio are featured.

The online exhibition can be found at :

<https://www.mdmarchive.co.uk/exhibition/674/we-are-dynamite!-northern-carnival-1978>

[illegible]

Volunteer engagement / memory capture

Throughout the project, the overall volunteer management increased vastly. MDMA aimed to work with 3 volunteers originally, and in the end worked with 21

MDMA worked with three volunteers of colour: Toni-Dee Paul, Olive Mackey and Drew Ellery. All three given training in recording interviews and uploading to them to MDMArchive (both to the main archive and an online exhibition). In total 11 interview recordings were made.

In addition to this work, volunteers were given first hand experiences of BBC radio and TV interviews: Toni had her first experience of being interviewed for BBC radio in a studio at Media City; and Drew was filmed for a TV interview by That's Manchester, and given the opportunity to digitise materials for the physical and digital exhibitions in a specialised environment.



All three volunteers offered curatorial support and decision making for both exhibition, and Oliver gave two extra days of invigilation time to the physical exhibition, giving guided visitors tours of the exhibition, which supported his learning about the history of the Carnival .

It should be noted that all volunteers identify as gay, and one identifies as both gay and non-binary.

Toni said:

"It was a real privilege to work on this project. I care passionately about the politics. I really enjoyed interviewing people. It was exciting to be able to do BBC Radio. I studied drama at college so I knew how to speak well and leave pauses instead of saying err...It went really well. When it came to the exhibition launch I was blown away. I just didn't envisage the show being so big with that quality of material. It was amazing. I was proud to take my friends down to see it."

Outcomes: the difference the project made

Overall the project has been very successful, with delivery largely in line with the initial three approved purposes, survey results demonstrating high levels of satisfaction amongst those it has engaged, and strong delivery against the target outcomes within MDMA's funding application:

- *heritage will be better interpreted and explained*
- *heritage will be identified/recorded*
- *people will have developed skills*
- *people will have learnt about heritage*
- *people will have had an enjoyable experience*
- *people will have changed their attitudes/behaviour*
- *people will have volunteered time*
- *more and a wider range of people will have engaged with heritage*
- *the community will be a better place to live, work and/or visit*

A significant number of people from a range of backgrounds ***learnt about*** the story of carnival, both for the first time and in greater depth, and had an ***enjoyable experience*** as a result of their attendance at the project launch and the physical exhibition at the NIAMOS Centre.

These two events and the and digital exhibition all ***interpreted and explained*** the heritage, allowing ***more and a wider range of people*** to engage with it, and the survey evidence shows that their ***attitudes changed*** as a result of their engagement.

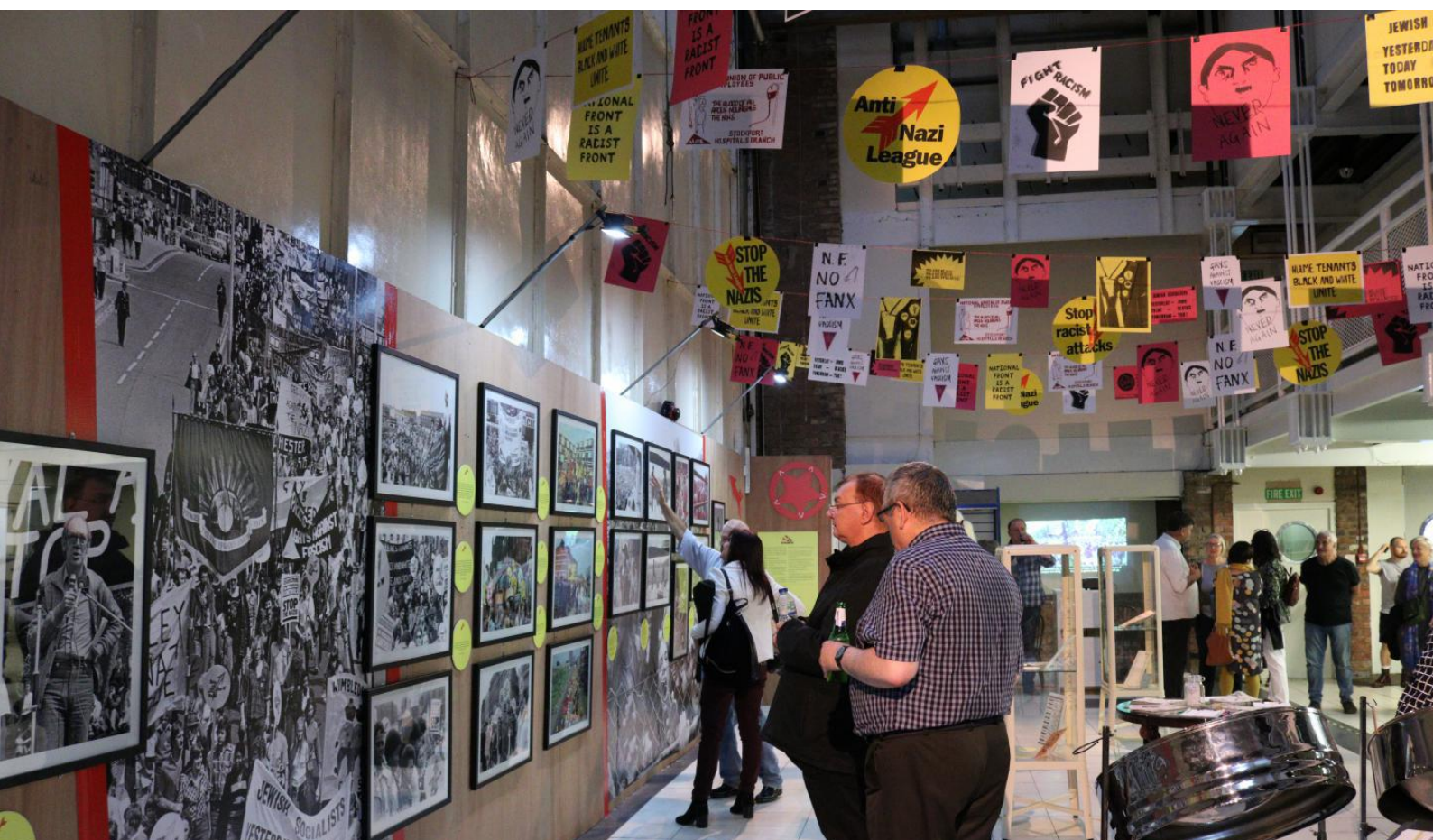
The project engaged people as **volunteers**, both as interviewers who supported the **recording of heritage**, and in supporting the delivery of the physical exhibition by ensuring it could remain open and accessible to the public

Lessons learnt and recommendations

Given the difficulties faced by the project in terms of the venue and impacts on project resource, the project team, which essentially means Project Leader Abigail Ward, responded well to the unexpected changes in circumstances, particularly given the limited resource available (in terms of grant funding). Unfortunately this also meant that she personally bore the brunt of the additional burden of reduced colleague support and being let down by venues.

Any recommendations are purely with the benefit of hindsight and could not reasonably have been anticipated. However, for future projects, MDMA should consider the risk associated with the delivery of projects reliant on informal partnerships (in this case, **venues** no longer supporting the project), and seek to understand as far as possible the potential capacity constraints they may face. Alternatively, it may be possible to formal partnership arrangements to minimise the risk of similar disruption in future.

In terms of unexpected changes to the **project team**, MDMA's response was to seek out additional volunteer support, which provided some relief, but brought its own challenges in terms of volunteer management. This evaluator speculates that there may have been additional pressures upon the Project Leader as a result of unexpectedly bearing sole responsibility for project delivery with no solid practical support or mentor support. It may be possible in the future for MDMA to seek to engage some of its members as additional volunteer resource and seek to develop its already existing strong networks with a view to identifying where mentor support may be forthcoming.



Appendix 1 - Online Survey: Project Launch

Northern Carnival Against the Nazis: 40th Anniversary project launch

Thank you for attending today's launch event. We want to hear about your experience of the event, so please tell us about it by completing this survey.

Were you aware of the story of the Northern Carnival Against the Nazis before you heard about this event?

- ☐ Yes
☐ No

How did you hear about today's event?

Your answer

What made you interested in attending the event?

Your answer

How would you rate the event overall?

- Very poor 1 2 3 4 5 Very good

What did you enjoy most about the event?

Your answer

What is the most memorable thing you have learnt as a result of attending today's event?

Your answer

Was the event what you were expecting? If not, how was it different from what you were expecting?

Your answer

Do you have any personal connection with the Northern Carnival Against the Nazis, for example, did you or a family member attend the 1978 rally or concert? If so, please tell us more

Your answer

Please give us three words which describe how today's event has made you feel

Your answer

Do you have any other feedback you wish to share about today's launch event?

Your answer

The next section is all about you. It's a little more personal, but really helpful to us. The questions have been designed to align with the way the UK Government collects Census data. This will help us compare our audience profile to the general population, and so see how well we're serving everyone in our community. If there are any questions that you'd rather not answer, please just skip to the next one.

How would you describe your gender?

- ☐ Female
☐ Male
☐ Prefer not to say
☐ Other: _____

How would you describe your sexuality?

Your answer

What is your date of birth?

Date
dd/mm/yyyy

Which of these best describe your background?

- ☐ Asian or British Asian - Indian
- ☐ Asian or British Asian - Pakistani
- ☐ Asian or British Asian - Bangladeshi
- ☐ Asian or British Asian - Other Asian background
- ☐ Black or Black British - African
- ☐ Black or Black British - Caribbean
- ☐ Black or Black British - Other Black background
- ☐ Mixed/Dual heritage - White and Black Caribbean
- ☐ Mixed/Dual heritage - White and Black African
- ☐ Mixed/Dual heritage - White and Asian
- ☐ Mixed/Dual heritage - Other mixed heritage background
- ☐ White - British
- ☐ White - Irish
- ☐ White - Traveller of Irish heritage
- ☐ White - Gypsy/Roma
- ☐ White - Other White heritage background

Do you consider yourself to have a disability?

- ☐ Yes
- ☐ No

What is your residential postcode? [This data will be confidential and not used for any other purpose]

Your answer

Thank you for taking the time to complete this survey. Find out more about our work by visiting www.mdmarchive.co.uk

SUBMIT

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Appendix 2 - Online Survey: The Exhibition

Northern Carnival Against the Nazis: 40th Anniversary Exhibition

Thank you for visiting the exhibition. We want to hear what you think about it, so please tell us about it by completing this survey.

Were you aware of the story of the Northern Carnival Against the Nazis before you heard about this exhibition?

☐ Yes

☐ No

How did you hear about the exhibition?

☐ Facebook

☐ Email

☐ Word of Mouth

☐ Magazine or newspaper

☐ Radio

☐ Television

☐ Other:

Apart from visiting the 'We Are Dynamite!' exhibition, have you had any other involvement with Manchester Digital Music Archive? (please tick all that apply)

☐ Yes, I've visited the Manchester Digital Music Archive website

☐ Yes, I've uploaded an artefact to the digital archive

☐ Yes, I've attended a previous Manchester Digital Music Archive event

☐ No, this is my first encounter with Manchester Digital Music Archive

What made you interested in visiting the 'We Are Dynamite!' exhibition?

How would you rate the exhibition overall?

1 2 3 4 5

Very poor ☐ ☐ ☐ ☐ ☐ Very good

What did you enjoy most about the exhibition?

What is the most memorable thing you have learnt as a result of visiting the exhibition?

Do you have any personal connection with the Northern Carnival Against the Nazis, for example, did you or a family member attend the 1978 rally or concert? If so, please tell us more

Please give us three words which describe how the exhibition has made you feel

Do you have any other feedback you wish to share about the exhibition?

The next section is all about you. It's a little more personal, but really helpful to us. The questions have been designed to align with the way the UK Government collects Census data. This will help us compare our audience profile to the general population, and so see how well we're serving everyone in our community. If there are any questions that you'd rather not answer, please just skip to the next one.

How would you describe your gender?

- ☐ Female
- ☐ Male
- ☐ Prefer not to say
- ☐ Other:

How would you describe your sexuality?

Your answer

How old are you?

- ☐ Under 25
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ Over 65

Which of these best describe your background?

- ☐ Asian or British Asian - Indian
- ☐ Asian or British Asian - Pakistani
- ☐ Asian or British Asian - Bangladeshi
- ☐ Asian or British Asian - Other Asian background
- ☐ Black or Black British - African
- ☐ Black or Black British - Caribbean
- ☐ Black or Black British - Other Black background
- ☐ Mixed/Dual heritage - White and Black Caribbean
- ☐ Mixed/Dual heritage - White and Black African
- ☐ Mixed/Dual heritage - White and Asian
- ☐ Mixed/Dual heritage - Other mixed heritage background
- ☐ White - British
- ☐ White - Irish
- ☐ White - Traveller of Irish heritage
- ☐ White - Gypsy/Roma
- ☐ White - Other White heritage background

Do you consider yourself to have a disability?

- ☐ Yes
- ☐ No

What is your residential postcode? [This data will be confidential and not used for any other purpose]

Your answer

Thank you for taking the time to complete this survey. Find out more about our work by visiting www.mdmarchive.co.uk

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