



Image credit: Sean Pollock

Social & economic impact assessment of Hackney Carnival

RESEARCH COMMISSIONED BY HACKNEY COUNCIL

December 2019

This report was commissioned by Hackney Council in August 2019 and was carried out by Social Life in partnership with Hatch Regeneris and Kaizen Partnership.

This report was written and prepared by Christina Dobbs Bayram and Imogen Bullen-Smith at Social Life and Rosa Sulley and Stuart Wells at Hatch Regeneris. Nicola Bacon at Social Life provided research guidance and editorial review.

The research team would like to thank the carnival groups, attendees, venue partners, businesses, traders, community organisations and everyone who participated in our research for their valuable input and support throughout this project. We would also like to thank the Hackney Young Futures Commission for sharing their research findings with us to include in this report.

About Social Life

Social Life was established by the Young Foundation in 2012 as an independent centre of expertise on placemaking. Our work is concerned with the social life of communities and what can be done by local government, community organisations, planners, developers, housing providers and other public agencies, to create resilient and sustainable communities that help residents feel settled, content and supported in their environment.

Social Life led the social impact analysis and carried out engagement with local businesses, Carnival traders and stakeholders for this research.

About Hatch Regeneris

Hatch Regeneris is a specialist economic development and regeneration consultancy that provides social and economic research-based advice to private, public and non-profit sectors across the UK and internationally.

Hatch Regeneris developed the economic impact model to assess the economic impacts of Hackney Carnival.

About Kaizen Partnership

Kaizen is a social business that specialises in designing, delivering and facilitating cutting edge engagement projects. We deliver work across the community sector including the areas of regeneration, education, employment, housing and the social care field.

Kaizen led engagement on the day of Hackney Carnival, surveying 513 attendees on 8 September 2019.

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1. Executive summary

1. Executive summary

About this report

- 1.1 Hackney Carnival is Hackney Council's most high profile outdoor cultural event. It draws thousands of residents, businesses, visitors and local artists together for one day to celebrate Hackney's cultural diversity, heritage and community life. It is an animated showcase of the artistic and creative prowess of the local community and endeavours to be an inclusive, accessible and diverse celebration of all that is Hackney.
- 1.2 The Carnival has been growing in size and reputation. In 2017, 30,000 people attended; in 2018, 60,000 people attended; and in 2019 it is estimated that 88,000 may have attended¹. The Carnival is also attracting significant media attention with comparisons being drawn between Hackney and Notting Hill Carnival.
- 1.3 Hackney Council is the main funder of Hackney Carnival. In parallel to the increase in audience numbers, the council increased its expenditure on the event in order to ensure the event is safe and accessible.
- 1.4 As the key funder and organiser, Hackney Council commissioned this research to better understand the social, cultural and economic impacts Hackney Carnival has on the borough. The aim has been to equip the council with a better understanding of the benefits, opportunities and challenges of Hackney Carnival as it grows in size and reputation.
- 1.5 The council also hopes to use this study to explore potential alternative sources of financial investment in the form of sponsorship, public funding and income opportunities to guarantee the event can be financially sustained in the future.
- 1.6 This report sets out the findings of research conducted prior to, during and immediately after the Hackney Carnival over the course of September and October 2019.
- 1.7 The methodology, detailed in the appendix, included: a face-to-face and online survey of 551 attendees, a face-to-face survey plus focus groups with 53 local businesses, a survey (both face-to-face and by telephone) of 22 Carnival traders, 16 in-depth discussions with stakeholders including venue partners, carnival performers, and participating organisations, a literature review, secondary data audit and exploration of Hackney Carnival's image through social and print media representations.

¹ Hackney Council has provided data for the overall attendance figures for the Carnival, which have informed the economic impact assessment. This identified a lower limit of 60,000 attendees (based on attendance figures from previous years) and an upper limit of 107,239-117,239 attendees (based on data from TfL, venue capacities, CCTV and video footage). To inform this analysis, we have used the mid-point of this range (88,000) as a conservative estimate for the attendance of Hackney Carnival in 2019. This number should not be treated as the exact attendance figure and rather an estimation based on information provided by Hackney Council.

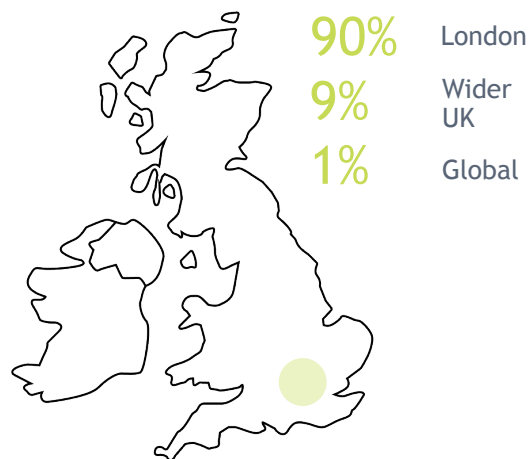
NUMBER OF ATTENDEES ON THE DAY

88,000*

GROSS VALUE ADDED

£3.24m

REACH - LONDON, UK & BEYOND

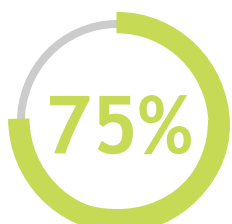


* Hackney Council identified an attendance range from 60,000 to 117,239 attendees. We have used the mid-point of this range (88,000) as a conservative estimate for Hackney Carnival 2019.

ECONOMIC OUTCOMES



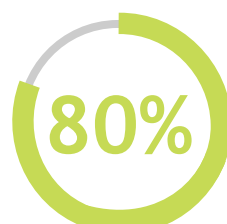
Of traders said their trade at the Carnival was more than usual



Of food-related town centre businesses reported an increase in turnover



Of non-food related town centre businesses said the Carnival had a 'positive' impact on turnover



Of supplies for Hackney-based traders originated from Hackney



Of estimated council spend in delivering the Carnival was spent in Hackney

£1.07m

Of estimated attendee spend with Carnival traders and local businesses

88%

Of attendee spend at Carnival was on food and drink

64%

Of town centre businesses said 'Carnival had a positive impact' on their business

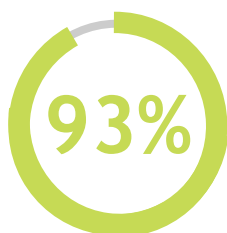
£1,060

Average trader turnover on the day

£1.70

Return on investment created in Hackney for every £1 of the council's investment

CULTURAL DIVERSITY & SOCIAL INTEGRATION



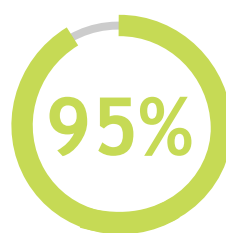
Of attendees said 'Carnival celebrates the cultural diversity of Hackney'



Of attendees said 'Carnival increases understanding of other cultures'



Of attendees said 'Carnival brings the whole community together'



Of attendees said 'Carnival is a place where people from different backgrounds get on well together'



Of residents who attended said the 'Carnival increased their levels of belonging'

PRIDE IN PLACE & REPUTATION

84%

Of attendees said Carnival is part of what makes Hackney a special place

89%

Of attendees said Carnival improves Hackney's reputation

88%

Of residents who attended said Hackney Carnival makes them feel proud of Hackney

ACCESSIBILITY & SAFETY

71%

Of attendees felt 'very safe' at Hackney Carnival

24%

Of attendees felt 'fairly safe' at Hackney Carnival

95%

Of attendees felt that Hackney Carnival is accessible to them, their family and friends

Snapshot of findings – social impacts of Hackney Carnival

1.8 The 2019 Hackney Carnival delivered five key areas of social impact:

- Community reputation and pride in place
- Cultural diversity and intercultural understanding
- Social integration
- Safety, inclusivity and accessibility
- Health, wellbeing and quality of life

Social impact #1: Community reputation and pride in place

1.9 Overall, the majority of attendees and stakeholders noted that Hackney Carnival is a celebration of all that is Hackney and everyone that makes up the identity of Hackney. Attendees (particularly residents), performers and participating organisations take great pride in being involved in Hackney Carnival and they value the Carnival as a growing cultural event for Hackney.

1.10 **84% of attendees said that Hackney Carnival is part of what makes Hackney a special place. 89% believe the Carnival improves Hackney's profile and reputation.**

1.11 **88% of residents surveyed said Hackney Carnival makes them feel proud of Hackney. 69% of residents who attended also said Hackney Carnival makes it more likely that they will remain a resident of Hackney for a number of years.**

1.12 A small number of attendees and stakeholders did note, however, that moving away from Ridley Road Market signalled a move away from those who are "at the heart of Carnival." There were also concerns that the borough's increasing popularity, which is boosted by events like Hackney Carnival, could fuel more social and economic changes, pushing out those on lower incomes.

Social impact #2: Cultural diversity and intercultural understanding

1.13 Our research shows that Hackney Carnival presents an exciting and colourful platform to celebrate the cultural diversity of the borough. **93% of attendees believe that Hackney Carnival celebrates the cultural diversity of Hackney.**

1.14 It also succeeds in increasing cultural understanding amongst participants and attendees and supports community life by offering a much-loved tradition for all those involved. **79% of attendees noted the Carnival increases their understanding of other cultures.**

1.15 While opportunities are available for members of different communities to engage, some groups are still underrepresented, for example the Turkish, Kurdish and Orthodox Jewish communities.

1.16 There are also some tensions in the two aims of maintaining Hackney Carnival as a primarily African-Caribbean event and making it a culturally representative celebration for the borough.

Social impact #3: Social integration

1.17 Hackney Carnival encourages social integration and presents opportunities for people from diverse backgrounds to come together around a common vision. **92% of attendees surveyed said that Hackney Carnival is an event that brings the whole community together.**

- 1.18 The Carnival helps build positive relationships and interactions amongst Hackney residents, which in turn encourage a greater sense of unity within the borough. **95% of attendees interviewed agreed Hackney Carnival is an event where people from different backgrounds get on well together. 90% of residents said Hackney Carnival makes them feel *more* comfortable with people from different backgrounds living in their local area.**
- 1.19 **66% of attendees interviewed said they spent time with people who are different from their usual social network at Hackney Carnival; 63% said that they talked with people from different backgrounds to themselves** (not including the people they came with) while at Hackney Carnival.
- 1.20 **75% of residents surveyed also reported stronger levels of belonging to Hackney as a result of their participation in the event.**

Social impact #4: Safety, inclusivity and accessibility

- 1.21 Hackney Carnival provides a safe and inclusive event, which is accessible to people from all backgrounds and abilities. **95% of attendees surveyed said Hackney Carnival is accessible to them, their family and friends.** Many attendees indicated that it was important that the carnival stay “free”. Affordability is a cornerstone of Hackney Carnival and contributes to the community feel, accessibility and inclusivity of the day overall.
- 1.22 Organisations and community groups representing children, older people, people living with disabilities, BAME, LBGTQI+ and other equalities groups also said Hackney Carnival was inclusive and, for the most part, the Council had accommodated their needs appropriately during the event.
- 1.23 **71% of attendees felt ‘very safe’ while attending Hackney Carnival, and 24% ‘fairly safe’.** Only 4% felt ‘a bit unsafe’ or ‘very unsafe’. A number of businesses employed their own security on the day, as precaution, but the majority of businesses did not experience any crime. Some attendees reported conflicting opinions on the heightened police and security presence in the area; with some feeling safer and others less safe.

Social impact #5: Health, wellbeing and quality of life

- 1.24 Overall, the primary research shows positive impacts on participants’ health and wellbeing. These vary based on their depth of engagement with Hackney Carnival - there are greater wellbeing impacts for individuals who engaged more intensely in Carnival events. Carnival groups and participating organisations noted that their members experienced demonstrable positive impacts, including increased self confidence and self-worth.
- 1.25 Hackney Carnival also provides venues for people to acquire new skills and builds synergies between organisations to collectively produce high quality work, which could not have happened without their individual expertise.
- 1.26 While less pronounced, attendees also noted the positive wellbeing impacts. **90% of attendees said that Hackney Carnival allows them to spend quality time with their friends and family. Five per cent of attendees noted that by participating in Hackney Carnival they were able to improve their self-confidence and nearly a quarter of attendees said that engaging with Hackney Carnival enabled them to form new friendships.**

Snapshot of findings – economic impacts

- 1.27 Hackney Carnival has delivered a diverse range of economic benefits to the local economy and the wider London economy. Surveys of attendees, traders and local businesses helped understand the level of spend that occurred on the day, with a focus on whether this expenditure was ‘additional’ and directly linked to the event.

Direct Monetary Benefits

- 1.28 **Attendee spend** - it is estimated that Hackney Carnival attendees spent over **£1.07m with Carnival traders (stalls) and local town centre businesses²**. Around **88% of spend by those attending the Carnival was on food and drink**, meaning that these businesses were the most likely to benefit from the Carnival. **Three-quarters of town centre businesses offering food and drink reported an increase in turnover. Of non-food related businesses, only 30% reported an increase in turnover.** Turnover varied considerably from trader to trader, with reported incomes ranging from £200 to £4,000, with an **average of £1,060 per trader**.
- 1.29 Attendee spend was calculated based on a number of assumptions using the demographic profile of the Carnival attendees surveyed: half of the Carnival attendees interviewed (59%) were Hackney residents and the other 41% were visitors to the borough. Half of survey participants came with friends and a third with their family, including 16% with children under 12 years old.
- 1.30 **Supply chain** - supply chain impacts came from a range of different sources. **Hackney Council spent £558,400 in delivering Hackney Carnival across a range of services.** Nearly a third of this spend was within Hackney. Attendee spend with Carnival traders and town centre businesses will also have resulted in supply chain benefits locally and across London.
- 1.31 The insight gathered through attendee, trader and business surveys was used to provide an aggregated assessment of the total economic impact generated by Hackney Carnival. This is measured as Gross Value Added (GVA). The aggregated GVA impact is comprised of three elements:
- **Direct economic impact** results from the expenditure associated with delivering Hackney Carnival in addition to attendees’ spend on the day
 - **Indirect economic impact** results from the suppliers of the Carnival purchasing more goods and services in order to meet the additional demand generated by the Carnival. These ‘2nd round’ impacts would not occur but for the Carnival
 - **Induced economic impacts** result from the employees of those benefitting from the Carnival (including local businesses and traders) having a higher income and using this to purchase more goods and services at a household level.
- 1.32 As a result, there is a strong economic benefit for the area, even considering some of the negative impacts on local businesses. In total, **the Carnival generated an additional £3.24m (GVA), with £934,000 of this within Hackney.**

² Based on conservative estimates of attendance figures (see ‘Assessment Approach’ section in Appendix).

- 1.33 This represents a return on investment of £5.80 GVA created for every £1 of the council's investment and £1.70 GVA created in Hackney for every £1 of the council's investment.
- 1.34 The economic impact analysis focuses primarily on understanding the economic impact generated in Hackney. Further detail on the assumptions and methodology used throughout this analysis is provided in the Appendix.

Wider Benefits

- 1.35 In addition to these monetary benefits, the Carnival generated a wide range of socio-economic benefits for the borough:
- **Local Employment:** The Carnival generated a range of employment opportunities for local people. From an operational perspective, **it is estimated that 823 people were involved in the delivery of the Carnival** on the day itself (though most are probably not new employees). Many local businesses and traders also took on additional staff for the Carnival to meet increased demand; this is estimated at **nearly 200 additional jobs supported on the day** (although in some cases this may have been family supporting rather than new staff).
 - **Skills and Training:** The Carnival provided an opportunity for local people to participate in the economy and develop skills which can enable them to access employment opportunities in the future. These 'softer' skills, such as communication and leadership, and increased self confidence were most notable amongst carnival groups and their members. In addition, nine traders (64% of those who responded to the question) 'agreed' or 'strongly agreed' that being part of Hackney Carnival gave them an opportunity to learn new skills and 11 (85%) said they had the opportunity to teach skills to others.
 - **Business Investment:** Businesses were largely positive about the wider benefit of the Carnival from a broader reputation perspective. **Two thirds of businesses surveyed felt that the Carnival will lead to a longer-term benefit for their business**, for reasons including its ability to attract new people to the borough and elevating the profile of Hackney Central as a diverse and vibrant town centre.

Snapshot of findings – negative impacts

- 1.36 An online version of the questionnaire was designed to capture wider Hackney resident views, particularly those who chose not to attend. Out of the 40 respondents, only two non-attending residents completed the online survey. To capture non-attendee views, particularly any potential negative impacts, we analysed the emails Hackney Council received at carnival@hackney.gov.uk and included the council's report of phone calls received on the day.
- 1.37 Of the approximately 40 emails Hackney Council received before, during and after Hackney Carnival:
- Approximately half were queries about **road closures, traffic management and concerns about parking suspensions**.
 - A few residents complained of the **lack of consultation with residents** about event logistics and requested digital letters, in addition to printed letters, to be distributed to residents in advance.
 - A few residents enquired about **access at the event and parking permits for residents with disabilities**, voicing how the parking suspensions and road closures stopped them from leaving home.
 - A few residents reported **anti-social behaviour** (such as public urination, littering, loitering, drug use and indecent behaviour).
- 1.38 On the day of Carnival, Hackney Council received approximately 20 phone calls from residents with **noise complaints**.
- 1.39 Other negative impacts reported from wider stakeholders include:
- **Lost business** experienced by local businesses and traders due to crowds, road closures, and parking suspensions.
 - **Loss of expected revenues for Ridley Road traders** who had been direct beneficiaries in previous years
 - **Cost of policing, security, clean up** for Hackney Council, venue partners, and other stakeholders.



2. Introduction

2 Introduction

About this report

- 2.1 Hackney Carnival is Hackney Council's most high profile outdoor cultural event. It draws thousands of residents, businesses, visitors and local artists together for one day to celebrate Hackney's cultural diversity, heritage and community life. It is an animated showcase of the artistic and creative prowess of the local community and is associated with a wide range of social, cultural and economic benefits for all involved.
- 2.2 The Carnival has been growing in size and reputation. In 2017, 30,000 people attended; in 2018, 60,000 people attended; and in 2019 it is estimated that 88,000 may have attended³. The Carnival is also attracting significant media attention with comparisons being drawn between Hackney and Notting Hill Carnival.
- 2.3 Hackney Council is the main funder of Hackney Carnival. In parallel to the increase in audience numbers, the council increased its expenditure on the event in order to ensure the event is safe and accessible.
- 2.4 As the key funder and organiser, Hackney Council commissioned this research to better understand the social, cultural and economic impacts Hackney Carnival has on the borough. The aim has been to equip the council with a better understanding of the benefits, opportunities and challenges of Hackney Carnival as it grows in size and reputation.
- 2.5 The council also hopes to use this study to explore potential alternative sources of financial investment in the form of sponsorship, public funding and income opportunities to guarantee the event can be financially sustained in the future.
- 2.6 This report sets out the findings of research conducted prior to, during and immediately after the Hackney Carnival over the course of September and October 2019.
- 2.7 The methodology, detailed in the appendix, included: a face-to-face and online survey of 551 attendees, a face-to-face survey plus focus groups with 53 local businesses around Hackney Central, a survey (both face-to-face and by telephone) of 22 Carnival traders, 16 in-depth discussions with stakeholders including venue partners, carnival performers, and participating organisations, a literature review, secondary data audit and exploration of Hackney Carnival's image through social and print media representations.

³ Hackney Council has provided data for the overall attendance figures for the Carnival, which have informed the economic impact assessment. This identified a lower limit of 60,000 attendees (based on attendance figures from previous years) and an upper limit of 107,239-117,239 attendees (based on data from TfL, venue capacities, CCTV and video footage). To inform this analysis, we have used the mid-point of this range (88,000) as a conservative estimate for the attendance of Hackney Carnival in 2019. This number should not be treated as the exact attendance figure and rather an estimation based on information provided by Hackney Council.

Research methodology

- 2.8 The methodology, detailed in the appendix, included: a face-to-face and online survey of 551 attendees, a face-to-face survey plus focus groups with 53 local businesses, a survey (both face-to-face and by telephone) of 22 Carnival traders, 16 in-depth discussions with stakeholders including venue partners, carnival performers
- 2.9 A range of **primary research activities** sought to capture both the social and economic impacts of Hackney Carnival for residents and local businesses, visitors, performers, Carnival traders, and wider stakeholders. These included:
- a **survey of 551 attendees** of Hackney Carnival, through a face-to-face survey conducted by Kaizen Partnership on the day of Hackney Carnival, supplemented by an online survey asking the same questions
 - a **survey of 22 traders at the Carnival**, through a face-to-face survey conducted by Social Life researchers on the day of Hackney Carnival, in addition to follow-up phone calls
 - a **survey of 53 local businesses** who regularly trade or have an established business location in and around the Carnival area. This included businesses on Mare Street, Clarence Road, Broadway Market, Dalston Lane, Ridley Road, Queensbridge Road and streets around London Fields, among others. Social Life conducted 42 face-to-face interviews with these businesses. Conversations with another 10 businesses took place through group discussions at the Hackney Central Business Forum and Hackney Central Pub Watch. One business participated through the online survey
 - **in-depth, semi-structured interviews with 16 stakeholders** including carnival groups, performers, participating organisations and community groups, and venue partners.
- 2.10 **Background materials** were also reviewed to provide greater detail on socio-economic conditions, the historical context and current significance of Hackney Carnival. These included:
- a **review** of Hackney Council's *Inclusive Economy Strategy (2019-2025)*, *Hackney Council's Community Strategy (2018-2028)*, *Mapping Economic and Social Value in Hackney's Centre's and Designated Employment Areas (2018)*, *Hackney Town Centre and Retail Study (2017)*, and *Hackney Arts and Cultural Strategy (2018-2022)*, as well as other economic and social impact studies of carnivals and festivals in the UK.
 - a **data audit** of Census data, crime statistics and ONS datasets (providing business and employment intelligence), focusing on a range of factors enterprise, sector growth and development, commercial property drivers, and a review of the demographic and social context of Hackney
 - a review of Hackney Carnival's **social and print media presence**
 - an analysis of **Hackney Council's Carnival budget**
 - information on efforts to reduce the **Carnival's environmental footprint**
 - **Hackney Carnival attendance figures** and information about this year's route and range of activities.

For more information on methodology, see Appendix.

Hackney's economy and communities

- 2.11 Hackney is one of London's most diverse boroughs: both in terms of its population and its economy.
- 2.12 The borough has experienced strong economic growth in recent years, with some of the highest levels of employment and business growth across London. At the same time, the economy has evolved significantly. Since 2010, the number of businesses in the information and communication sector has increased 97% and the professional, scientific and technical sector increased 72%. Hackney now has the second largest number of creative jobs of all London boroughs. These are concentrated in the south of the borough, however there is a growing flow of creative jobs northward in response to increasing pressures on the costs and supply of commercial space⁴.
- 2.13 Evolution in the economy has mirrored growth and change in Hackney's resident population. The borough has always been home to a diverse population, with a high proportion of young adults and a broad range of ethnic groups and communities. In recent years the population has grown at a faster rate than the rest of London, and comparatively high rates of transience have resulted in changes to the borough's culture, identity and communities⁵. Poverty levels in the borough are the third highest in London, behind Newham and Tower Hamlets, with around 36% of households estimated to be in poverty after housing costs are deducted. While the population is increasingly well qualified and prosperous, parts of the borough continue to be characterised by high levels of deprivation and inequalities⁶.

Focus on: Hackney Central

Hackney Central was the focal point for the 2019 Hackney Carnival, providing the starting point for the procession route and accommodating the majority of activities on the day. Located in the heart of the borough, it is the third largest centre in Hackney⁷ and is a key contributor to the borough's economy, employing over 5,000 people⁸.

The centre of Hackney is next to Dalston, which also has a strong retail offer. Both Hackney Central and Dalston have a thriving night-time and visitor economy, contributing significantly to the borough's reputation as a cultural destination⁹. Already there is a large presence of creative and cultural activity in Hackney Central, with key assets including Hackney Empire, Hackney Museum and Hackney Picturehouse. The area is an emerging creative cluster, with hotspots of activity developing around Bohemia Place and London Fields¹⁰.

Hackney Central and the surrounding area has traditionally been dominated by convenience retail activities, with a focus on serving the needs of local communities. The offer has reflected local diversity with a high concentration of ethnically focused activities (particularly African, Middle Eastern, Turkish and Vietnamese).

Evidence from the Hackney Town Centre and Retail Study (2017) found that Hackney Central's retail market is performing strongly, with a low vacancy rate of 2% (compared to the London average of 6.7%)¹¹. To support continued growth, Hackney Central features prominently in the borough's regeneration plans. Aspirations focus around increasing the presence of creative and cultural activities and significantly increasing investment over the next 15 years.

⁴ Hackney Council's Inclusive Growth Strategy (2019-2025)

⁵ Hackney Economic & Social Value Study (2018) by We Made That and Hatch Regeneris

⁶ Hackney Council's Inclusive Growth Strategy (2019-2025)

⁷ ¹⁰ Hackney Economy, Workspace and Social Value Study (2019)

⁸ Business Register and Employment Survey (2018)

⁹ ¹¹ Hackney Town Centre and Retail Study (2017)

3. Carnival context



3. Carnival context

Hackney Carnival's origins

Origins of Carnival

- 3.1 Hackney Carnival, as it is celebrated today, has its roots in the traditional forms of 'carnival' which came out of the Caribbean, most notably from Trinidad and Tobago. But the celebration known as carnival has a much longer history. It is believed that carnival originated as a season of festivities in Europe, in the post-Christmas lead up to Ash Wednesday. This pre-Lenten tradition, of opulent abandon and expression, was brought to the Caribbean by French and Spanish settlers in the 18th century.
- 3.2 This was the era of slavery in the Caribbean, with laws prohibiting black people from taking part in music, dance and masquerade. The abolishment of slavery in Trinidad and Tobago in 1834 led to celebrations in the streets by people who were now free to celebrate their culture through dress, music and dance. Freed slaves transformed the 'carnival' celebration into a more diverse cultural showcase of emancipation and liberation. This new form of carnival soon took off and spread throughout the Caribbean, later reaching other parts of the world.
- 3.3 In London, carnivals are still a space for members of the Caribbean and African diaspora to come together to celebrate and showcase their culture.

Hackney Carnival's roots

- 3.4 Hackney Carnival has been growing in popularity and attendance exponentially over the past few years. However, Hackney Carnival is not a new event for the borough, nor is it a newcomer to the carnival scene. Hackney Carnival dates back to the 1970's, with the first recorded evidence of Hackney Carnival taking place in 1973, then called 'Street Carnival Theatre'.
- 3.5 Hackney Carnival, much like the better-known Notting Hill Carnival and other smaller London carnivals, has its roots deeply embedded in community activism during the mid 1970s. Emerging out of the complex socio-political climate of the time - against a backdrop of riots and racially motivated attacks - both Hackney Carnival and Notting Hill Carnival were founded with the aim to celebrate and highlight the cultural richness of London.
- 3.6 Hackney Carnival's origins can be traced back to Centerprise, an independent bookshop and African and Caribbean community centre located in the heart of Hackney. Centerprise was instrumental in the development and growth of Hackney Carnival, managing and running the Carnival up until the mid 2000s.
- 3.7 Hackney Council took over the management in 2007, and in 2012 Hackney Carnival saw a dramatic increase in funding and recognition after it was included in the Cultural Olympiad in the lead up to 2012 Olympic and Paralympic Games.
- 3.8 Hackney Carnival, a colourful celebration of Caribbean and African culture, continues to evolve. In 2019, carnival groups represented Bolivia, Brazil, China, The Gambia, Ghana, Senegal, and the UK. This steady evolution of Hackney Carnival from the 1973 'Street Carnival Theatre', to 'Hackney One' and finally to what it is known as today has firmly embedded the Carnival as a popular, well-loved and celebrated Hackney institution.

Hackney Carnival today

- 3.9 Hackney Carnival has become Hackney Council's biggest community event and a popular alternative to Notting Hill Carnival. In 2019, Hackney Carnival was attended by an estimated 88,000 people, a dramatic increase from 60,000 in 2018 and 30,000 in 2017¹². The increase in scale and popularity of Hackney Carnival is a sign of strong community ownership and its growing reputation within London and further afield.
- 3.10 This growing popularity, however, also creates challenges for Hackney Council in financially sustaining the event. In the lead up to this year's event, assessments by agencies such as police and event management staff indicated that the audience was likely to grow to 100,000 in 2019. As the main funder of Hackney Carnival, Hackney Council doubled its level of expenditure to ensure the event was safe and accessible.
- 3.11 In order to safely manage the increased capacity of people, the Carnival procession route and event footprint were also modified. In 2018, Ridley Road became severely overcrowded and there were concerns that the area could not accommodate larger attendance figures. The dispersed nature of the 2018 Carnival layout, across three wards (Hackney Central, Dalston and Haggerston), also created challenges for the Police and Hackney's Enforcement Teams on the day.
- 3.12 In 2019, Hackney Council relocated the sound systems and food stalls previously centred on Ridley Road and Gillett Square in Dalston to a new cluster of locations in Hackney Central, including St John at Hackney Church grounds, Tesco car park and Bohemia Place. Tesco and St John at Hackney Church were two new venue partners in 2019. A range of entertainment was dispersed across this new cluster of Hackney Central locations, including:
- **Pop up kids' play areas** - Hackney Playbus at Hackney Town Hall, a family cycle experience on Hillman Street led by Stars 'n' Stripes and a family-friendly reggae sound system and craft stalls at St John at Hackney's playground, led by Disco Loco
 - **A programme of live music stages and street arts** on Churchwell Path, St John's Churchyard and St John at Hackney paddock, and the Narrow Way
 - **Sound systems** at St John's Churchyard, Bohemia Place, Tesco car park and Hackney Town Hall square and car park
 - **A programme of street arts** on Mare Street and Narrow Way
 - **Food stalls** across all event locations
 - **Carnival judging** outside Hackney Town Hall.
- 3.13 A three-hour procession, representing 25 carnival groups, started on Mare Street, then travelled along Graham Road, Queensbridge Road, Pownall Road, Brougham Road, Trederwen Road, and Lansdowne Drive.

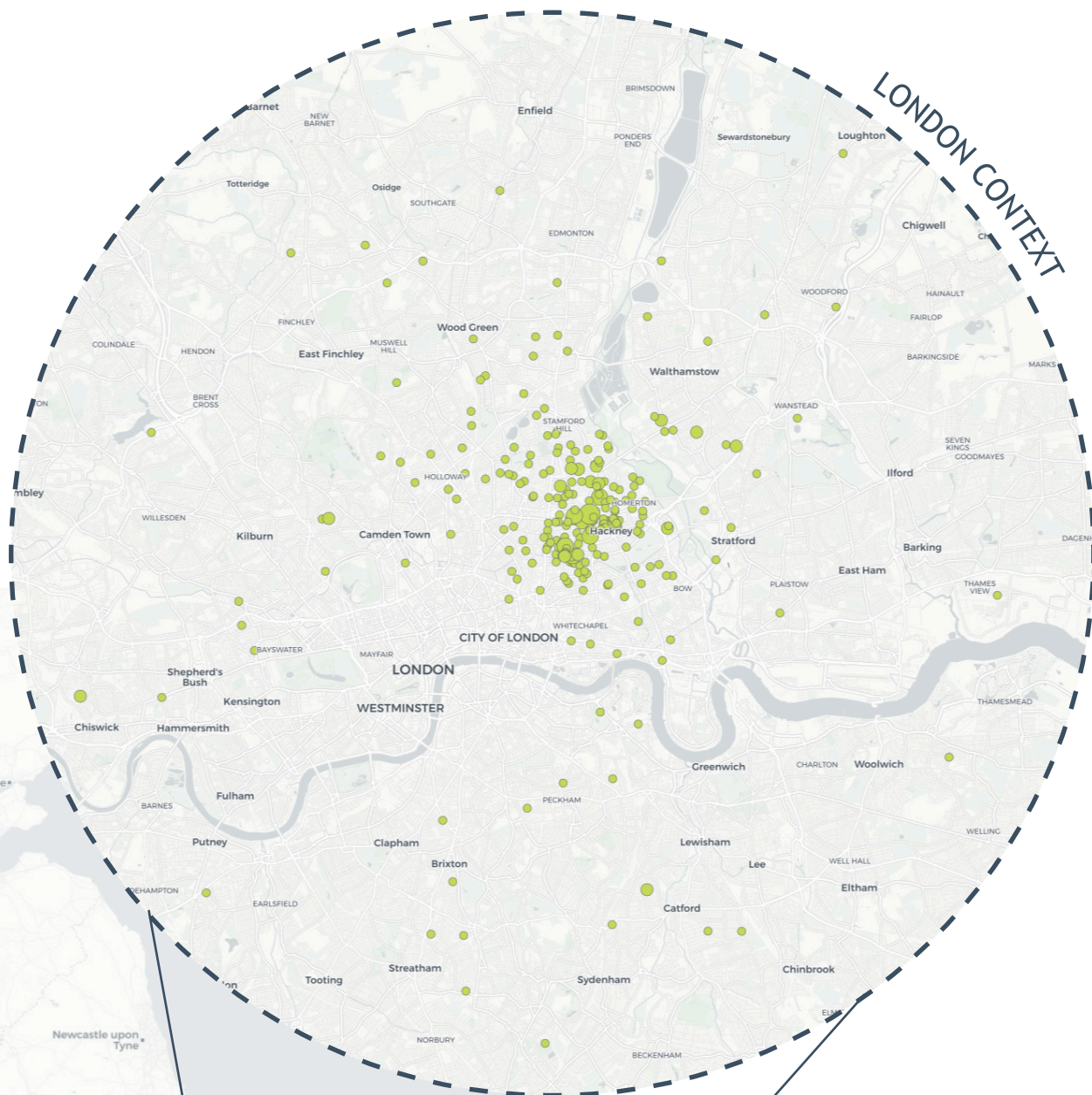
¹² 88,000 should not be treated as the exact attendance figure and rather an estimation based on information provided by Hackney Council.

An in-depth look at Hackney Carnival's attendees

Who attends Hackney Carnival?

- 3.14 Hackney Carnival is an established tradition for many Hackney residents, and its reach has been growing in recent years, attracting visitors from across London and internationally. Half of the Carnival attendees interviewed (59%) were Hackney residents. The other 41% were visitors to the borough. Half of survey participants came with friends and a third with their family, including 16% with children under 12 years old.
- 3.15 The majority of visitors travelled from neighbouring boroughs, including Newham (36%), Haringey (13%), and Tower Hamlets (11%). In total visitors came from 22 London boroughs, 15% of visitors came from outside of London (1% were from outside the UK). A map of attendee postcodes is shown on the following page.
- 3.16 Nearly half of attendees noted this was their first time coming to Hackney Carnival. 20% come every year or have been at least a couple of times (31%). Of those who had participated in Hackney Carnival before, two thirds started coming after 2010. The other third of attendees were long-term participants, with a few remembering taking part in the 1970s and 80s.
- 3.17 Hackney Carnival attracts a diverse crowd, in terms of age, gender, ethnicity, religious background, and sexual orientation. Researchers aimed to reach a broadly representative section of attendees on the day, however this was difficult as there was no benchmark from previous events. The profile of all attendees surveyed is below¹³:
- **Gender:** 59% female; 41% male; 0.4% transgender
 - **Disability:** 9% described themselves as having a disability; the majority (88%) had no disability; 3% preferred not to say
 - **Religion:** 53% atheist or no religious belief; 32% Christian; 5% Muslim; 2% Buddhist; 1% Jewish; 1% secular beliefs; 5% described themselves as having an 'other' religion
 - **Age:** 4% under 18 years old; 44% aged 18-34; 40% aged 35-54; 11% over 55 years old
 - **Sexual orientation:** 89% heterosexual; 5% bisexual; 5% gay or lesbian; 1% other.
- 3.18 Demographic information of resident attendees has been compared with existing secondary data to explore whether residents attending Hackney Carnival reflect the demographics of the borough. This analysis suggests that while Hackney Carnival attracts people of all ages, abilities, ethnicities, sexualities and backgrounds, there are lower participation rates among certain Hackney communities. This analysis can be found on page 33 of this report.

¹³ 'Prefer not to say' was an option for each of these questions. However, 'prefer not to say' and all incomplete responses have been deducted from the total number of responses, in order to calculate percentages for each question.



WIDER UK CONTEXT

LONDON CONTEXT

Why do people come to Hackney Carnival?

- 3.19 The procession and costumes were identified as the main draw for participants, with 64% of attendees saying they came to 'watch the procession'. Nearly half of attendees noted they came for the sound systems (49%) and live music stages (55%). 35% came for the food stalls. The majority of families with children came to enjoy the dedicated children's areas, which offered events and activities for children of all ages.
- 3.20 Over half of attendees heard about Hackney Carnival through word of mouth. Other attendees learned about Carnival through posters and flyers (14%) and social media (13%). A smaller number of people heard about this year's event through Hackney Today (3%), local organisations and community groups (6%), and some from simply passing by and being drawn in by the festivities (5%).
- 3.21 Most visitors (87%) said they were only in Hackney on 8th September 2019 because of Hackney Carnival. 69% said as a result of visiting Hackney Carnival they would be more likely to visit Hackney in the future.



Image credit: Sean Pollock



4. Social impacts

4. Social impacts of Hackney Carnival

- 4.1 Hackney Carnival has a strong social and community focus, aiming to celebrate the cultural diversity and creativity of Hackney's local communities. Through Hackney Carnival, the council endeavours to cultivate a sense of belonging, promote health and wellbeing in the local community, encourage a higher quality of life, and establish Hackney as a place on a local, national and international scale. In 2019, additional efforts were made to use the Carnival to foster sustainability and a green economy.
- 4.2 All of these outcomes align closely with Hackney Council's Inclusive Economy Strategy (2019-2025), which recognises that all in the community will benefit from a fairer, more inclusive local economy. The strategy outlines the desires for greater economic opportunities, fairer access, skills and training and making it easier for anyone, whatever their background, to fulfil their potential.
- 4.3 The council recognises that at a time when the borough is experiencing rapid social and economic change, community events like Hackney Carnival can play a pivotal role in supporting Hackney's communities to be stronger, healthier and more cohesive.
- 4.4 This section explores the five key areas of social impacts generated by the 2019 Hackney Carnival:
 - Community reputation and pride in place
 - Cultural diversity and intercultural understanding
 - Social integration
 - Safety, inclusivity and accessibility
 - Health, wellbeing & quality of life

Social impact #1: Community reputation and pride in place

- 4.5 This study explored Hackney Carnival's impact on Hackney's reputation and pride in Hackney as a place to live.
- 4.6 Arts and culture can help make a place distinctive and there is a growing body of evidence that a strong cultural offer improves residents' sense of place and pride and is an important factor in people's decisions to move or stay in an area¹⁴.
- 4.7 Overall, the majority of attendees and stakeholders noted that Hackney Carnival is a celebration of all that is Hackney and everyone that makes up the identity of Hackney. Attendees (particularly residents), performers and participating organisations take great pride in being involved in Hackney Carnival and they value the Carnival as a growing cultural event for Hackney.

How we measured impacts on community reputation and pride in place

Hackney Carnival's impacts on its reputation and residents' pride in Hackney as a place to live were gauged through the following questions in the attendee survey, in addition to conversations with stakeholders.

- Do you agree or disagree that Hackney Carnival is part of what makes Hackney a special place?
- Do you agree or disagree that Hackney Carnival improves Hackney's profile and reputation?
- Do you agree or disagree that Hackney Carnival makes you feel proud of Hackney?
- Does Hackney Carnival make you feel differently about Hackney as a place to live, does it make it more likely that you will remain a resident of Hackney for a number of years?

¹⁴ Wavehill. *The Value of Arts and Culture in Place-shaping*. 2019.

Pride in place

- 4.8 Attendees noted that the Carnival was “freeing” and offered an opportunity to connect with a diverse range of people in a lively, loud, fun and colourful environment. Equally, attendees and stakeholders noted immense feelings of pride: pride for the local community, for Hackney as a place and for the creative and dynamic showcase of Hackney’s diverse communities.
- 4.9 **88% of residents surveyed said Hackney Carnival makes them feel proud of Hackney. The majority of residents (69%) also said Hackney Carnival makes it more likely that they will remain a resident of Hackney for a number of years.**

“[Hackney Carnival] is like a big demonstration of all the groovy things that are happening in Hackney. It’s another reason to move to Hackney.”

Community reputation

- 4.10 Hackney Carnival plays a key role in how Hackney is perceived, both locally and nationally. This profile, largely generated through social media and from attendees’ experiences on the day, is mostly positive. **84% of attendees said that Hackney Carnival is part of what makes Hackney a special place. 89% believe the Carnival improves Hackney’s profile and reputation.**

“Carnival makes a positive contribution, people come from other areas of England as well as other areas of London.”

“Glad it happens, not very touristy, nice it is so local, great for adults and kids, better than Notting Hill”

“It [Hackney Carnival] puts Hackney on the map!”

- 4.11 A small number of attendees and stakeholders, while excited by Hackney Carnival’s growing size and reputation, expressed the desire for Hackney Carnival to stay small and community oriented. One stakeholder voiced the concern that the Carnival’s increasing popularity could fuel more social and economic changes in the borough, pushing out those on lower incomes and driving gentrification.

“Carnival has a double-edged sword. It has helped the reputation of Hackney but that popularity leads to gentrification - so people are pushed out.”

- 4.12 A small number of attendees also noted that moving away from Ridley Road Market signalled a move away from those who are “at the heart of Carnival.” Some attendees noted that the atmosphere, vibe and ambience had changed with this new route and indicated it took the Carnival away from those who the Carnival should inherently be celebrating. A number of Ridley Road traders reflected this sentiment.

“On Gillett Square and Ridley Road there are a lot of African shops but in Bohemia place not so much. So this route change meant that lots of African shops missed out on passing trade.” - community organisation

Social impact #2: Cultural diversity and intercultural understanding

- 4.13 Hackney is the sixth most diverse borough in London. At least 89 different languages are spoken. It is home to well-established Caribbean, Turkish and Kurdish, Vietnamese and Orthodox Jewish communities – as well as newer communities of people from African countries and Eastern Europe¹⁵.
- 4.14 A series of questions around the themes of cultural diversity and understanding were asked in the attendee, trader and local business surveys. Interviews with stakeholders explored people's degree of participation in Hackney Carnival and the extent to which it celebrates the cultural diversity of the borough.
- 4.15 Our research shows that Hackney Carnival presents an exciting and colourful platform to celebrate the cultural diversity of the borough. It also succeeds in increasing cultural understanding amongst participants and attendees and supports community spirit by offering a much-loved tradition for all those involved. Whilst opportunities are available for members of different communities to engage, some groups are still underrepresented who make up a significant portion of Hackney's population, for example the Turkish, Kurdish and Orthodox Jewish communities. There are also some tensions in the two aims of maintaining Hackney Carnival as a primarily African-Caribbean event and making it a culturally representative celebration for the borough.

How we measured cultural diversity and intercultural understanding

The following questions were used to gauge cultural diversity and cultural understanding:

- Do you agree or disagree that Hackney Carnival celebrates the cultural diversity of Hackney? Why?
- Are there any members of the community that are not represented and feel left out of the Carnival?
- Do you agree or disagree that Hackney Carnival increases your understanding of other cultures?

¹⁵ <https://hackney.gov.uk/knowning-our-communities>

Cultural diversity and intercultural understanding

- 4.16 Hackney Carnival brings together artists and community groups from many different countries to celebrate each other's cultural backgrounds and artistic expression. In 2019, carnival groups represented Bolivia, Brazil, the Caribbean, China, The Gambia, Ghana, Senegal, and the UK. Stakeholder interviews evidence that Hackney Carnival is a key opportunity for performers to showcase their art form and share their cultural heritage. One carnival group said:

"It [Hackney Carnival] promotes diversity of cultural groups of the community at large and brings out new cultural groups including African groups."

- 4.17 93% of attendees believe that Hackney Carnival celebrates the cultural diversity of Hackney, 57% 'strongly agree' with this. When asked why, two thirds of respondents highlighted the ways that Hackney Carnival brings different communities together and celebrates Hackney's rich mix of ethnic groups.

"It brings together old and new communities and highlights tolerance and understanding."

"There are different strands and stages representing different parts of the world...[It invokes] feelings of belonging and is accessible to all ages and backgrounds."

"We are living in a diverse society and it's a reflection of a diverse society."

"It highlights cultures that are not necessarily celebrated throughout the year."



Image credit: Sean Pollock

- 4.18 Hackney Carnival not only provides a visible platform for performers in showcasing their culture and heritage, it supports broader intercultural understanding. This is key to building social integration. **79% of attendees noted the Carnival increases their understanding of other cultures.**
- 4.19 A small number of attendees disagreed that Hackney Carnival celebrates the cultural diversity of Hackney and feel the event excludes certain cultural groups. When asked why, comments included that Hackney Carnival “does not capture the breadth of culture in the borough”. Another attendee noted, “There are other communities who don’t understand why we celebrate carnival and would like to”.
- 4.20 A few carnival groups and stakeholders also felt that Hackney Carnival could achieve greater cultural diversity and become more inclusive of Hackney’s local communities. **Some stakeholders expressed the desire to make the event more inclusive of underrepresented groups** who make up a significant portion of Hackney’s population, for example the Turkish, Kurdish and Orthodox Jewish communities, which do not currently have a visible platform at Hackney Carnival.

“Yes [the Carnival does celebrate cultural diversity], but it is not reaching those in need. Instead, it is just reaching those already there, who are quite loud and not those who are quiet and more isolated.”

“Hackney is famous for its diversity and Carnival showcases this. However, some people think its predominately for ethnic minority groups.”

“It is a celebration of the heritage and the cultural diversity of the borough, although focused on an Afro-Caribbean aspect... there is always more to be done (to include other groups).”

- 4.21 One stakeholder noted that when considering the inclusivity of Hackney Carnival it is important to pinpoint whether groups feel “left out” or whether they “choose to exclude themselves”.
- 4.22 Some attendees and stakeholders noted that as Hackney Carnival grows bigger, the Carnival’s roots in African-Caribbean culture should not be lost. This illustrates the challenge of achieving the two aims of maintaining Hackney Carnival as a primarily Caribbean event, and making it a culturally representative celebration for the borough.

“The ‘inclusive’ aspect of the carnival runs the risk of losing the ‘carnival’ element.” - Carnival group organiser

Social impact #3: Social integration

- 4.23 This study used a series of questions exploring social integration, and the nature of relationships between different groups and between people from different backgrounds. The extent to which Hackney Carnival encourages social integration was investigated through the attendee survey as well as stakeholder interviews.
- 4.24 The Greater London Authority defines social integration as “the extent to which people positively interact and connect with others who are different to themselves. It is determined by the level of equality between people, the nature of their relationships, and their degree of participation in the communities in which they live.”¹⁶
- 4.25 Key indicators of a cohesive community relate to how people feel about their local area, if there is a common vision, a strong sense of belonging, if people’s diverse backgrounds and circumstances are celebrated and positively valued, and if positive relationships develop between people from different backgrounds.¹⁷
- 4.26 Overall, our primary research has found that Hackney Carnival encourages social integration and presents opportunities for people from diverse backgrounds to come together around a common vision. The Carnival helps build positive relationships and interactions amongst Hackney residents, which in turn encourage a greater sense of unity and harmony within the borough. Residents surveyed also reported stronger levels of belonging to Hackney as a result of their participation in the event.

How we measured social integration

The following questions were asked to gauge the extent to which Hackney Carnival encourages social integration:

- Do you agree or disagree that Hackney Carnival is an event where people from different backgrounds get on well together?
- Do you agree or disagree that Hackney Carnival is an event that brings the whole community together?
- Do you agree or disagree that by attending Hackney Carnival, you are spending time with people who are different from your usual social network?
- While at Hackney Carnival, other than the people you came with, did you talk with people from different backgrounds to you?
- Does Hackney Carnival make you feel differently about Hackney as a place to live...does it make you feel more comfortable with people from different backgrounds to yours in your local area?
- Does Hackney Carnival make you feel differently about Hackney as a place to live...does it increase your feelings of belonging to Hackney?

¹⁶ Greater London Authority. *All of Us: The Mayor’s Strategy for Social Integration*. 2018.

¹⁷ Local Government Association. *Building Cohesive Communities*. 2019.

Social integration

- 4.27 A cohesive community supports people to mix and interact with others from different backgrounds - by ethnicity or culture, age group, faith, sexual orientation, language, gender or other characteristics or interests. **92% of attendees surveyed said that Hackney Carnival is an event that brings the whole community together**, 55% 'strongly agreed' with this sentiment.

“[Hackney Carnival is the] Hub to attract everyone - because its mixed we all meet up and have fun”

- 4.28 Many attendees, carnival groups and participating organisations reported a perception that the Carnival encourages a greater sense of unity and harmony within the borough.

“We do community cohesion through arts” “Through music, crafts and dance we explore potentiality of the community and make sure everyone can be part of it” - community organisation/performer

- 4.29 In the Hackney Residents Survey carried out by Ipsos MORI in 2018 - in which 1,251 residents aged 16 and older were interviewed - nearly nine in 10 residents across the borough agreed that the local area is a place where people from different backgrounds get along well with each other.¹⁸
- 4.30 Community events like Hackney Carnival help to support these strong relationships. **95% of attendees interviewed agreed Hackney Carnival is an event where people from different backgrounds get on well together. 90% of residents said Hackney Carnival makes them feel more comfortable with people from different backgrounds living in their local area.**
- 4.31 The 2016 Hackney a Place for Everyone Survey found that although 90% of Hackney residents believe that different groups get on well together, a lower figure - 70% - actually mix with each other. The attendee survey explored residents' levels of interaction with people from different backgrounds to themselves during the event. **66% of attendees interviewed said they spent time with people who are different from their usual social network at Hackney Carnival; 63% said that they talked with people from different backgrounds to themselves** (not including people they came with) while at Hackney Carnival.
- 4.32 Sense of belonging is also considered a key social integration 'outcomes' measure¹⁹. The attendee survey asked Carnival-goers who are Hackney residents if Hackney Carnival increased their feelings of belonging to the borough. **75% of residents surveyed 'agreed' or 'strongly agreed'.**

“The Carnival gives you a sense of belonging - it's OUR Carnival.”

¹⁸ Hackney Residents Survey, Ipsos MORI (2018)

¹⁹ Greater London Authority, Social Integration Strategy (2018)



Image credit: Adam Holt

- 4.33 Hackney Young Futures Commission - a youth-led organisation independent of Hackney Council but organised and funded by the council - has been undertaking research with young people between the ages of 10 to 25 about their lived experience of Hackney. With support from Mouth That Roars - a youth media organisation that carries out peer research commissioned by Young Futures Commission for this work - they have engaged with over 2,500 young people through questionnaires, focus groups, street engagement and presentations to date. One of the questions they are asking young people is, “what is your favourite thing or place in Hackney and why?” In response to this, a number of young people specifically listed Hackney Carnival. Their reasons varied from its cultural diversity and inclusivity to its fun and non-judgmental atmosphere that brings everyone together.

“... Hackney is a part of me - there’s too many things I like - I’d say the culture, it’s one of the most multi culture boroughs, people from all ethnicities - when there’s festivals being held, everyone gets together like a big community, no matter what part of Hackney you’re from (carnival).”

“Hackney Carnival, it shows we can all be as one and enjoy ourselves.”

“I like carnival and stuff like that because you’re with your friends dancing. It’s fun.”

“Carnival!!!! A break from the negatives of being young in a grown up environment.”

Social impact #4: Safety, inclusivity and accessibility

- 4.34 The primary research explored themes of inclusivity, accessibility and safety at Hackney Carnival.
- 4.35 The extent to which people attend or participate in arts and cultural activities is heavily predicated on people's perceptions of an event's inclusiveness, accessibility and safety. This can be in terms of more practical issues such as cost, access and transport, to other more intangible aspects around identity, tastes and preferences. Physical and mental health and wellbeing, can also have a profound impact on participation.
- 4.36 Overall, our primary research shows that Hackney Carnival provides a safe and inclusive event, which is accessible to people from all backgrounds and abilities. Stakeholders noted Hackney Council's efforts to engage particular groups, and ensure their access needs were met on the day of Hackney Carnival, were important in achieving this.

How we measured safety, inclusivity and accessibility

The following questions were asked as part of the attendee survey to gauge the extent to which Hackney Carnival cultivates a safe, inclusive and accessible event for Hackney communities:

- How safe do you feel while attending Carnival events?
- Do you agree or disagree that Hackney Carnival is accessible to you, your family and friends?
- Did Carnival have an impact on crime in the area?

A comparison between demographic information from resident attendees (from our attendee survey data) with 2011 census data for Hackney residents further explores inclusivity. Stakeholder interviews with organisations representing different equalities groups provided more context on particular groups' experiences.

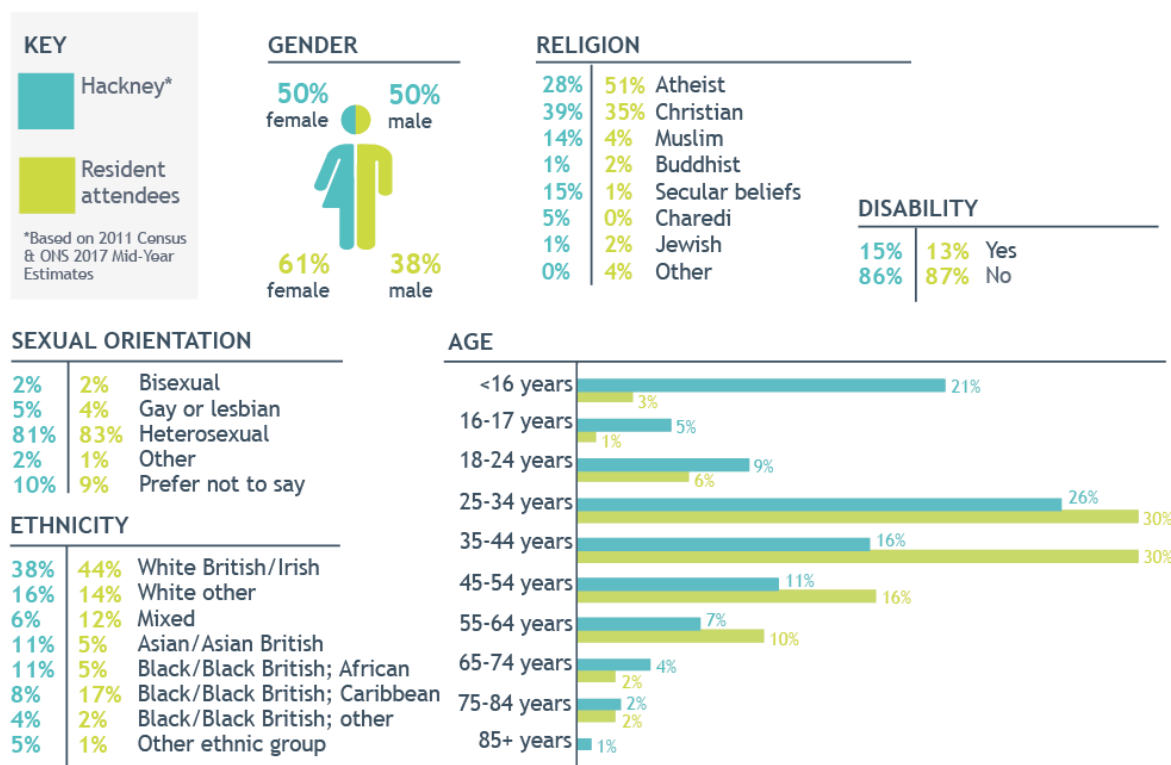
Inclusivity

4.37 We compared the demographic information from our survey data with existing secondary data to explore whether residents attending Hackney Carnival reflect the demographics of the borough. This analysis suggests that while Hackney Carnival attracts people of all ages, abilities, ethnicities, sexualities and backgrounds, there are lower participation rates among certain communities²⁰. We found that:

- there was a broadly representative proportion of people by sexual orientation and disability
- adult participants include a higher proportion of people aged between 25 and 54 years old. It should be noted that under 16s were not approached
- slightly more women, than the borough profile, attended the Carnival
- a higher proportion of people who identify as White British/Irish and people from mixed ethnic backgrounds attend Carnival than the borough profile
- the proportion of Black British attendees is similar to the borough profile
- a higher proportion of people with Caribbean heritage participated in the Carnival
- fewer Asian and Asian British people go to the Carnival than are living in the borough
- a lower proportion of people who identify as 'Muslim' or 'Charedi' and a higher proportion of people who practice no religion attend the Carnival.

RESIDENTS ATTENDING HACKNEY CARNIVAL V. HACKNEY BOROUGH

POPULATION
(AGES 0+) **279,554**
323



²⁰ NOTE: This analysis is based on the 323 Hackney residents who participated in the face-to-face survey on the day of Hackney Carnival and in the online survey. Non-resident attendees are not included in this comparison. While researchers aimed to speak to a broad reflection of attendees on the day, there was no baseline data to ensure a truly representative sample was reached; the online survey relied on self-selection. For these reasons, the above analysis may suggest trends but should not be used to draw conclusive findings.

4.38 One of Hackney Council's key goals - identified in the Hackney Carnival Forward Plan, which sets out the Council's aspirations and objectives for Carnival 2019 - is for Hackney Carnival to engage an even more diverse group of participants in its creative processes and to build collective ownership of the event amongst local communities. Hackney Council has increased accessibility to Hackney Carnival through proactive engagement efforts. Initiatives include:

- In 2017, Hackney Council approached Access All Areas (AAA) - a theatre company and organisation supporting people with learning disabilities and autism - to perform at Hackney Carnival. In 2019, AAA held four workshops with young people who face learning challenges, in the lead up to the Carnival. The group felt that performing on the day was an empowering experience for those participating. It was described as both a cultural and creative learning experience which would have a legacy of increasing reach, interest and local support in the learning-disabled theatres programmes.

“Participants feeling like experts in their community is the most important thing we do... it brings about being part of something bigger which is important to the people doing it.”

- In both 2018 and 2019 the Faggamuffin Bloc Party sound system took part in the Carnival, programmed and delivered by Hackney's Queer People of Colour group, supported by the council's Hackney Pride LGBT officer. This was Hackney Carnival's first QTIPOC (queer, trans and intersex people of colour) stage which aimed to start a conversation about queer visibility at Hackney Carnival. The stage was hugely popular and well attended in 2018 and 2019.



Image credits: Faggamuffin Bloc Party (top left); Adam Holt (top right); Sean Pollock (bottom)



Image credit: Sean Pollock

- Since the early 2000s a number of carnival groups have been involved with local schools in Hackney to deliver workshops and encourage children in the borough to participate. Working in partnership with local schools, the Hackney Cultural Team and local parents, carnival groups such as Taru Arts, Tropical Isles, Blema Dancers, Pan Vibrations and Dimensions Entertainment have been able to deliver creative workshops to a number of schools across the borough and have aided in spurring the involvement of BAME youth in Carnival. In 2019, Taru Arts and Morningside School and Children's Centre worked together directly as a result of past successful Carnival collaborations.
- In 2019, Hackney Church (a partnership between two churches - St John and St Luke) became involved with the Carnival as a venue partner and hosted a 'Carnival Sunday.' This involved poetry, entertainment for kids and gospel. Partnering with Premier Christian Radio, Moira & River Songs and Nikki Brown, the Carnival helped Hackney Church to showcase their offerings through music and song and to share their vision and message with the community.

4.39 A number of stakeholders expressed a desire for Hackney Council to expand their outreach efforts, since many underrepresented groups - who make up a significant portion of Hackney's population, for example the Turkish, Kurdish and Orthodox Jewish communities - may not choose to participate. Some stakeholders noted that as Hackney Carnival has grown in size and reputation, it has lost some of its community dimension. These stakeholders noted that some people think of the Carnival as "just bikinis and feathers", due to its portrayal in media. They felt this could be off-putting to some community groups and people who are isolated. As one stakeholder said, "They look at the Carnival poster and say, 'What has that got to do with us?'"

"There is more to Hackney Carnival than just bikini and feathers but the advert is JUST about bikinis and feathers. In the old days it wasn't [about that]" - carnival group

Accessibility

- 4.40 **95% of attendees surveyed said Hackney Carnival is accessible to them, their family and friends.** Many attendees indicated that it was important that the carnival stay “free”. Affordability is a cornerstone of Hackney Carnival and contributes to the community feel, accessibility and inclusivity of the day overall.
- 4.41 Organisations and community groups representing children, older people, people living with disabilities, BAME, LGBTQI+ and other equalities groups also said, for the most part, that **Hackney Carnival was inclusive and the council had accommodated their needs appropriately in preparation for and during the event.**
- 4.42 One organisation said that while essential access considerations had been made, there could be more in place to allow people of all abilities to participate. These could include: hiring an “access” manager and stewards, offering ear defenders, providing wheelchair access areas, and more signage and wayfinding to improve the legibility of the event.
- 4.43 A number of stakeholders expressed how important they thought it was for Hackney Council to involve carnival groups and participating organisations in the planning process, to ensure a safer, more accessible event. They felt the council was missing out on community groups’ local knowledge. While these groups engaged with the council directly, they did not have the opportunity to meet with external organisations such as Continental Drifts (the events management company) or the Hackney Carnival Operational Group (which includes Hackney’s emergency services, security and TfL teams).

I would like to be more involved in behind the scenes logistics. We get a lot of feedback from people on how to make it safer, better... we need to have a conversation with the police, health and safety officers, planning on the day.” - community organisation/performer



Image credit: Sean Pollock

Safety

- 4.44 Overall, attendees felt the Carnival provided a safe space. **71% of attendees felt 'very safe'** while attending Hackney Carnival, **and 24% 'fairly safe'**. Only 4% felt 'a bit' or 'very unsafe'.
- 4.45 The Met Police Central Planning Team reported that Hackney Carnival was well managed to ensure safety on the day and attributed this to the collaborative efforts with the council's enforcement team and event control team. The police did have to impose Section 60 (stop and search) due to gang activity and bring in additional resourcing, after a certain number of weapons were seized. This resulted in Gillett Square being cordoned off temporarily, to protect any innocent bystanders. However, if and when issues arose throughout the day, they were dealt with promptly and no major incidents were reported.
- 4.46 Attendees did have conflicting opinions on the heightened police and security presence in the area with some feeling safer and others less safe. The negative impacts felt by some attendees because of Section 60 were also depicted in social and print media (see section 6 for the media representation analysis).
- 4.47 A number of businesses employed their own security on the day, as precaution, but the majority of businesses did not experience any crime. The heightened police presence was generally perceived as helping to lessen crime for local businesses.

“[Carnival] is polished and crime free” - community organisation

Social impact #5: Health, wellbeing and quality of life

- 4.48 The 2018-2022 Hackney Arts and Cultural Strategy highlights how the council plans to use arts and culture to improve the physical and mental health of residents, to keep people living happy, independent lives for as long as possible.
- 4.49 The attendee, trader and stakeholder surveys included questions on social interaction, cultural engagement, self-confidence and skills development. The intention was to use these to assess whether participation in Hackney Carnival brings about improvements in mental health and wellbeing and reduces social isolation among participants.
- 4.50 Overall, the primary research shows positive impacts on participants' mental health and wellbeing. These vary based on their depth of engagement with Hackney Carnival - there are greater wellbeing impacts for individuals who engaged more intensely in Carnival events. While less pronounced, attendees also noted the positive impacts Hackney Carnival has on their health and wellbeing, by providing them a space to spend quality time with friends and family, and an event to celebrate their own and their community's wider cultural expression.

How we assessed impacts on health, wellbeing and quality of life

Hackney Carnival's impacts on health, wellbeing and quality of life were gauged through the following questions in the attendee survey, in addition to conversations with stakeholders.

- Has being part of Hackney Carnival given you an opportunity to: learn new skills or gain a new qualification; teach skills to others; take up a new temporary or permanent job; work with new people; undertake work experience; forge new friendships?
- Do you agree or disagree that attending/participating in Hackney Carnival has made you more likely to attend other cultural events in Hackney?
- Do you agree or disagree that Hackney Carnival allows you to spend quality time with friends and family?
- Which three words would you describe how participating in and/or attending Hackney Carnival makes you feel?

Health, wellbeing and quality of life

- 4.51 Health and wellbeing impacts vary, depending on the depth of engagement with Hackney Carnival. For carnival performers, preparation for Hackney Carnival occurs over many months and offers a multitude of opportunities for people from diverse backgrounds to join together with a shared purpose. Carnival groups and participating organisations noted that their members experienced demonstrable positive wellbeing impacts, including increased self-confidence, self-worth, and building social capital.
- 4.52 These impacts are noted to be even stronger for older people, people with disabilities, and isolated groups not traditionally represented in carnivals and street festivals. Inclusion in Hackney Carnival provides them with an on-going space for socialising and helps reduce social isolation.

“[Hackney Carnival] is a visible, demonstrable difference between loneliness and doing things with friends!” - community organisation

- 4.53 The community’s recognition of performers’ work was identified as one way Hackney Carnival helps to bolster feelings of self-confidence and self-worth. Community organisations noted the satisfaction their members felt when attendees took pictures of them and praised them on their costumes, performances, and floats. One participating organisation said, “It’s an empowering movement”.
- 4.54 Hackney Carnival also provides venues for people to acquire new skills and builds synergies between organisations to collectively produce high quality work, which could not have happened without their individual expertise.
- 4.55 For example, over 100 participants aged 50+ took part in Hackney Carnival in association with Hackney Caribbean Elders Association (HCEA) and St Joseph’s Hospice in 2018. A wide range of Hackney carnival groups delivered workshops at the hospice and at the HCEA centre. This not only developed new friendships amongst older residents but helped carnival performers share their knowledge and develop new, transferrable skills. This year, over 120 participants joined the carnival procession on their own decorated float.

“[Hackney Carnival] is empowering people to improve their life; being involved has helped tremendously with social isolation and self confidence. There is a lot of togetherness.”

- 4.56 The majority of stakeholders highlighted that these new contacts, with other similar groups and organisations, helps performers build their professional networks, heralding new possibilities for future collaboration.
- 4.57 Physical health impacts were not assessed during this study; however, it can be assumed that dance activities, a core element of Hackney Carnival, support participants’ physical health in lead up to and on the day of Hackney Carnival. “Dance is a universal form of cultural expression that is uniquely placed to achieve health and wellbeing outcomes. Optimally it combines physical activity, social interaction, creative and emotional expression. All these elements have independent evidence bases showing they can improve health.”²¹

²¹ Dance Active: Commissioning Dance for Health and Well-being, Jan Burkhardt, 2012



5. Economic impacts

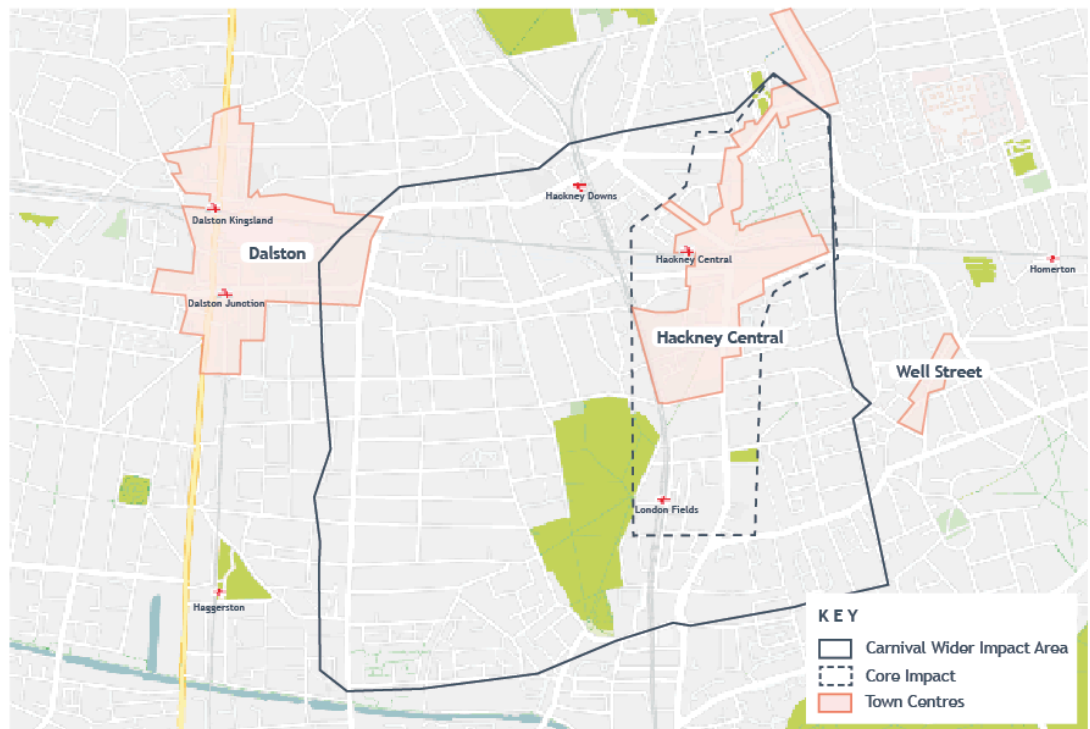
5 The economic impacts of Hackney Carnival

- 5.1 This chapter explores the economic benefits generated by the 2019 Hackney Carnival, including both the direct impacts on local businesses, residents, and Carnival stakeholders, along with broader impacts in terms of the overall reputation of the borough's economy.
- 5.2 Hackney Carnival aims to deliver on a number of the economically focused objectives identified in the Inclusive Economy Strategy (2019-2025) and the Arts and Cultural Strategy (2018-2022). These include “enhancing Hackney’s cultural and visitor-led economy, as well as attracting inward investment and supporting local Hackney businesses”, and “broadening access to employment in the creative and cultural industries and creating opportunities for training and skills development”.

Assessment Approach

- 5.3 The economic impact assessment draws on analysis of surveys with local residents and traders on Carnival day, and with town centre businesses over subsequent days. The results have been analysed to understand what impact the Carnival has on traders and local businesses, and to determine the increase in spend that took place on the day of the Carnival. In addition, the budget for the Carnival has been reviewed to understand where Hackney Council’s spend has occurred and who has benefitted from this.
- 5.4 To ensure all the local impacts of Hackney Carnival have been captured, two impact geographies for the economic impact analysis have been defined.

HACKNEY CARNIVAL CONTEXT MAP


















- 5.5 **A core impact area** focuses on the area around Hackney Central town centre. This is where many of the performances and stages took place and, consequently, where a higher proportion of the local economic benefit will be experienced. There are 1,200 business recorded in this area, of which 107 are food and drink related²³. However, the overall economic benefit of Hackney Carnival will be felt across the whole borough.
- 5.6 **A wider impact area** encompasses the whole Carnival procession route. There are 1,390 businesses in this area (excluding the core impact area), of which 60 are food and drink related businesses. The wider impact area covers all the sites in which surveying took place.
- 5.7 Further detail on our method is provided in the Appendix.

Mapping the economic benefits of Hackney Carnival

- 5.8 The Hackney Carnival includes a diverse array of activities, which support a wide range of potential economic impacts, affecting a number of different beneficiary groups. These are summarised in the matrix below and provide the framework for explaining the economic impacts in this chapter.

TYPES OF IMPACTS AND TYPOLOGY OF BENEFICIARIES

	NATURE OF IMPACT EXPECTED	BENEFICIARIES
 Attendee spend impacts	Direct income generated on the day of Hackney Carnival through attendee spend (and in the lead up and aftermath) - focusing on the 32 licensed traders, and Hackney town centre businesses across the core and wider impact areas	 
 Supply chain impacts	Supply chain value supported through the set up and organisation of the event. Includes the increased expenditure by traders, businesses and the council's expenditure on the day of and in the lead up to Hackney Carnival	
 Employment and skills impacts	Benefits relating to employment and skills initiatives targeted at local residents	
 Business investment impacts	Broader and longer term economic benefits regarding the overall profile and reputation of Hackney as a diverse and vibrant place	  

 wider economy businesses
  residents
  traders
  hackney town centre businesses

²³ Companies House Data, 2019

Economic impact #1: Attendee spend

- 5.9 Surveys with attendees, traders and businesses were used to collect evidence on direct expenditure across Hackney on the day of the Carnival - with a focus on the extent to which the expenditure was 'additional' and directly linked to the event.

Traders

- 5.10 32 traders had a stall at Hackney Carnival this year. Just over half of the traders surveyed were from the borough of Hackney (52%), with 43% from the rest of London (including from Tower Hamlets, Newham, Islington and Lewisham) and one from outside London.
- 5.11 A large proportion of these traders had a food and drink offering, including hot food primarily focused around Caribbean and African cuisines and confectionary and baked goods.
- 5.12 Traders report a mixed experience of the Carnival. Some reported strong trading on the day, particularly those around the Town Hall and Tesco Car Park. Those located around London Fields and St. John's Churchyard reported lower footfall and income.
- 5.13 Traders were asked how much income they made on the day of the Carnival. Based on responses from 20 out of 32 traders, it is estimated that across all the traders, £34,000 was taken on the day.
- 5.14 This varies considerably from trader to trader, with reported incomes ranging from £200 to £4,000, but works out at an average of £1,060 per trader. Traders offering Caribbean and African cuisine reported the highest turnover; traders offering non-food related items reported the lowest turnover.
- 5.15 Trader profitability was not formally assessed. However, 4 out of the 10 traders that responded to the question reported that Hackney Carnival was one of their best trading days, compared to their experience at other markets. 3 traders reported taking less than usual. A number of traders stated that they had expected higher sales, and had overpurchased perishable supplies which resulted in overall losses.
- 5.16 For those traders who also trade elsewhere, 40% said that their trade at Hackney Carnival was more than they would usually receive on a normal trading day; 30% said that it was lower. In general, traders located in the Tesco car park, Town Hall Square and Bohemia Place reported higher trading than usual, whereas those in London Fields, Hillman Street and the front of St John's typically reported lower trading, or trading at similar levels to that experienced elsewhere.

Town centre businesses

- 5.17 The impact area around Hackney Carnival hosts a wide range of businesses, with over 2,590 businesses located within the core and wider impact areas. A large proportion of these businesses were not operating on the day of the Carnival (Sunday) as it was outside of their core business operating hours. Those that were operating, tended to be retailers, particularly food and drink related businesses. These included groceries and supermarkets, off licenses, and eat-in and take-away restaurants.

5.18 The following types of town centre businesses were surveyed:

- 47% food & drink
- 21% supermarket/groceries
- 12% clothing
- 9% health and beauty
- 2% appliances and electronics
- 2% home and garden
- 7% other

5.19 Businesses which were normally closed on Sunday (and not open during Hackney Carnival) are not captured in the business survey data, with the assumption that Hackney Carnival had no impact on their business.

5.20 Data from Companies House suggests there are 107 food and drink related businesses in the core impact area and 60 food and drink related businesses in the wider impact area. The sample of businesses surveyed was therefore skewed towards food and drink.

5.21 **64% of businesses surveyed said that Carnival had a ‘positive’ impact. Many reported an increase in their turnover, with 56% stating it improved for the day of the Carnival.**

5.22 Town centre business reported a small number of negative impacts, including the loss of delivery sales through Deliveroo, loss in sales from “regulars” because of road closures and crowds, and security issues and crime affecting businesses’ ability to trade. These are believed to be relatively minor in relation to the wider benefits generated by Hackney Carnival.

5.23 However, the impact of Hackney Carnival varied depending on the type of business activity. Around **88% of spend by those attending the Carnival was on food and drink**, meaning that these businesses were the most likely to benefit from the Carnival. **Three-quarters of food and drink businesses reported an increase in turnover**, with off licenses and pubs that hosted Carnival after-parties reporting the highest increase in turnover on the day.

“Hackney Carnival is good for business and good for the community” - independent supermarket

5.24 **There is a much more mixed picture amongst other types of retail businesses.** It is estimated there are 47 non-food related businesses across the core Carnival area. These businesses were more likely to have experienced negative or no economic impacts from the Carnival compared to food-related businesses. **Of non-food related businesses, 70% said Hackney Carnival had a ‘negative’ or ‘no’ impact on their turnover on the day.** Many of the non-food related businesses surveyed mentioned that they lost trade due to road closures, crowds and people foregoing shopping to partake in the festivities.

“Carnival and shopping don’t go hand in hand, people are there to be entertained” - health and beauty retailer

- 5.25 Ridley Road traders, who had been direct beneficiaries of Hackney Carnival in previous years, noted a number of negative impacts in 2019. Due to the route change, Ridley Road businesses were not directly subject to the increased footfall and trading opportunities brought by the Carnival. Of the four businesses surveyed on Ridley Road who were open during Hackney Carnival, three experienced lower turnover than usual on the day, and all four felt Hackney Carnival had either ‘no effect’ or a ‘negative’ effect on their business.
- 5.26 One Ridley Road business noted the reputational gains Hackney Carnival had previously brought to Ridley Road Market were lost: “No one new will learn about Ridley Road if Carnival doesn’t come through area”. In addition, some businesses felt the opportunities associated with the Carnival were not available to Ridley Road businesses in 2019. As stated by one business:
- “This year really hurt businesses [on Ridley Road]. I applied for a stall, as well as other [Ridley Road] traders, and didn’t get one. It doesn’t seem fair to take away trade and then not offer traders the opportunity to still take part and benefit from the event”.*
- 5.27 Many of those attending would not have been in the area had it not been for the Carnival taking place. **The survey showed that 87% of attendees came to Hackney especially for the Carnival.** Those that had come for other reasons primarily came to Hackney to visit friends and family.
- 5.28 Based on the average spend of each attendee to the Carnival, an attendance of 88,000 people, and the business surveys undertaken, it is estimated that **an additional £1.07m was spent in town centre businesses across the impact area on the day of Hackney Carnival²⁴**
- 5.29 Although how this increase in spend divides between the core and wider impact area cannot be exactly determined, we estimate that 75% of spend took place within the core impact area, given the high concentration of food and drink related businesses and footfall in these areas.

²⁴ Hackney Council has provided data for the overall attendance figures for the Carnival, which have informed the economic impact assessment. This identified a lower limit of 60,000 attendees (based on attendance figures from previous years) and an upper limit of 107,239-117,239 attendees (based on data from TfL, venue capacities, CCTV and video footage). To inform this analysis, we have used the mid-point of this range (88,000) as a conservative estimate for the attendance of Hackney Carnival in 2019. This number should not be treated as the exact attendance figure and rather an estimation based on information provided by Hackney Council.

See Appendix for more detail on the calculations and assumptions used.

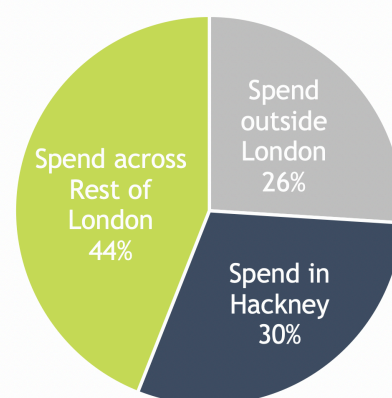
Economic impact #2: Supply chain

- 5.30 The additional spend that has been generated by Hackney Carnival has a wider supply chain impact. This particularly relates to the council's spend on the Carnival and the additional supply chain spend of traders and local businesses in preparing for and responding to the increased demand associated with the Carnival.

Carnival spend

- 5.31 The council spent £558,400 in delivering Hackney Carnival.
- 5.32 This spend covered a range of different items and activities needed to support the delivery of the Carnival including:
- Stages, sound systems and performers
 - Advertising
 - Operational support (including security, first aid, traffic management and overarching management)

Spread of Council's spend



Reference:
Hackney Carnival budget and Hatch Regeneris Analysis

- 5.33 This spend will have benefitted local businesses in Hackney as well as those based elsewhere in London. Analysis of the council's budget suggests that **nearly a third of the council's spend was within Hackney**, with three-quarters of spend occurring across London.

Traders & local businesses

- 5.34 Traders and local businesses benefitting from increased spend on the day of the Carnival will have increased spend within their supply chain (either in the lead up to the Carnival, or to replenish supplies).
- 5.35 Traders from Hackney are most likely to also have suppliers from the Hackney area. 78% of supplies for Hackney-based traders originated from Hackney, compared to 29% from Carnival traders based outside the area. Having local traders present at the Carnival helps to increase the economic impact of the Carnival locally.
- 5.36 Within local businesses, there was less preparation in advance of the Carnival, with only 10% of local businesses surveyed reporting that they bought additional supplies in advance of the Carnival. However, it is expected that given the strong trading reported, many local businesses would resupply their stocks after the Carnival.
- 5.37 For non-food related businesses who reported a decrease in footfall and turnover, there is likely to be a negative impact on their supply chains, as less supplies were needed amongst these businesses.

Economic impact #3: Employment and skills

- 5.38 Hackney Carnival aims to provide an opportunity for individuals to participate in the economy and to develop skills which can enable them to access, or increase their likelihood to access, employment opportunities in the future. Because of the range of activities associated with the Carnival, a number of different groups experienced employment and skills benefits.

Performers

- 5.39 Being involved in the creative process of preparing for and participating in the Carnival can raise awareness of opportunities available within the local creative sector to local residents, whilst also providing work for local artists.
- 5.40 The majority of creative performers interviewed said that participating in Hackney Carnival brings economic opportunities - even if these opportunities are not immediately translatable into financial gains. Performers stated that Hackney Carnival allows them to form new partnerships and create new contacts, which is seen as important foundation for increased economic opportunity.
- 5.41 Carnival groups also noted the importance of photography and video images, which bolster opportunities to access funding in the future.
- 5.42 The ability to employ other professionals for the day of the Carnival has also created follow-on economic opportunities for other artists.
- 5.43 Carnival groups did note the expense of participation, with a need for an affordable workspace to make their costumes over several months and funding to help meet basic costs. This need to self-fund has the potential to limit Hackney Carnival's accessibility to certain performers and dampen some of the longer-term positive impacts.

Hackney Residents

- 5.44 The preparations for Hackney Carnival provide a range of opportunities for residents to develop skills, particularly 'softer' skills which could improve the employability of local residents (such as time management, communication and leadership).
- 5.45 Of the 96 residents who responded to the attendee survey, 28 improved their self-confidence and 7 worked with new people or businesses. These experiences can be important to helping build softer, work-readiness skills, as well as contributing to social integration and a strengthened sense of community.
- 5.46 A small number of residents attending the Carnival (2% of those surveyed) reported that they had gained a new qualification or learnt a new skill as a result of engaging with the Carnival. This is an important area of impact, and whilst currently limited to a minority of participants, could directly support the Carnival aims of supporting the formal development of skills of local people.
- 5.47 Attendees were also asked whether they had taken up a new temporary or permanent job through engaging with the Carnival. Four people (out of a sample size of 509 people surveyed) responded 'yes'; the scale of the benefit is perhaps more accurately articulated by feedback from traders and town centre businesses summarised below.

Local town centre businesses

- 5.48 Several local businesses employed additional staff members to support their activities on the day of the Carnival. Results from the survey showed that a **quarter of local businesses took on additional members of staff on the day of the Carnival**, however it is thought that many of those additional members of staff may have already been on the businesses' payroll, and therefore the Carnival has mostly generated additional employment for these people.
- 5.49 Across all businesses surveyed, this results in an **average of one additional employee per businesses**. Based on the number of food and drink businesses across the area, this results in an estimate of **an additional 167 employees being hired for the day of the Carnival**.
- 5.50 Several businesses reported relying on family support for the Carnival, rather than hiring additional employees, showing the importance of community in supporting the business network in Hackney.

Traders

- 5.51 The stalls at the Carnival also provided a significant source of employment. Employment opportunities exist both directly for the Carnival traders and additional staff members needed to support their presence at the Carnival on the day.
- The survey shows that each stall normally employs an average of just under two full-time staff members, suggesting that across all the stalls around **56 people were directly employed** as a result of the Carnival. As 52% of traders were from Hackney, this could have **supported around 29 jobs for Hackney residents for one day**. It is unclear how many of these traders would have operated elsewhere if it had not been for the Carnival in Hackney, and therefore these jobs may not be directly attributable to Hackney Carnival.
 - In addition, 60% of Carnival traders took on additional people for the day of Hackney Carnival. On average each of these traders employed one additional employee: giving a figure of 29 additional staff for the day and resulting in the **total trader employment on the day of 75 people**.
 - These employment opportunities were accessed by a diverse range of people with just over half of the additional employees from Hackney and three quarters from BAME backgrounds. Ensuring that new opportunities are inclusive and equally accessible to all residents, especially those from underrepresented backgrounds, forms the foundation of the council's strategic priorities. This work is supported through Hackney Council's Inclusive Economy Strategy (2019-2025), the Inclusive Leadership Strategy and the 'Improving Outcomes for Young Black Men' programme.
 - In a number of instances, traders reported that they would continue to employ these people after the event, providing a positive legacy and an opportunity to secure more permanent employment opportunities.
- 5.52 The Carnival also gave traders opportunities to develop and improve their skills. **Nine traders (64% of those who responded to the question) 'agreed' or 'strongly agreed' that being part of Hackney Carnival gave them an opportunity to learn new skills and 11 (85%) said they had the opportunity to teach skills to others.**

Council spend

- 5.53 The investment made by the council to deliver the Carnival led to the direct creation of employment opportunities for local residents. Although the proportion of the jobs created for Hackney residents is not known, it is **estimated that 823 people were involved in the delivery of the Carnival on the day itself**, through a variety of roles (including set-up, medical support and first aid, traffic management and truck drivers)²⁵.
- 5.54 Of these job, it is **estimated that 77% were non-council jobs**, primarily including traffic marshals and first aiders. Of those which were linked to the council (c. 95 jobs), it is unclear whether this is additional employment generated (e.g. float drivers) or time which has subsequently been taken back in-lieu/TOIL.



Image credit:
(left) Adam Holt;
(below) Sean Pollock



²⁵ Based on details provided in the Carnival's Budget

Economic impact #4: Business investment

- 5.55 The impact assessment also looks into the long-term effects of the Carnival on businesses in Hackney, focusing on prospects for individual businesses and the attractiveness of Hackney as a business location.

Local town centre businesses

- 5.56 For town centre businesses, the longer-term business investment outcomes are difficult to assess, however the impact of the Carnival and perceptions of Hackney as a business location tend to be linked to level of engagement with the Carnival. The survey showed that the businesses who directly engaged with the Carnival reported the most positive overall impacts on their businesses.
- 5.57 40 out of 41 businesses said they would normally be open on a Sunday and 33 said they kept their Sunday hours the same as usual despite the Carnival. Their engagement primarily came in the form of special extras or businesses changing the way they did business to make the most of the day:

“Played music in store that reflected atmosphere of Carnival”

“Oriented restaurant to street and offered more take away versus eat in options. Learned from previous year that this would work better”

“We ran a Carnival after party and a special menu”

“Carnival style event with music on late and DJs and a bar in the garden”

- 5.58 These businesses all reported higher than usual turnover and footfall on the day of the Carnival, particularly compared to businesses which did not engage. Only one business surveyed that engaged with the Carnival did not experience higher turnover and noted the increased footfall was largely from Carnival-goers using their toilets. Despite this, they saw the importance of Hackney Carnival in supporting the greater “public good”.
- 5.59 Overall, 67% of businesses reported that they felt Hackney Carnival will impact positively on the future prospects of their business. In particular, one business spoke about how the Carnival “elevates Hackney’s profile”.
- 5.60 A number of comments suggested that more could be proactively done to engage businesses on how to be more involved and take advantage of the Carnival. For example, one business was not “even aware the Carnival was happening until a few days before” and another stated that it could “be a positive opportunity to promote the business but it was unclear how businesses could get involved”.
- 5.61 Concerns were also raised around security and vandalism to local businesses by Carnival-goers, and that this would put businesses off being involved.
- 5.62 Going forward, more proactive planning and collaboration between the council and local businesses could help to manage large crowds on the day and encourage businesses to be involved and benefit.

Traders

- 5.63 The traders interviewed reported an overall positive impact on brand awareness and advertising as a result of being directly engaged in the Carnival. 18 out of 22 (82%) traders explicitly stated that they chose to trade at the Carnival for the ‘opportunity to increase brand and profile’. A number of traders reported more specifically that the Carnival had enabled them to “expand trading horizons” and “tell people what our business is about”.
- 5.64 In addition, Hackney Carnival is providing opportunities for small traders to network and support each other. 62% of traders stated that they agreed or strongly agreed that the Carnival had given them an opportunity to form new relationships and business networks. A number of the traders also commented on the importance of being in the “best location” near to the other traders, suggesting the importance of clusters of traders to support businesses.
- 5.65 It is hoped that as a result of this positive impact, networking and awareness raising, traders will want to continue to do business in Hackney, and maybe even set up a more formal business in the area. The survey showed that:
- This year 52% of traders were from Hackney. Employing traders is a direct form of business investment in Hackney, employing more Hackney-based traders in the future would help to increase this benefit and further support local businesses.
 - Half of traders said they would be more likely to trade in Hackney again or set up a business in Hackney, and 7 out of 11 traders thought the Carnival encouraged general future business investment in Hackney.
 - Based on the survey responses, it appears that the Carnival tends to be supporting very small and micro enterprises to test their businesses and start out.

“I’m actually just about to start having a stall at Hoxton Market so am just establishing myself”

- 5.66 Half of traders said they plan to trade at Hackney Carnival again next year. The marketing and profile of the Carnival were reported as key attractors to come back. As one trader stated, the “social media profile gives us the confidence to go back again next year”.
- 5.67 Those who did not plan to come back cited logistics such as no electricity and not being located in a good spot.
- 5.68 Some of the traders who reported overall losses treated this year’s Carnival as a test run to learn how to improve their approach in future years. Others were less keen to reengage and felt their offer did not fit within the Carnival context.
- 5.69 A small number of traders were issued with a new trading license for the first time for the Carnival. When asked if they were likely to continue using it, three quarters said they were unsure. One trader did not know whether the new license she was issued enabled her to continue working in Hackney. Stronger business investment benefits could be realised with better communication of the opportunities available to traders.

The aggregated economic impact of the Hackney Carnival

- 5.70 The insight gathered through resident, trader and business surveys has been used to provide an aggregated assessment of the total economic impact generated by the Hackney Carnival.
- 5.71 The aggregated impact effectively comprises three elements:
- **Direct Economic Impact:** Results from the expenditure associated within running the Carnival and attendees spend on the day
 - **Indirect Economic Impact:** Results from the suppliers of the Carnival purchasing more goods and services in order to meet the additional demand generated by the Carnival. These '2nd round' impacts would not occur but for the Carnival.
 - **Induced Economic Impact.** Result from the employees of those benefitting from the Carnival (including local businesses and traders) having a higher income and using this to purchase more goods and services at a household level.
- 5.72 The economic impact analysis focuses primarily on understanding the economic impact generated in Hackney. Further detail on the assumptions and methodology used throughout this analysis is provided in the Appendix.
- 5.73 The aggregated economic impact has been calculated by analysing the profile of direct spend on Hackney (through attendee expenditure on traders and local businesses) in addition to the council's expenditure on the Carnival. The supply chain effects have then been assessed by understanding the supply chain profile of local businesses and traders, particularly supply chain spend which occurs in Hackney as opposed to other boroughs in London. This also considers some of the negative economic impacts associated with the Carnival, particularly relating to non-food businesses whose trade was reduced on the day of Hackney Carnival.
- 5.74 In total, **Hackney Carnival has created £3.24m of GVA**, including £873,500 of direct impact (predominately in Hackney) and £2.36m of indirect (supply chain) and induced impact. This represents a **return of £5.80 GVA created for every £1 of the council's investment**.
- 5.75 The economic impact modelling shows that **Hackney Carnival created a total of £934,100 GVA specifically in the borough of Hackney**, including £665,600 of direct impact on local businesses and £268,400 through the indirect (supply chain) and induced impact. This represents a **return of £1.70 GVA created in Hackney for every £1 of the council's investment**.

GVA Impacts of Increased Spend at Local Businesses by Attendees, Earnings by Carnival Traders and Council Expenditure

Economic Impact	Hackney	Rest of London	Rest of the UK	Total
Direct	£665,600	£128,700	£79,000	£873,500
Indirect	£177,900	£973,200	£372,500	£1,523,500
Induced	£90,500	£490,700	£259,200	£840,500
Total	£934,100	£1,592,600	£710,800	£3,237,500

Source: Hatch Regeneris. Figures have been rounded to the nearest 100

6. Wider impacts



6 Wider impacts

Generating an (inter)national media profile

- 6.1 Carnivals, festivals and cultural events can have a significant impact on the perception of an area, both for locals and for visitors. They also can increase the number of visitors to the area each year. This section will briefly touch on the media profile (including social media) that Hackney Carnival generated and, to what extent this profile was positive or negative.
- 6.2 Using the search term 'hacknecarnival', across Twitter and Instagram alone there have been over 20,000 posts relating to Hackney Carnival. However, this includes all years, not just 2019. This suggests that Hackney Carnival has been successful in generating a comprehensive social media profile over time.
- 6.3 Analysis of the social media more closely, using the search term 'hacknecarnival2019', has indicated that on Instagram there were over 1000 posts, most posted on the day. On Twitter, data indicates that there were 2,180 posts on the day using the search term 'hacknecarnival.' This is a significant growth trend from the average 26 posts per day prior to the Carnival.

“Amazing atmosphere - dancing in the streets has restored my faith in humanity & even better when it’s at the end of your road!”

“It just keeps on getting better. Once the majestic Hackney Council 2019 sequins were packed away the sound system ‘nice up’ began - reoccurring theme ONE LOVE for the Hackney Fam.”

“Great vibes at Hackney Carnival today. Sun, sound systems, fabulous people and smiling crowds - a welcome, timely reminder that diversity is the UK’s strength.”

- 6.4 The profile generated by Hackney Carnival in print media is of a smaller scale than the social media profile, being largely covered by local newspapers and online sites such as the Hackney Gazette. While smaller, it is an accessible form of news for many residents and presents an opportunity for a deeper reach across the borough.

“Crowds of 60,000 make Hackney Carnival the biggest - and greenest - yet.” - Hackney Gazette

- 6.5 For the most part, social media profile and print media representations were strongly positive. Out of the 2,180 tweets made on the day of the Carnival, only four carried a negative tone. These referred to feelings of safety as a result of heightened police presence on the day of the Carnival. It is important to note that whilst these tweets were few in number, they had higher levels of user interaction than most tweets referencing Hackney Carnival. The small number of negative responses in print media also had a particular focus on police misconduct and racial profiling on the day.

“A lovely day at Hackney Carnival was mired by our boys in blue.... were there any police monitors at Hackney Carnival this year? I didn’t see any....”

- 6.6 Comparisons are increasingly being drawn between Notting Hill Carnival and Hackney Carnival across print and social media. These are mixed in tone, and focus on where the Carnival is now, and where it is heading in future years. Many posts positively mention Hackney Carnival's 'local' feel, authenticity, size and scale. Others are more negative as Hackney Carnival grows in size, scale and attendance and becomes directly comparable to Notting Hill Carnival in a number of ways.
- 6.7 The analysis of social media and print media content show that:
- Overall, the media profile generated by Hackney Carnival is mostly positive and is overwhelmingly local.
 - The image of Hackney Carnival is perceived - for the most part - as one of diversity and inclusion indicating a positive representation of Hackney as a place.
 - Local residents and performers take great pride in being involved in Hackney Carnival and they value the Carnival as a growing cultural event for Hackney.
 - Residents, visitors and performers are quick to speak up about situations of perceived injustice at the Carnival and feel able to voice their concerns about the Carnival openly and without reserve.
 - As a celebration rooted in Caribbean and African culture, the Carnival is seen as a safe, welcoming and accessible space for members of these communities.



Image credit: Sean Pollock

Environmental sustainability approach

- 6.8 Hackney Council made efforts to reduce the environmental footprint of Hackney Carnival in 2019, and to bring the event closer in line with the Council's Community Strategy (2018-2028), which aims to support the development of a "greener and environmentally sustainable community, which is well prepared for the future."
- 6.9 As part of the preparations for the Carnival, Hackney's events team developed a new environmental policy, one created with the aim to be implemented across a wide range of events held in the borough. This policy highlights the need to avoid single-use plastic and for greater publicity on environmental sustainability prior to, during and after events such as Hackney Carnival.
- 6.10 In the past, Hackney Carnival's environmental footprint has been noted as poor, with the event underperforming largely due to the high amount of single-use plastic waste generated on the day by traders, town centre businesses and attendees.
- 6.11 In the lead up to the 2019 Carnival, Hackney Council sought advice from specialists on how to better enhance the environmental sustainability of Hackney Carnival. A number of approaches within a phased approach were adopted which would contribute to the environmental sustainability of Hackney Carnival.
- 6.12 This year's Carnival made positive and impactful steps towards cultivating and creating a more environmentally sustainable event.
- A sign-posted and staff controlled waste system was provided at the Tesco car park site which helped to facilitate the recycling of uncontaminated waste.
 - The markets team worked with local Hackney traders to minimise their carbon footprint at the event and, of the 22 traders at the event selling food and drink, 85% were trading with no single use plastics and/or biodegradable packaging.
 - Carnival group artists and staff were provided with a total of 2,592 cans of drinking water as an alternative to single-use plastic bottled water. The council also provided eight 250-gallon bowers of free drinking water for the public in various locations so that people could re-fill their own water bottles and water coolers were used for staff areas.
 - The council created promotional materials that had minimal plastic components in order to reduce the plastic components in its promotional materials.
 - Lastly, all toilets were 'eco-loos' to minimise water waste.
- 6.13 In future years, a number of additional phases are proposed which seek to build on the improvements in environmental sustainability made in 2019. These include exploring electric forms of power, elimination of diesel fuelled generators, returnable cup deposit schemes for traders (in partnership with local town centre businesses), and sign-posted and staff-controlled food waste systems.



7. Learnings & recommendations




7 Learnings & recommendations

- 7.1 Hackney Carnival is Hackney Council's most high-profile cultural event, which brings together residents, businesses, visitors, carnival groups and community organisations to celebrate Hackney's cultural diversity, heritage and community life.
- 7.2 Our research shows that Hackney Carnival drives positive economic and social outcomes in the borough, for Hackney's residents, businesses, and participating community groups. It also builds Hackney's profile and reputation, both within and outside of the borough, and increases residents' pride in Hackney as a place to live.
- 7.3 A number of actions have been identified through this research to help the council ensure that economic and social dividends are distributed across the borough and to support its efforts to drive fairer and more inclusive growth throughout Hackney.

Developing Hackney Carnival's image and reputation

- 7.4 Hackney Carnival is at a major crossroads. Its growing popularity and increasing scale is generating tensions between its social and economic aims. On the one hand, more visitors to the area brings more investment in the local economy. On the other hand, increased size means that the Carnival risks losing its more intimate, community orientated atmosphere.
- 7.5 Our research suggests that Hackney Carnival is successful because of its community focus and authentic feel. This aspect was cited most often by participants and stakeholders, and is also perceived to be vital in achieving inclusivity and accessibility for Hackney's diverse communities.
- 7.6 Another key decision is around the direction of Hackney Carnival's image, in particular its media brand. A few stakeholders noted that some people think of the Carnival as "just bikinis and feathers", which could be off-putting to people who are more socially conservative.

Recommendations for Hackney Council

-  Carry out a public consultation with residents, businesses, carnival groups and community organisations to develop a "vision" for Hackney Carnival to reconcile these tensions. This would generate greater community ownership and provide the council with a transparent process for making these complex strategic decisions.
-  Carry out an assessment of Hackney Carnival's media portrayal and the parallels being drawn with Notting Hill Carnival to understand if these are benefitting or harming Hackney Carnival's reputation.
-  Develop a communications strategy that showcases the Carnival's diverse carnival groups and audience members, to support outreach to groups who are currently less involved.

Making Hackney Carnival more inclusive and diverse

- 7.7 There is a challenge in celebrating Hackney's broad cultural diversity, and ensuring people from all backgrounds and abilities are included, within a carnival-style event. While opportunities are available for members of different communities to engage, some groups are still underrepresented. There are tensions to be managed between maintaining Hackney Carnival as a primarily Caribbean event and making it a culturally representative celebration for all of the borough.
- 7.8 People living with disabilities and organisations supporting them highlighted that accessibility is a key challenge.






Recommendations for Hackney Council

- ➔ Increase and build on community outreach, to actively target and engage groups currently underrepresented, particularly the Turkish, Kurdish, Orthodox Jewish, and Asian communities, and to understand whether barriers to their participation can be overcome.
- ➔ Develop an "access" strategy, which could include hiring an "access" manager and stewards, offering ear defenders, providing wheelchair access areas, and more signage and wayfinding to improve the legibility of the event to ensure people of all abilities can attend and participate.
- ➔ Provide more opportunities for residents and local community groups to work with the existing Carnival Panel to help build community ownership of the event and support the council in engaging the diverse groups of people living in the borough.

Strengthening educational, learning and employment outcomes

- 7.9 The stalls at the Carnival provided a significant source of employment on the day, just over half of the additional employees were from Hackney and three quarters from BAME backgrounds. However, only a few traders suggested these staff would remain employed post event.
- 7.10 Employment and learning dividends were predominantly experienced by the community groups, charities, schools and artists that performed at Hackney Carnival, through their workshops and mas camps. However, there do not appear to be strong links between the creative skills participants developed for Hackney Carnival and Hackney's creative industries.
- 7.11 Carnival groups also identified the need for additional funding to meet their basic costs of participating and affordable workspace to make their costumes. The council provides small grants to participating carnival groups but this has remained a fixed amount for six consecutive years.
- 7.12 The Carnival is a prime location for traders to test out new business ideas. Currently, the application and recruitment process of traders does not actively promote this.

Recommendations for Hackney Council

-  Increase funding for carnival groups and allocate affordable workspace for performers in the months leading up to the Carnival.
-  Provide assistance and support to local carnival groups and community organisations with their grant applications, to identify and leverage additional public and private investment as well as build organisational capacity.
-  Increase young people's engagement, for example offering work experience opportunities in traffic management, carnival set-up or information kiosks, and proactively encourage local traders to employ local young people.
-  Develop a Carnival Skills Strategy, which ensures employment opportunities are inclusive and equally accessible to all residents. This could include a programme of more formal opportunities for residents to find employment and build skills in the lead up to the Carnival with pathways for sustained employment in Hackney's creative industries.
-  Play an active and explicit role in supporting the growth of micro enterprises by promoting Hackney Carnival as a testing platform through local networks.

Increasing the economic impact of Hackney Carnival

- 7.13 The local economic impact of the Carnival would be strengthened if more of the traders and businesses involved on the day were local (from Hackney). In 2019 approximately half of the Carnival traders surveyed were from Hackney.
- 7.14 The event footprint is the biggest factor determining which local businesses will experience positive economic benefits. Where multiple businesses were located in one place, the economic benefit to each business was greatest.
- 7.15 Feedback from traders and local businesses suggested that communication about the economic opportunities of participation in the Carnival was limited. Local businesses, both food and non-food related, wanted better and more timely information in advance of the Hackney Carnival, to help them prepare and take advantage of the opportunities to trade.



Recommendations for Hackney Council

- ➔ Advertise the benefits of being involved to businesses and create social media/marketing opportunities for traders and businesses who take part in the Carnival.
- ➔ Develop a plan to engage with businesses outside of the event footprint and offer them more opportunities to have a Carnival stall and/or provide them with a marketing platform.
- ➔ Cluster Carnival traders into one “market” area or, as in past years, along one street. This could increase trade, encourage business networking and resource sharing, and make it easier for attendees to locate food stalls.
- ➔ Encourage local procurement of Hackney-based businesses to supply and work at the Carnival by offering stalls at lower cost to Hackney residents and setting targets such as 75% local traders and 50% Hackney suppliers.

Improving the Carnival event design and communications strategy

- 7.16 Attendees and carnival groups were, in general, positive about the event and its delivery. Some attendees, however, noted that the new route chosen for this year was dull, boring or a logistical nightmare. There was some confusion about the ending of the route, about wayfinding and concerns about the use of barriers on Mare Street, Graham Road and the entrance to Tesco car park.
- 7.17 Some attendees noted that there is a need for more consultation and information sharing with residents, particularly those that live within the event footprint, for example about parking and road closures.

Recommendations for Hackney Council

-  Involve carnival groups and local businesses more in conversations around logistics and event management, to ensure the event is accessible, safe and equitable. Performers could take a greater role in the behind-the-scenes planning, and contractors could liaise more effectively with carnival groups before the event.
-  Expand engagement with the wide array of Carnival stakeholders, both those involved and residents who choose not to be but are still impacted. This would raise awareness about the opportunities available, as well as managing the potential negative impacts.

Leveraging private investment and public sponsorship

- 7.18 Hackney Council currently does not receive any public sector funding or commercial sponsorships for Hackney Carnival, apart from the Faggamuffin Sound System, which received £10,000 of Arts Council Funding this year.
- 7.19 As the main funder, Hackney Council has had to increase its financial expenditure on the event to ensure the event is safe and accessible. With attendance figures expected to increase year on year, the council is keen to attract new streams of investment to free up money to spend on community outreach.

Recommendations for Hackney Council

- ➔ Leverage private investment and public sponsorship to redirect Hackney Council's budget from logistical expenses to community engagement and outreach efforts.
- ➔ Establish a formal group of Hackney Carnival "advocates" - residents, local businesses, carnival groups, community groups - who are interested in running regular fundraising events to help build public and private support for Hackney Carnival.
- ➔ Ensure that if corporate sponsorship is achieved, it is managed sensitively and strategically to avoid commercialising the event and maintaining Hackney Carnival's much-loved community focus.



Appendix

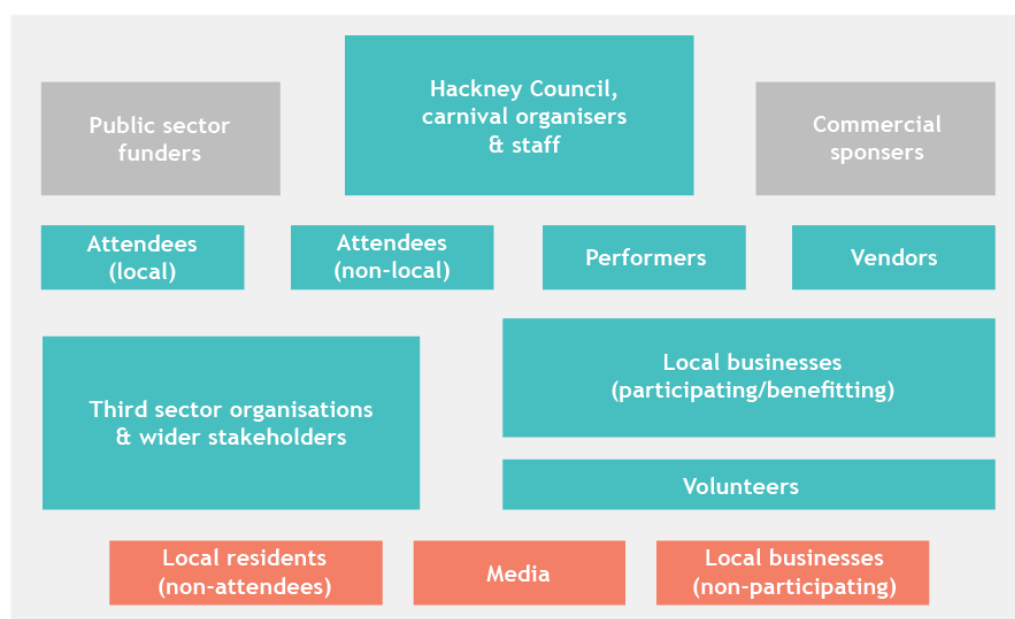
Appendix A

Assessment approach

Impact evaluation framework

- A.1 Hackney Carnival is a one-day community event, yet it covers a range of activities that occur before, during and after the event, outside of the public eye. These activities, which are more targeted to specific groups, run throughout the year, ranging from outreach in schools and community organisations, to mass camps in which carnival performers collectively design their costumes. An important step in developing the impact evaluation framework was to understand the scope of these activities, when and where they take place, and who is involved.
- A.2 Another critical element to inform our research approach was understanding the range of stakeholders impacted by Hackney Carnival. The stakeholder map visualises the key groups who are affected, to varying degrees, by Hackney Carnival activities. The groups of stakeholders in blue have the greatest degree of influence on and are most directly affected by Hackney Carnival. Our primary research targeted these groups.
- A.3 The wider stakeholders (in red) are groups who may have indirectly benefited or those who may have seen short-term negative side effects (eg. businesses outside the core impact area affected by road closures). Except for non-attending residents, this set of wider stakeholders was not included in the scope of this primary research. Non-attending residents were provided a platform for feedback about the Carnival through an online survey. We also incorporated resident feedback Hackney Council received through other venues in this study.
- A.4 Hackney Council currently does not receive any public sector funding or commercial sponsorships for Hackney Carnival, apart from the Faggamuffin Sound System, which received £10,000 of Arts Council Funding. These stakeholders are visualised in grey.

MAP OF CARNIVAL STAKEHOLDERS



Primary research methodology

Attendee survey (551 respondents)

- A.5 An attendee survey was carried out on the day of Hackney Carnival (Sunday, 8 September 2019) by Kaizen Partnership, an organisation specialising in community engagement. Interviews took approximately 10-15 minutes and were held at different times throughout the day's events, from 10am to 7pm.
- A.6 Researchers engaged 513 people attending Hackney Carnival, including Hackney residents and visitors from outside of Hackney. Researchers aimed to speak with a representative sample of attendees by ethnicity, gender, age, and family composition. Attendees' demographic information and place of residency were collected to understand the diversity of the audience.
- A.7 A questionnaire was used with a range of open and close-ended questions, exploring the Carnival's contribution to residents' well-being, belonging to the local area and pride in Hackney as a place, as well as attendee's perceptions around cultural diversity, community cohesion, inclusivity and accessibility. Attendees were also asked their spend on the day, across a variety of categories including food and drink, merchandise, and accommodation.
- A.8 The Hackney Carnival area was divided into six engagement zones, based around the procession route, stages and sound systems (see appendix). Researchers were assigned a zone, in which engagement could take place fluidly, at any location. These zones were determined by geography and through discussion with this year's Carnival organisers to ensure a diverse audience was captured.
- A.9 An online attendee survey, which mirrored the questionnaire used during the in-person engagement, captured an additional 38 attendees, in addition to two residents who did not attend this year. This survey was available from 8 September to 22 September 2019. It was publicised through cards distributed during Hackney Carnival, Hackney Council's online accounts and Social Life's twitter account.
- A.10 The demographic profile of attendees is only indicative since a targeted sampling approach during a one-day event was not possible, and people completing the online survey did so voluntarily. Since in-person interviews were held throughout the day, and not only when people were leaving, some questions like spend were asked in the form of expectation rather than a statement of what attendees had done up until that point in time.
- A.11 **Statistical significance** - Based on the 88,000 estimated attendance figure, and 551 respondents, the sampling error at a 95% confidence level is estimated at a plus or minus 4.15%. This means that if 85% percent of the 551 total respondents select 'agree' to a question, there is 95% certainty that if all 100,000 attendees responded, between 81% (85-4) and 89% (85+4) would have selected 'agree'.

Carnival trader survey (22 respondents)

- A.12 A list of 28 licensed Hackney Carnival traders was provided by Hackney Council. On the day of Hackney Carnival, Social Life engaged the 24 Carnival traders selling food, drink or merchandise throughout the day and across all stall locations, including London Fields, Tesco Car Park, Town Hall Square, St John's Church and Hillman Street. Two additional traders were engaged during the Hackney Central Business Forum. In total, 19 of the licensed traders were willing to participate in the study.

- A.13 A telephone survey was conducted post event which asked additional questions about actual turnover and footfall, as well as impact on business. Seven traders did not participate in this part of the study. Their responses are included in the analysis where available, for example their expected turnover was captured but actual turnover was not.
- A.14 An additional three traders at the independently-managed Bohemia Place took part. A telephone survey was conducted post event, in which two of these traders completed.
- A.15 **Statistical significance** - The sampling error at a 95% confidence level is estimated at a plus or minus 11%. This is based on the following sample size and response rate: 24 traders who were licensed with Hackney (and were selling merchandise or food or drink) and 19 survey participants.

Local business survey (53 respondents)

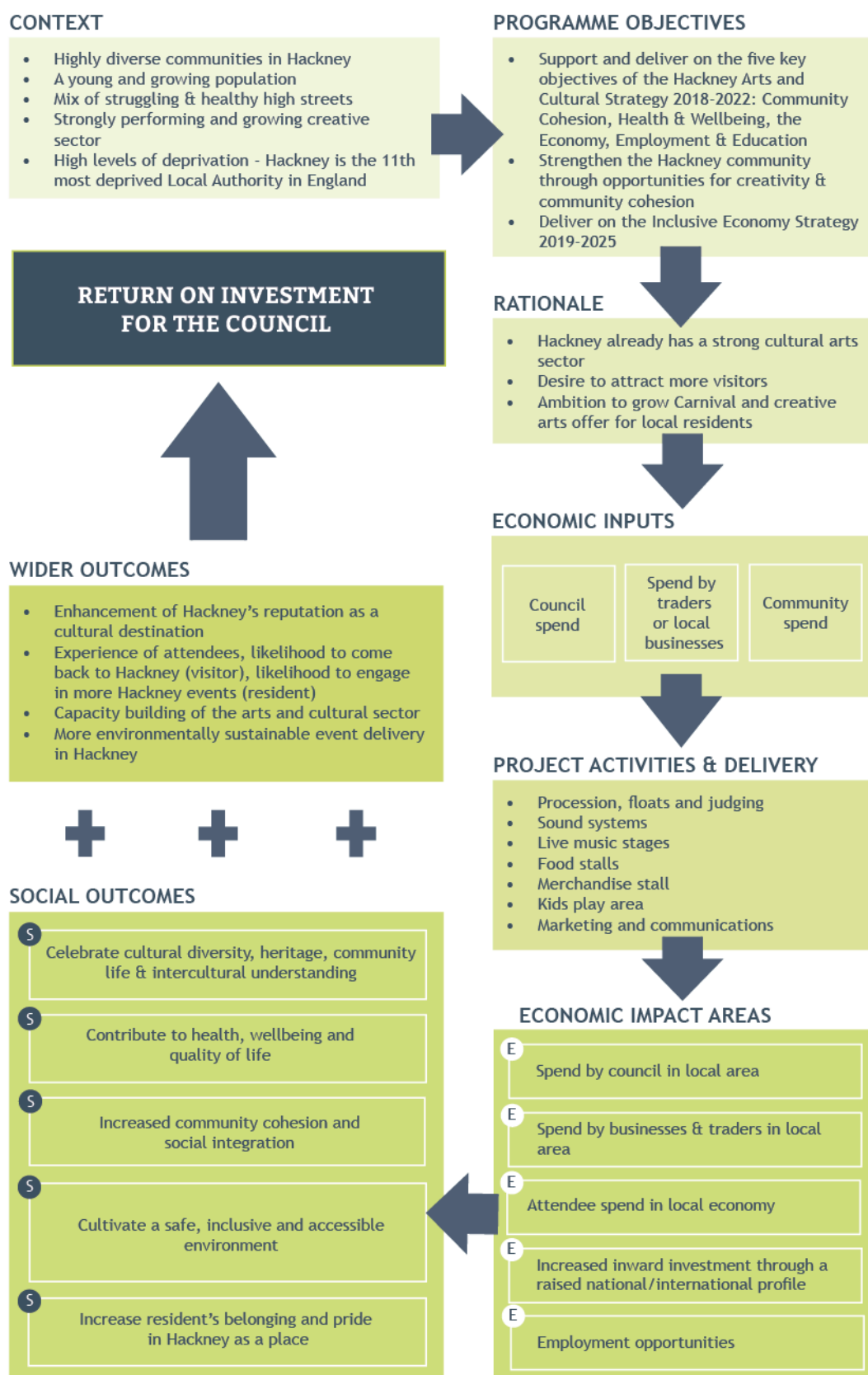
- A.16 A mixture of individual surveys, semi-structured interviews and focus groups were carried out with 53 local businesses in the area, both on the day of Hackney Carnival and during the weeks following by Social Life. Of the 53 respondents, 42 were individual surveys of local businesses near and/or along the procession route; 10 businesses were spoken to through focus groups at Hackney Central Business Forum and Pub Watch; and one business participated in the online version of the survey.
- A.17 The questionnaire had a range of open and close-ended questions focused on footfall, spend through supply chain, turnover, employment, and the wider economic impacts of Hackney Carnival. Some business owners were also asked about their perceptions of Hackney Carnival and its ability to increase Hackney's profile and reputation.
- A.18 For the in-person, individual surveys, researchers approached businesses within the 'wider impact' area. Businesses which were normally closed on Sunday (and not open during Hackney Carnival) fall outside of this study's scope and are not captured in the business survey data, with the assumption that Hackney Carnival had no impact on their business. A large proportion of businesses were not operating on the day of the Carnival (Sunday) as it was outside of their core business operating hours. Those that were operating, tended to be those with a retail-presence, particularly food and drink related businesses, including grocery stores and supermarkets, off license stores, and eat-in and take-away restaurants.
- A.19 Data from Companies House suggests there are 107 food and drink related businesses in the core impact area and 60 food and drink related businesses in the wider impact area. The sample of businesses surveyed, therefore, has a higher proportion of businesses with a food and drink offer.
- A.20 **Statistical significance** - Hatch Regeneris' business mapping exercise through desk estimates that there are 107 food-related businesses (eat-in / takeaway / grocery) in the core impact area and 60 additional food-related businesses in the 'wider' impact area. In total, we interviewed 29 of these 167 food-related businesses. The sampling error at a 95% confidence level is estimated at a plus or minus 16.5%. Therefore, the survey data for established local businesses is suggestive of trends rather than representative of the business population.

Stakeholders (16 respondents)

- A.21 In-depth, semi-structured interviews were carried out with sixteen stakeholders including carnival groups, performers, participating community groups, Hackney-based organisations, and venue partners. The interviews ranged from 30-minute phone conversations to 1.5 hour in-person conversations. These were used to gather contextual information and build a broader understanding of what Hackney Carnival means to the different people who participate, and the economic and social impacts on Carnival's creative producers and play provision providers. These conversations also explored if the Carnival enhances Hackney's profile and reputation as a London borough.
- A.22 Interviewees were identified in close collaboration with Hackney Council and the Creative Director to represent a cross-section of carnival groups, artistic providers, children's play providers, venue partners, and community organisations. We spoke with stakeholders from the following organisations:
- St John at Hackney Church
 - Gahu Dramatic Arts
 - Pack London
 - Dukeminster
 - Morningside School and Children's Centre
 - Dimensions Entertainment
 - Yaram Arts
 - Taru Arts
 - Access All Areas
 - Paracarnival
 - St Joseph's Hospice
 - Urban Touch
 - UFO Steel Band
 - Hackney Caribbean Elderly Organisation
 - Tropical Isles
 - Jun Mo Generation

Logic model

A.23 The diagram below summarises the assessment framework that underpins the economic and social impact analysis. The model identifies the steps and inputs that must be taken to generate the desired outcomes.



Economic impact model

Types of benefit

A.24 The core economic benefits have been assessed quantitatively through an economic impact model, developed by economic impact consultants Hatch Regeneris, which estimates:

- **Direct Impacts** - This measure captures the economic activity that is directly supported by spend on the Carnival, including attendee and council spend.
- **Indirect Impacts** - This measures the impact of the additional outputs generated by companies in the Carnival's supply chain. The additional economic activity in these companies is passed down through their supply chain tiers and generates additional, indirect benefits for other companies.
- **Induced Impact** - This captures the knock-on benefits that additional employment supported directly and indirectly has in the economy as salaries earned by those employed in additional jobs are spent on goods and services elsewhere in the economy.

Hatch Regeneris Input-Output Model

A.25 The Input-Output tables that are produced annually by the ONS provide a snapshot of the UK economy and the flow of goods and services between different sectors. The tables are a key part of the UK's national accounting framework. These Input-Output tables can be used as the basis for detailed economic impact analysis. Hatch Regeneris' Input-Output model is based on the latest Combined Use Matrix published by ONS.

A.26 Measures of GVA (economic output), employment, income and tax multipliers for over 100 sectors in the UK are included in the model. This enables us to estimate in a consistent manner the full multiplier effects for the UK economy arising from a change in output/demand in any of these sectors. This provides us with a framework for assessing the total economic impact of expenditure injections, and employee expenditure.

A.27 Multipliers for these sectors for each UK region have been included. This has been developed using a process that combines national Input-Output data with published ONS regional economic data (e.g. on employment and GVA) to derive regional multipliers. In this case, the London model has been used to assess impact.

Measures of benefit

A.28 The direct, indirect and induced economic benefits of the Carnival are measured using two headline indicators, which allow the overall impact of the Carnival on the economy and specific impact areas to be quantified. The key measures include:

- **Jobs** - the net number of full time equivalent jobs that will be created or safeguarded as a result of the scheme
- **Gross Value Added (GVA)** - the value to the economy of the activity generated by the scheme²⁶.

²⁶ GVA is effectively a measure of the additional profits generated in businesses benefiting from the activity plus additional salaries that are paid to their employees.

Spatial areas of assessment

A.29 The quantitative assessment of the benefits of the scheme have been assessed and presented for three impact areas:

- **Hackney** - impacts are expected to be primarily concentrated around the area of the Carnival, particularly around the core impact area in Hackney Central.
- **Rest of London** - impacts, particularly on the supply chain and through the Council's spend on the Carnival are expected to be felt across the London.
- **Rest of the UK** - some of these supply chain impacts are expected to be felt across the rest of the UK.

Key assumptions made in impact model

A.30 For the purposes of the economic impact model, a number of key assumptions have been used to measure the overall economic impact of Hackney Carnival. A number of these assumptions have been outlined below:

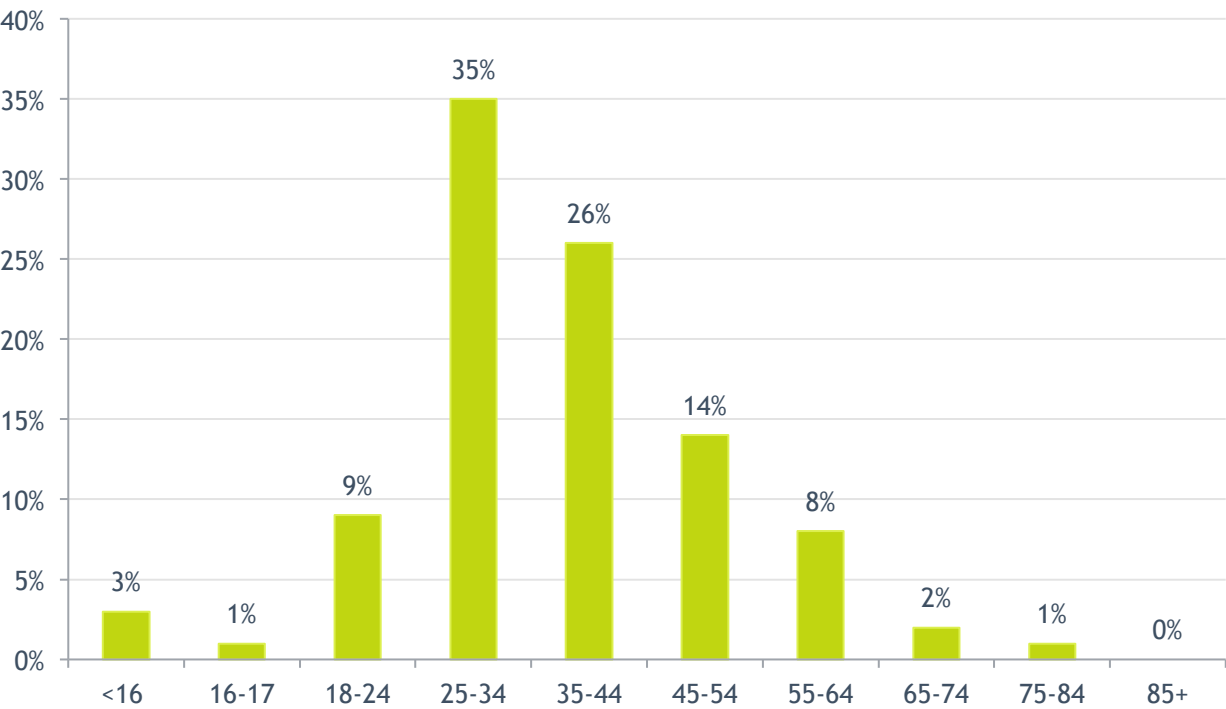
- **Carnival traders:** From the survey evidence gathered from Carnival traders at Hackney Carnival, it was possible to identify the income of 20 Carnival traders (out of 32 operating on the day). Based on the average income received by Carnival traders at each location, estimates have been developed for the income received by those Carnival traders not surveyed. From this, it is estimated that the total income received by all Carnival traders on the day of the Carnival equals £34,000. Survey evidence shows that 52% of the Carnival traders are based in Hackney, 43% are from across the rest of London and 5% are from outside of London. This information has fed into the input-output model (as described above) to generate the GVA and job uplift generated through increased spend through Carnival traders.
- **Fixed Businesses:** To understand the spend within fixed businesses, the total attendee spend (determined from the attendee survey) has been subtracted from the spend which has occurred in the Carnival traders. It is assumed there were 88,000 people attending Hackney Carnival. Of these, 16% of attendees were identified as being under the age of 12. For the purposes of this analysis these have been excluded from the impact calculations. To understand levels of deadweight and displacement, attendees were asked if they came into Hackney specifically to attend the Carnival. 87% of attendees said they attended Hackney specifically to visit the Carnival, making this our deadweight assumption. Average spend per attendee figures have been used to calculate the total spend generated by those attending the Carnival, which has been inputted into the input-output model to determine the GVA and job uplift generated through increased spend in local businesses.
- **Carnival Spend:** the latest data from the Council Budget shows that a total of £558,445 was spent organising and delivering Hackney Carnival. Based on the suppliers that have been named in the Council Budget, it has been estimated where the Council's spend has taken place, specifically in Hackney, the rest of London or outside of London. Based on this analysis, it is assumed that 30% of spend will take place in Hackney, 44% will take place across the rest of London and the remainder will take place outside of London. Entering the spend into the input-output model generates the GVA and job uplift that will be generated from this increased spend.

Appendix B

Attendee survey results

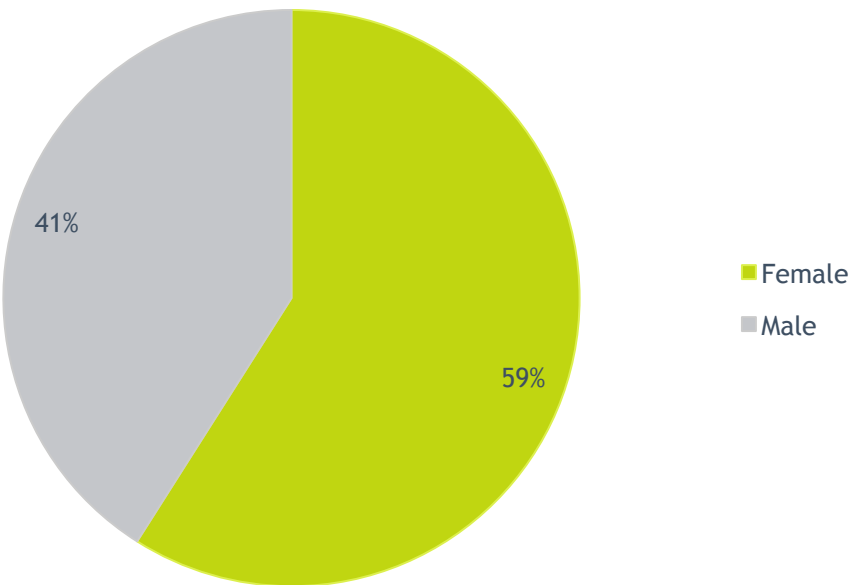
Attendee Demographics:

1. Age



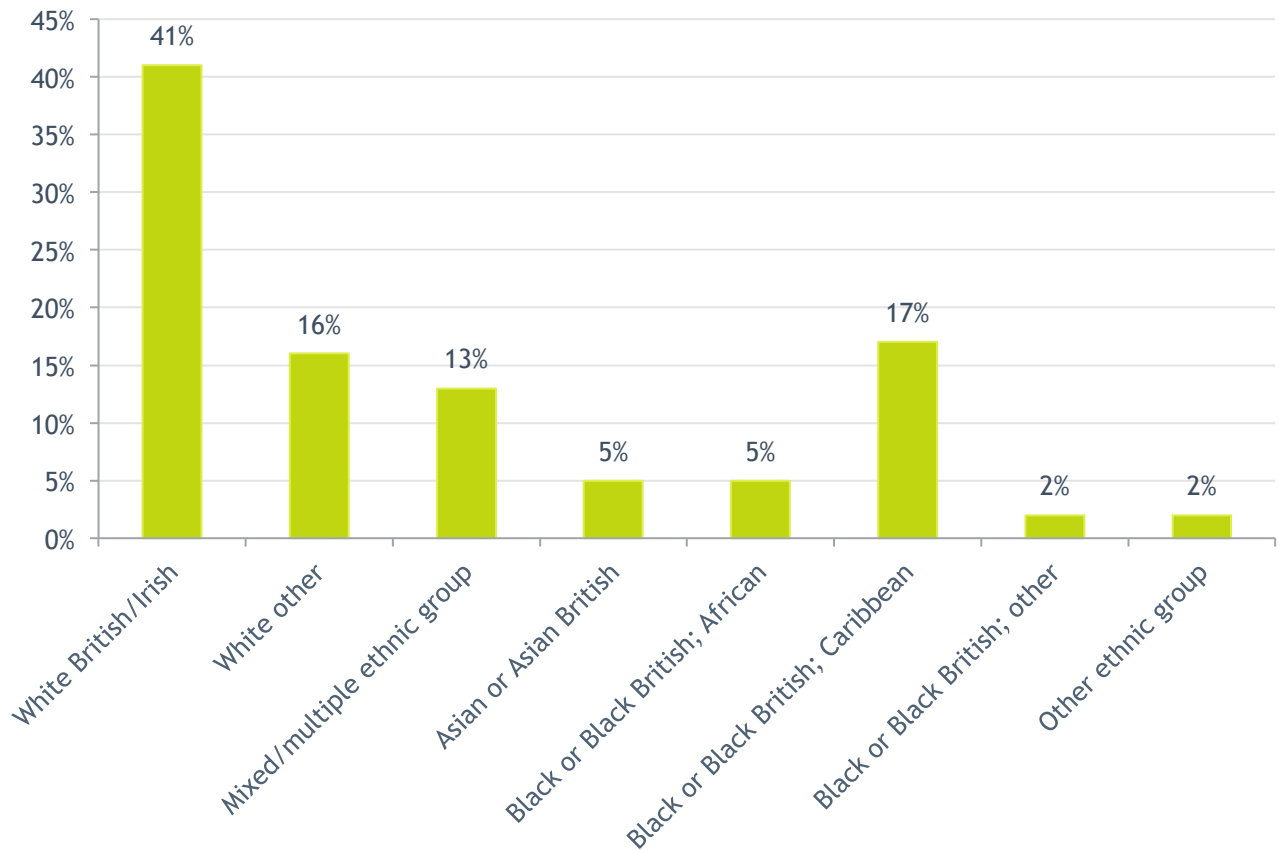
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2. Gender



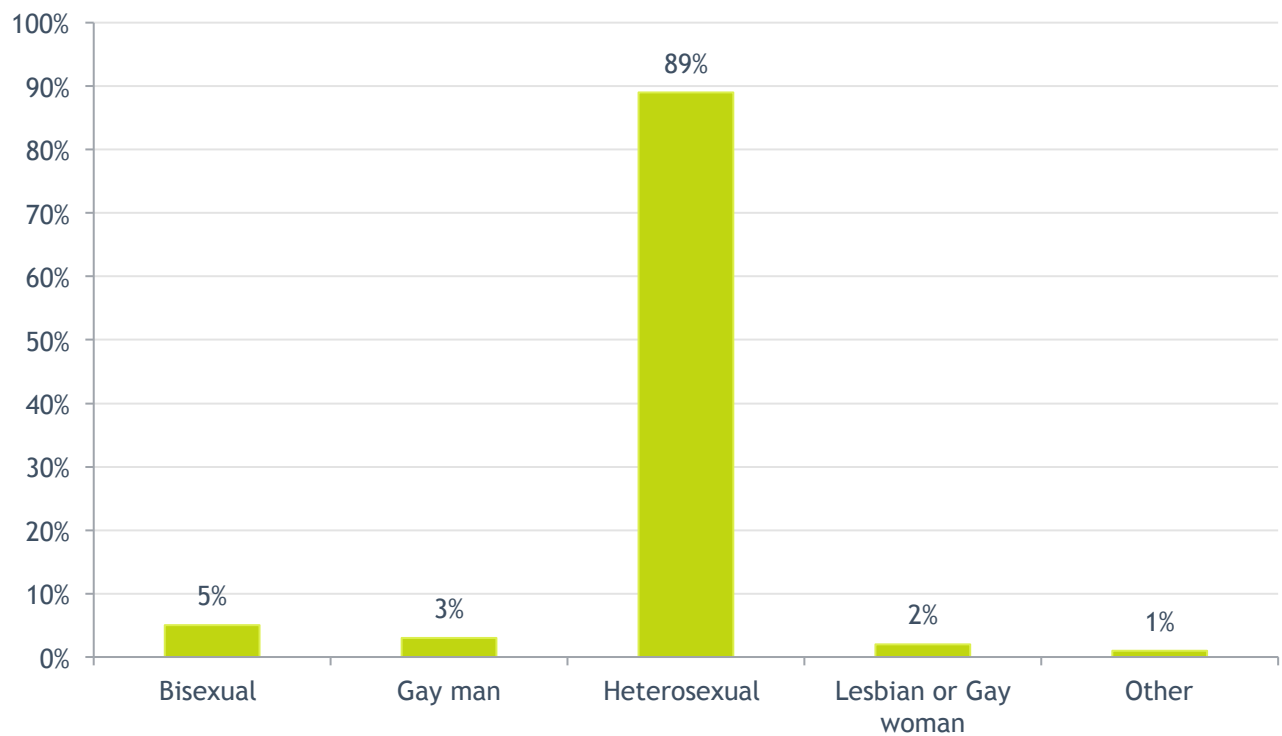
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3. Ethnicity



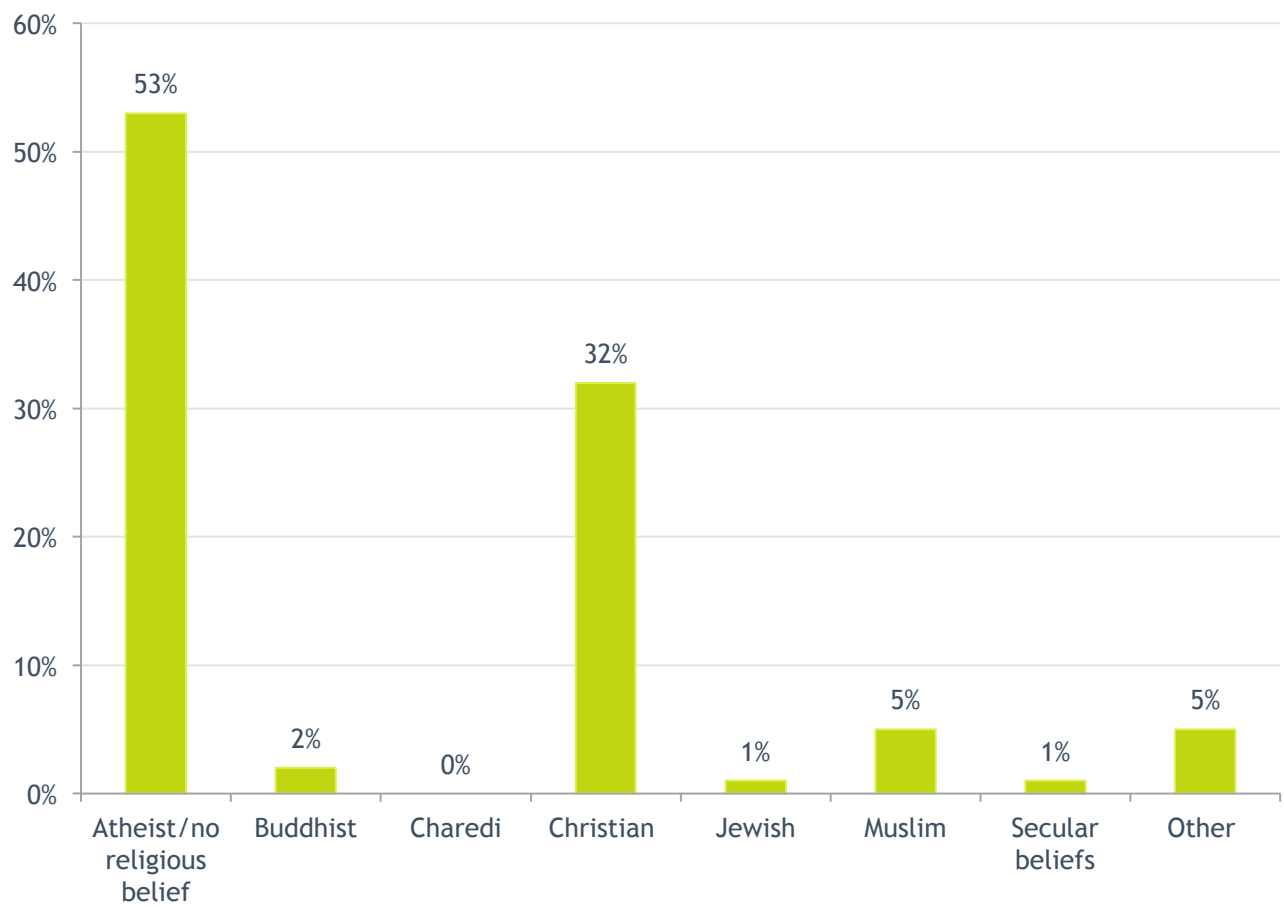
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4. Sexual orientation



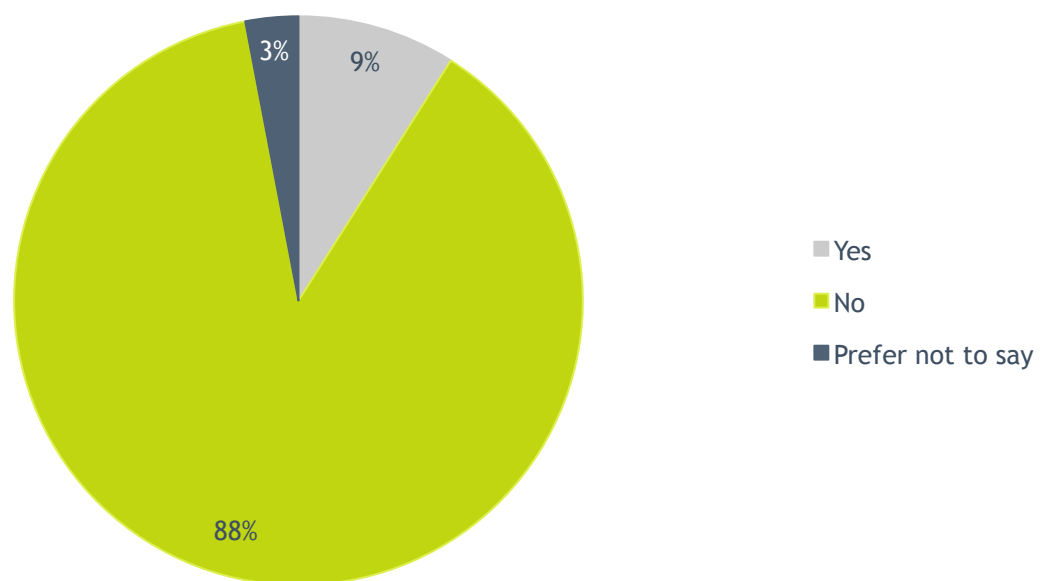
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5. Religion



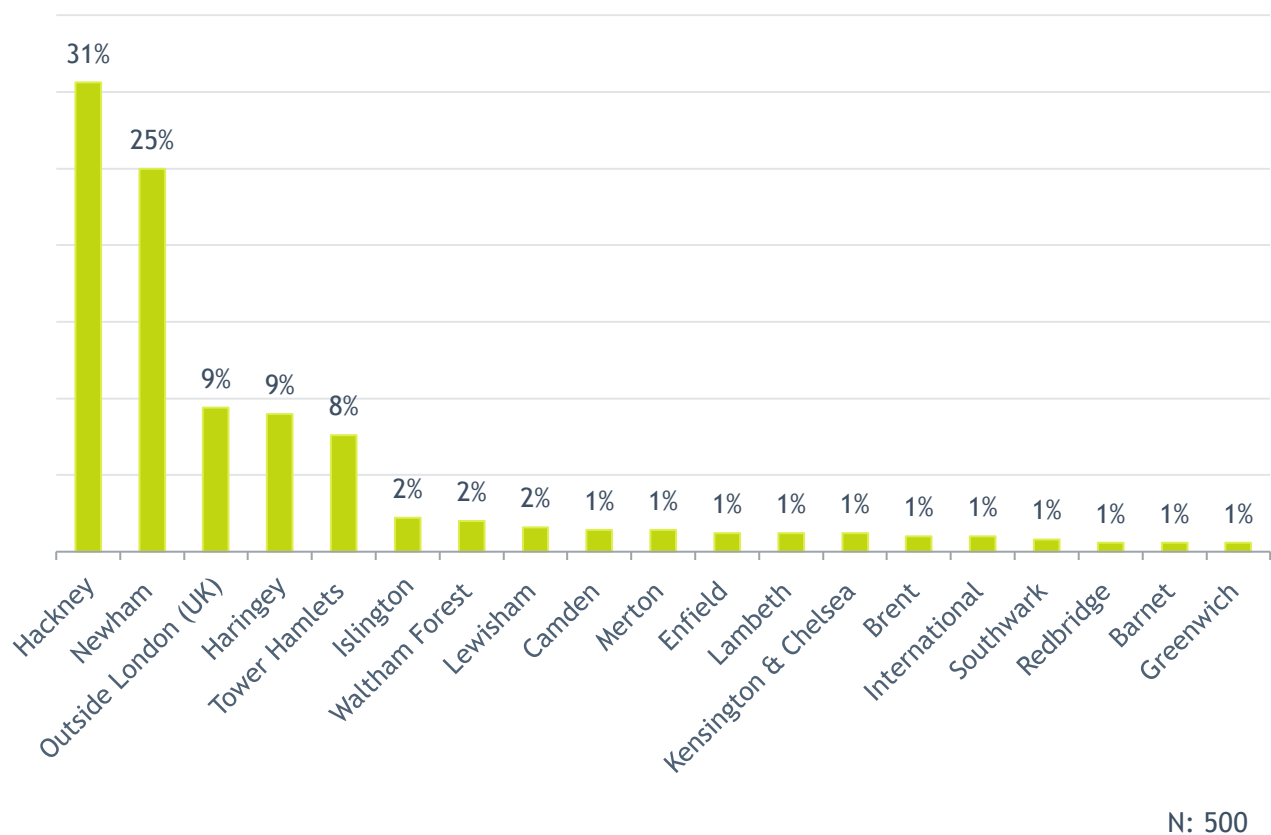
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6. Disability



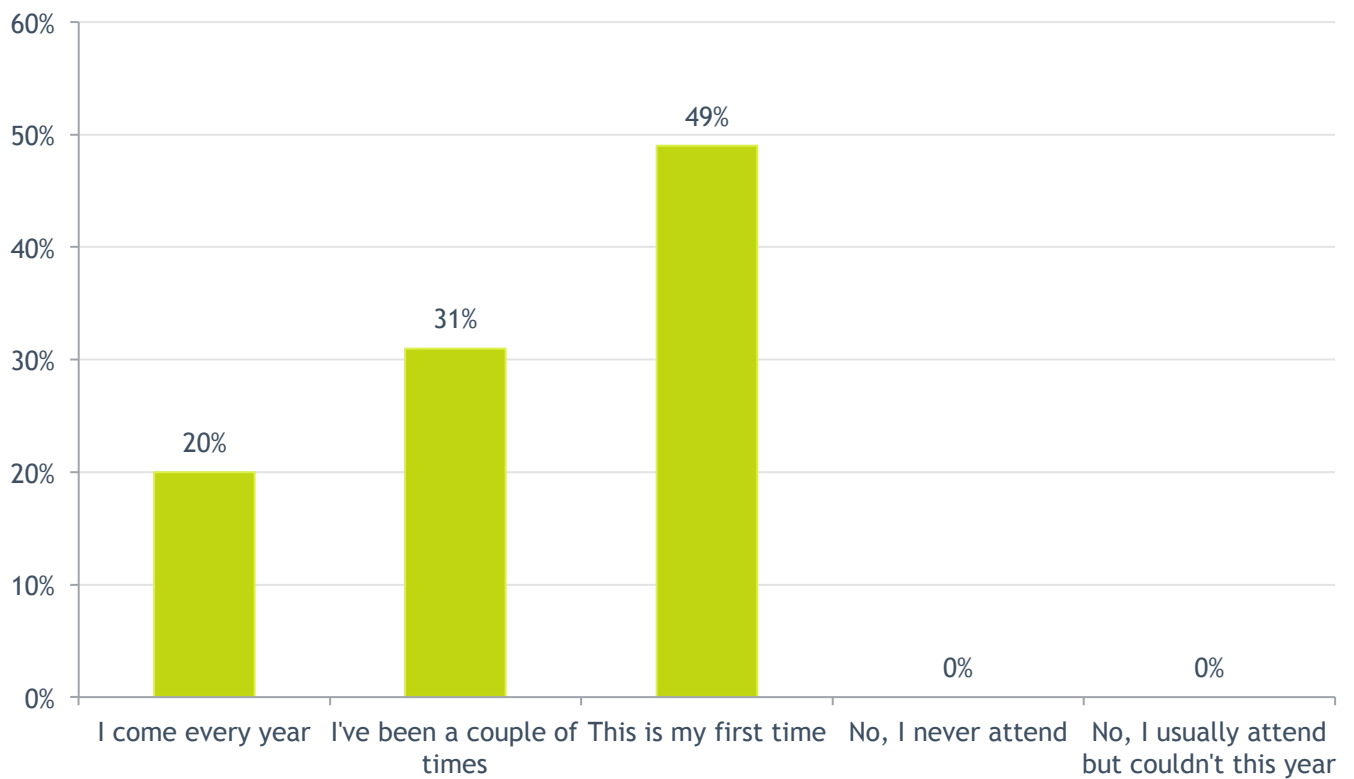
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7. Postcodes by borough



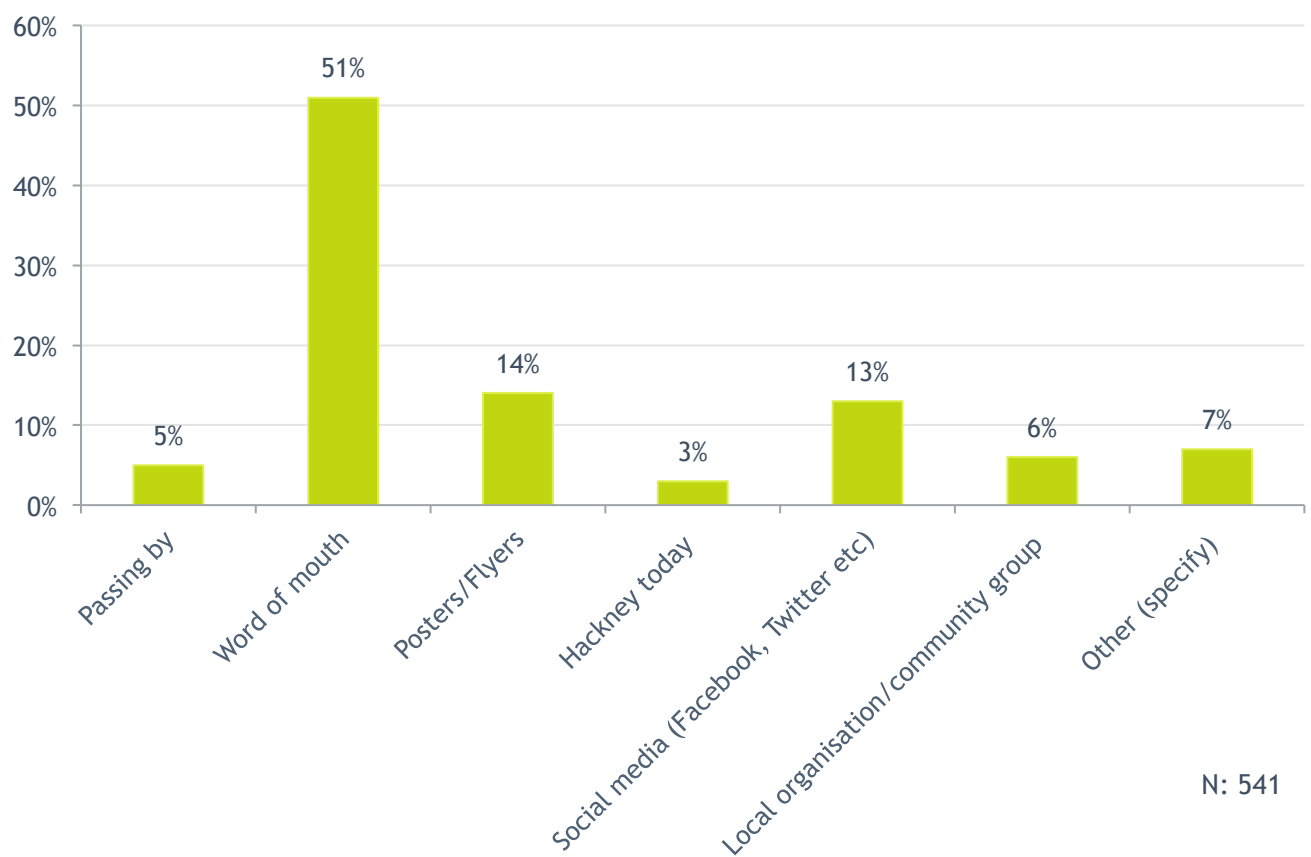
Relation to Carnival

1. Have you been to Hackney Carnival before



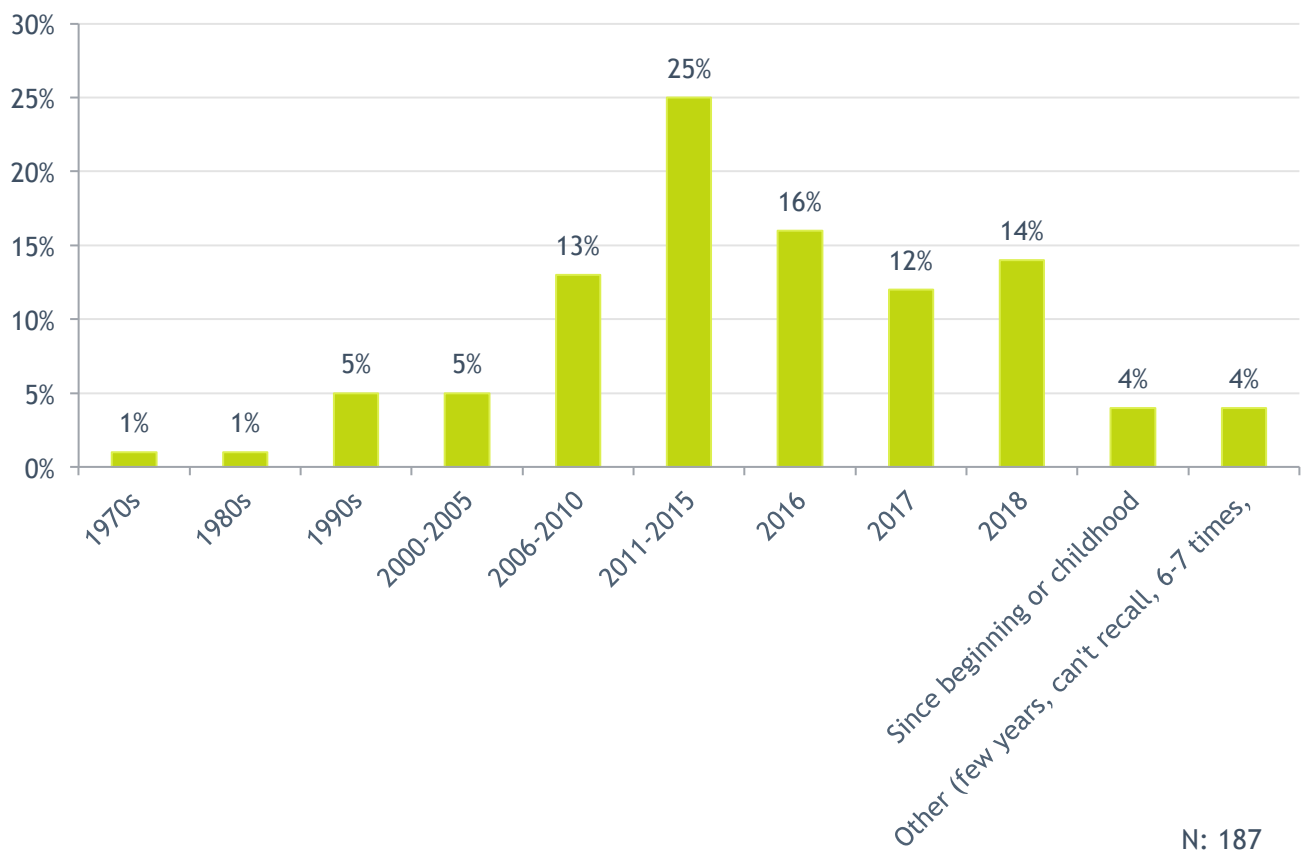
N: 549

2. How did you hear about the Hackney Carnival

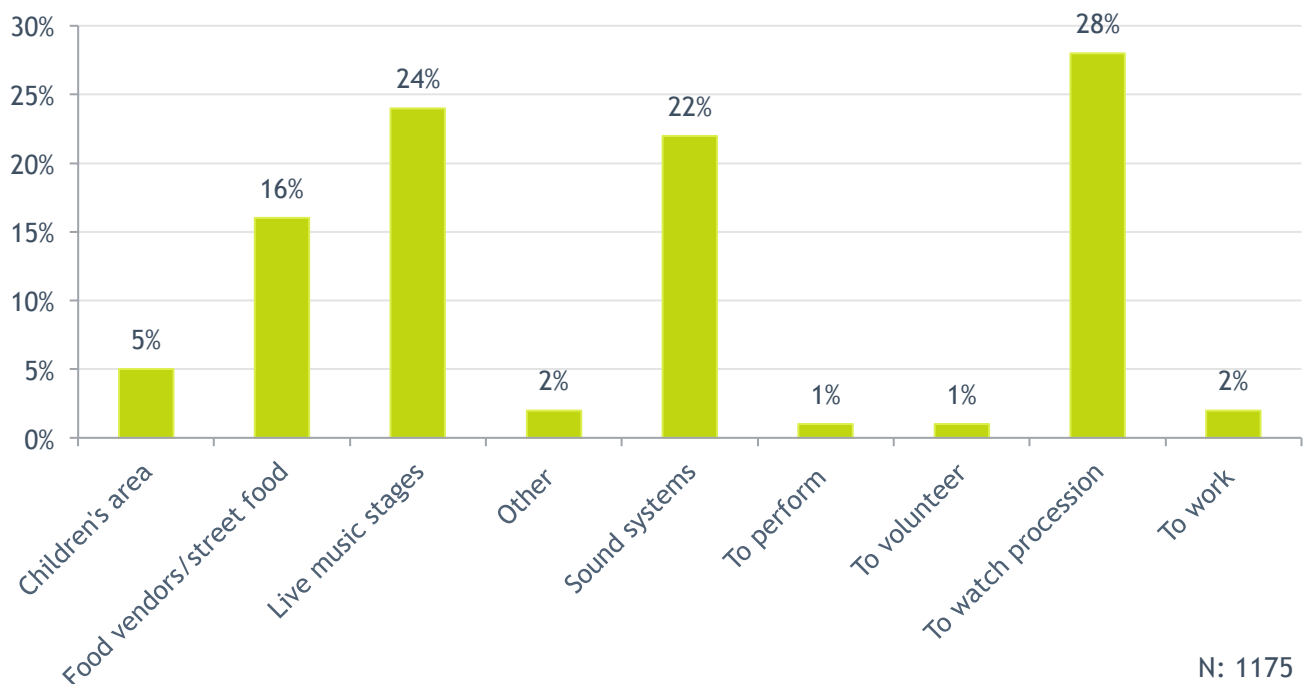


N: 541

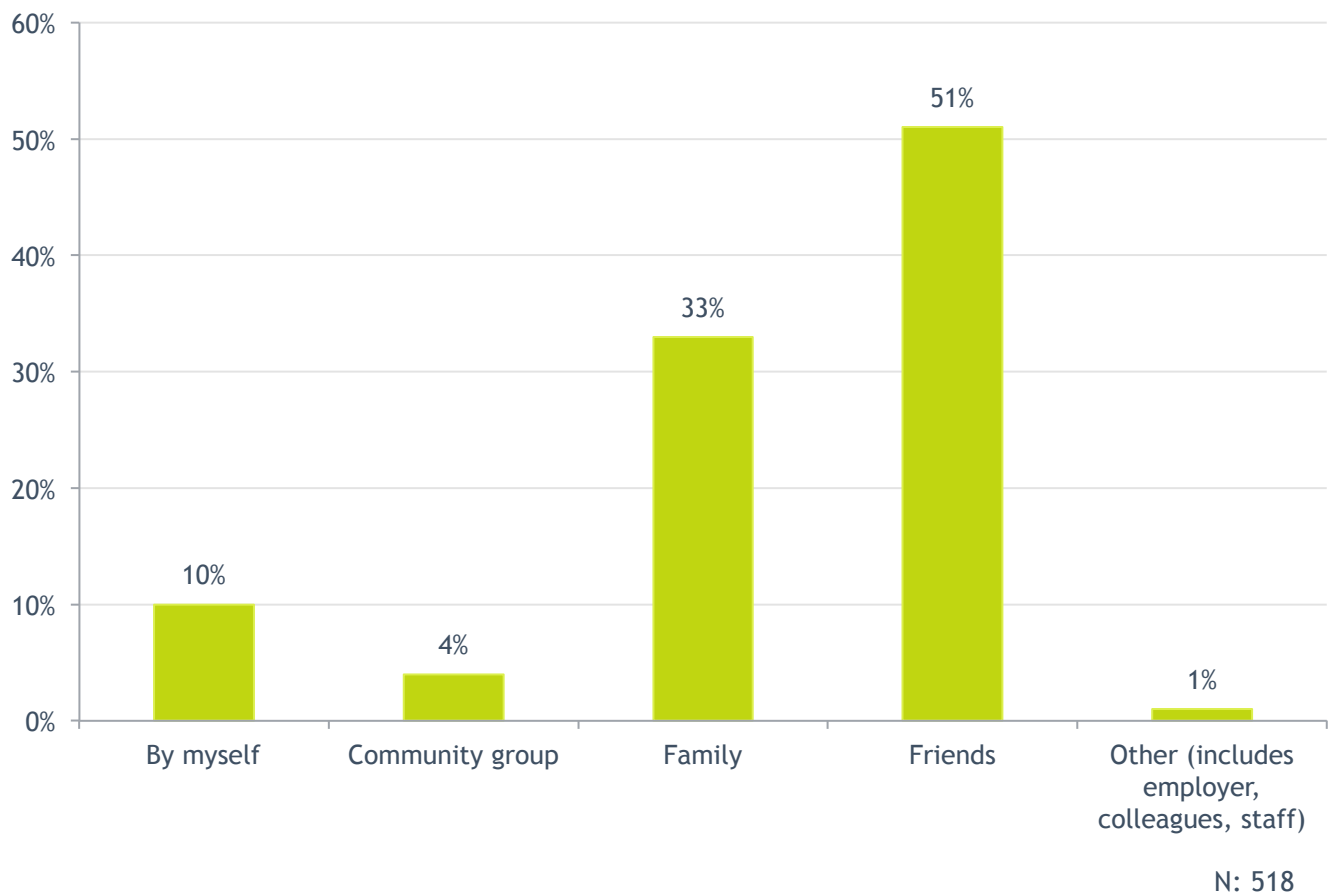
3. When did you start coming to Hackney Carnival



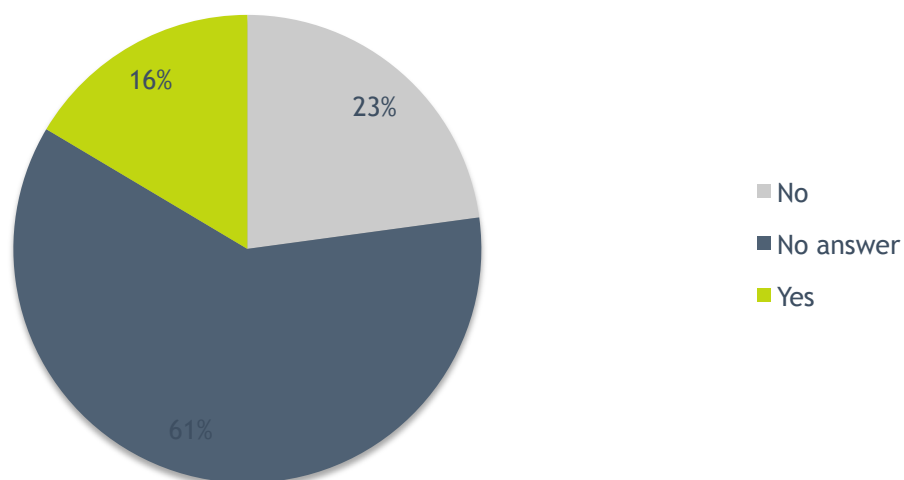
4. Why did you come to Hackney Carnival



5. Who are you attending with?

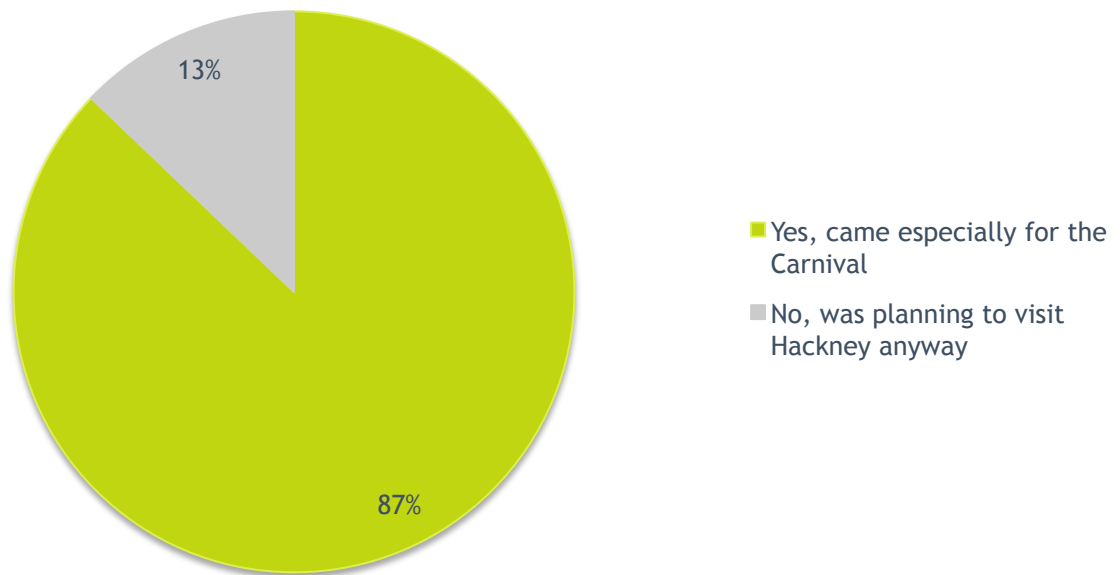


6. Does your group include children under 12 years old?



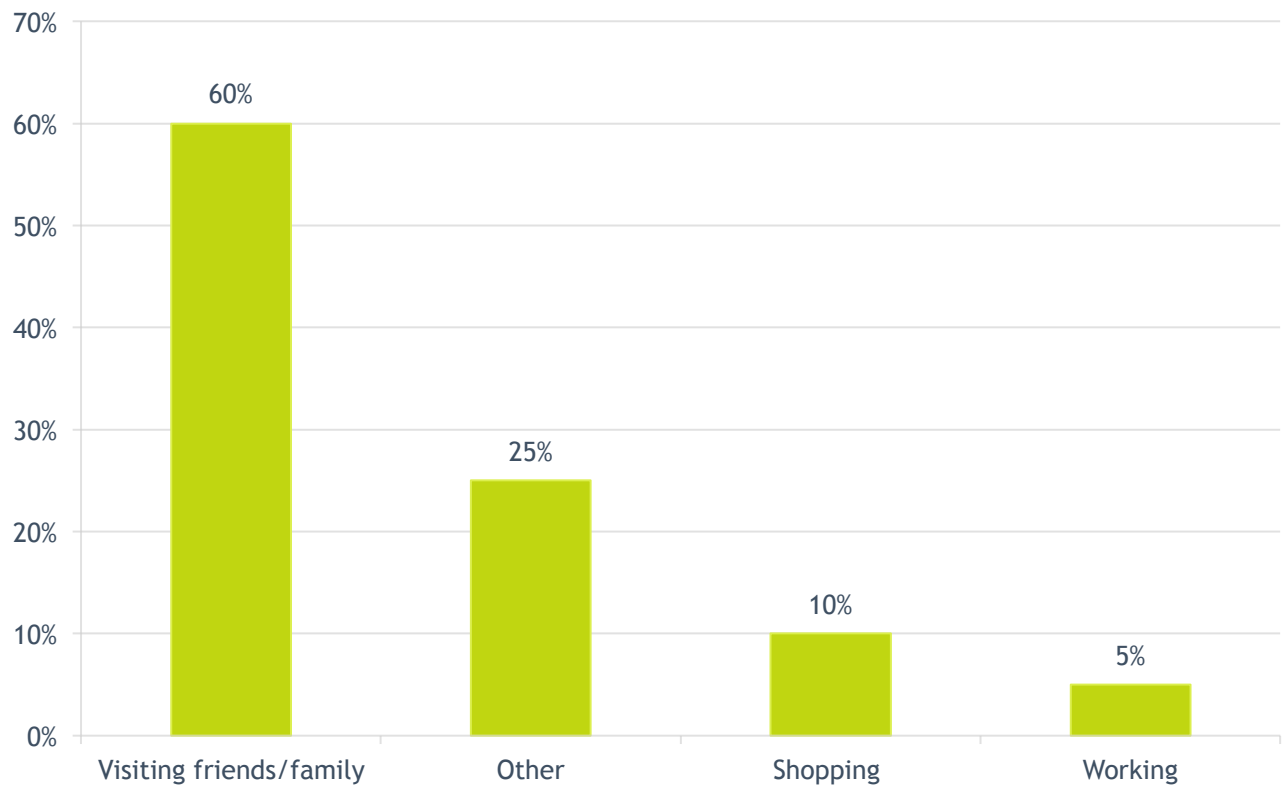
N: 465

7. Did you come to Hackney today especially for Hackney Carnival? (non-residents)



N: 241

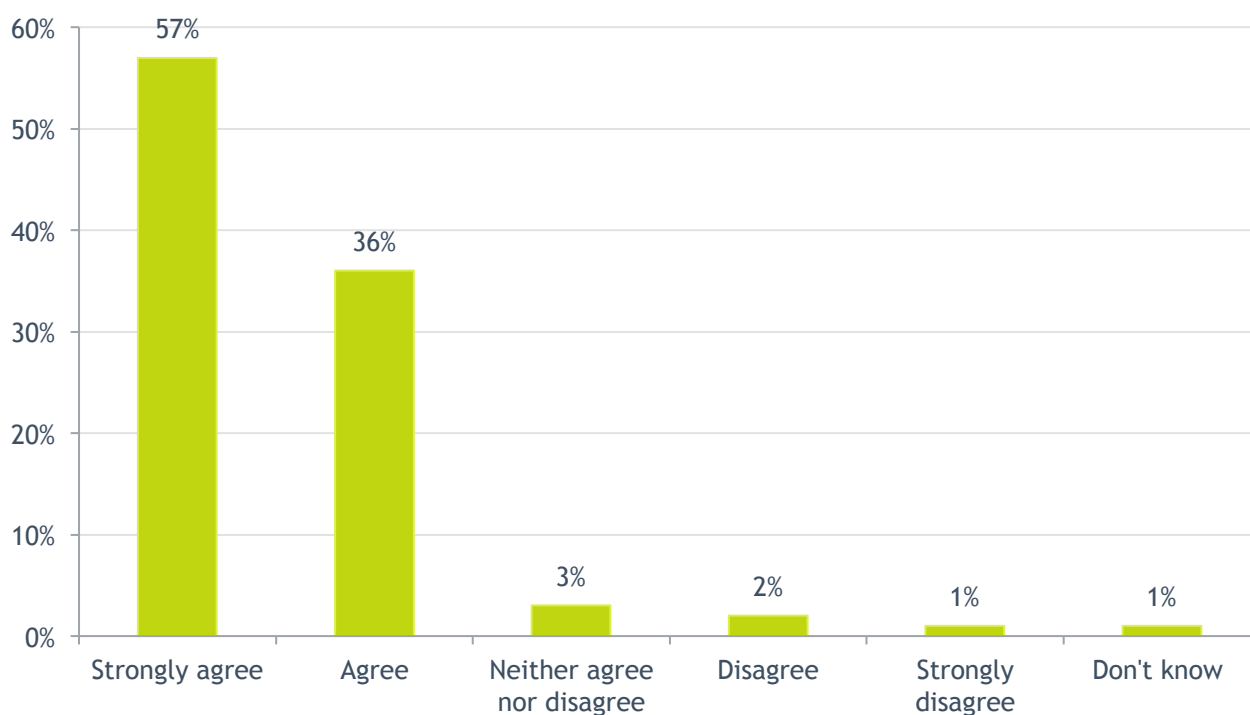
8. If no, what was the primary reason for your visit



N: 20

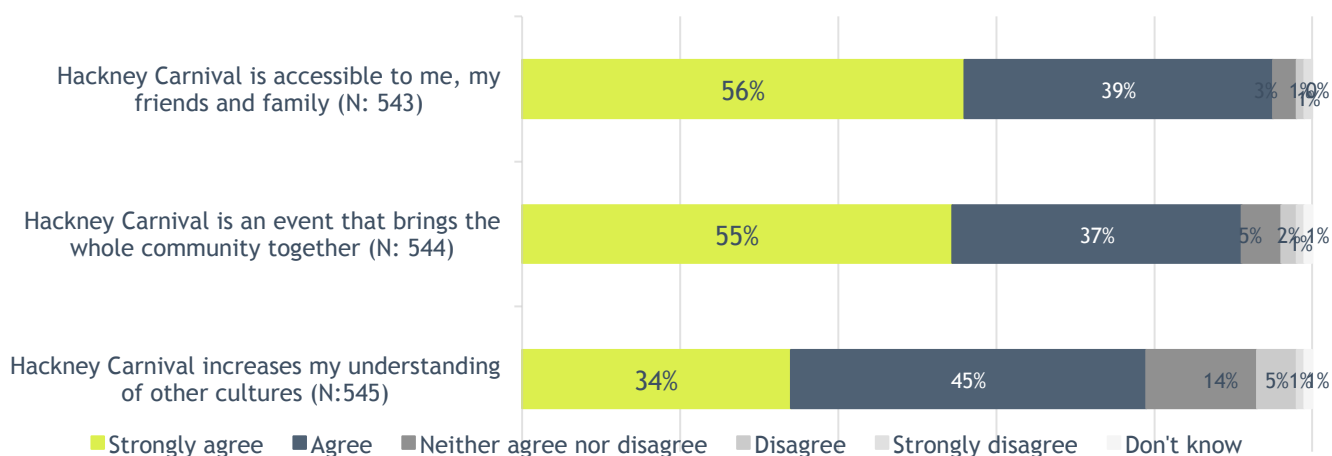
Social impact, community cohesion & social integration

1. Do you agree or disagree that Hackney Carnival celebrates the cultural diversity of Hackney

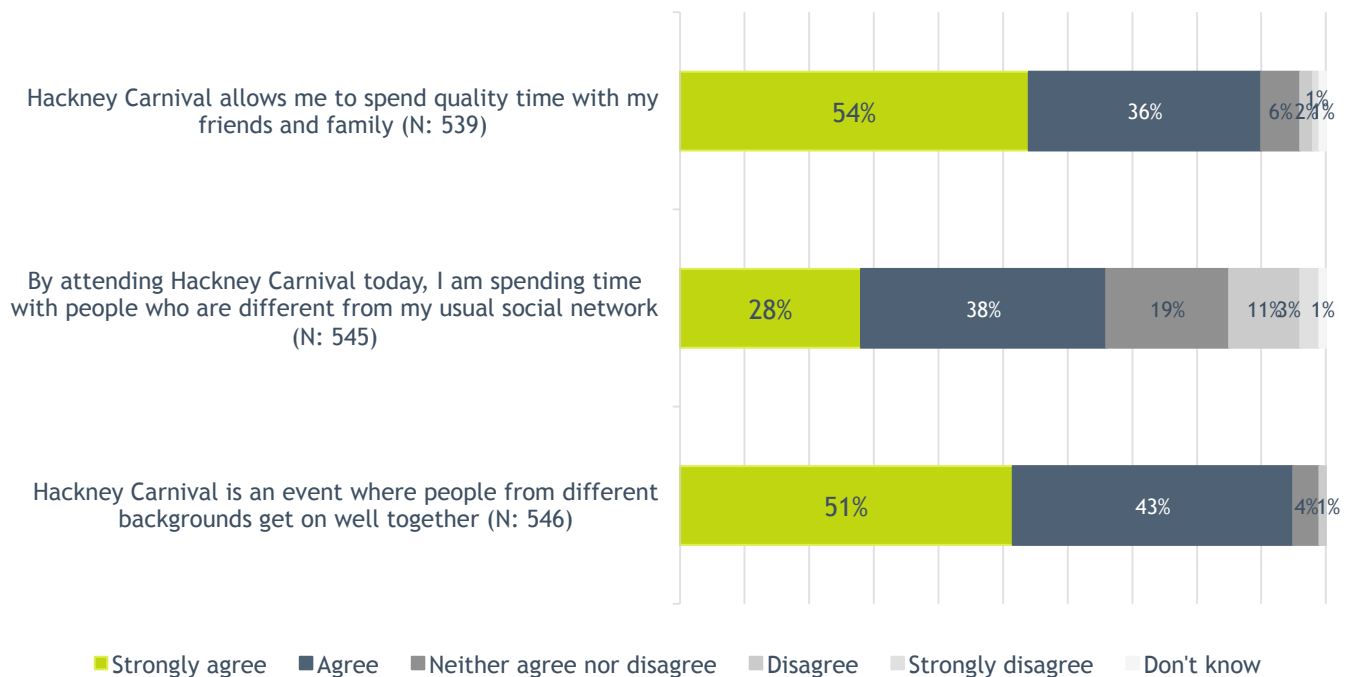


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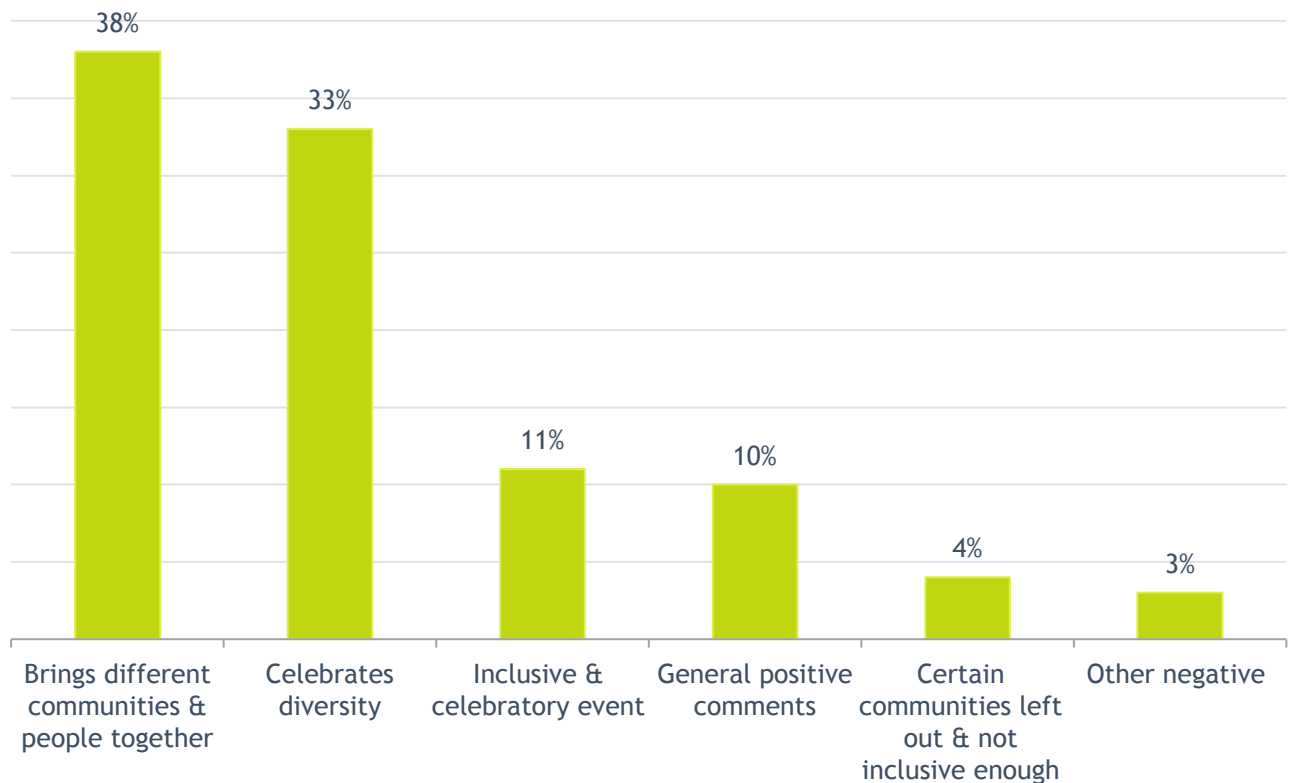
2. Perceptions of cultural diversity and community cohesion



3. Perceptions of cultural diversity at Hackney Carnival

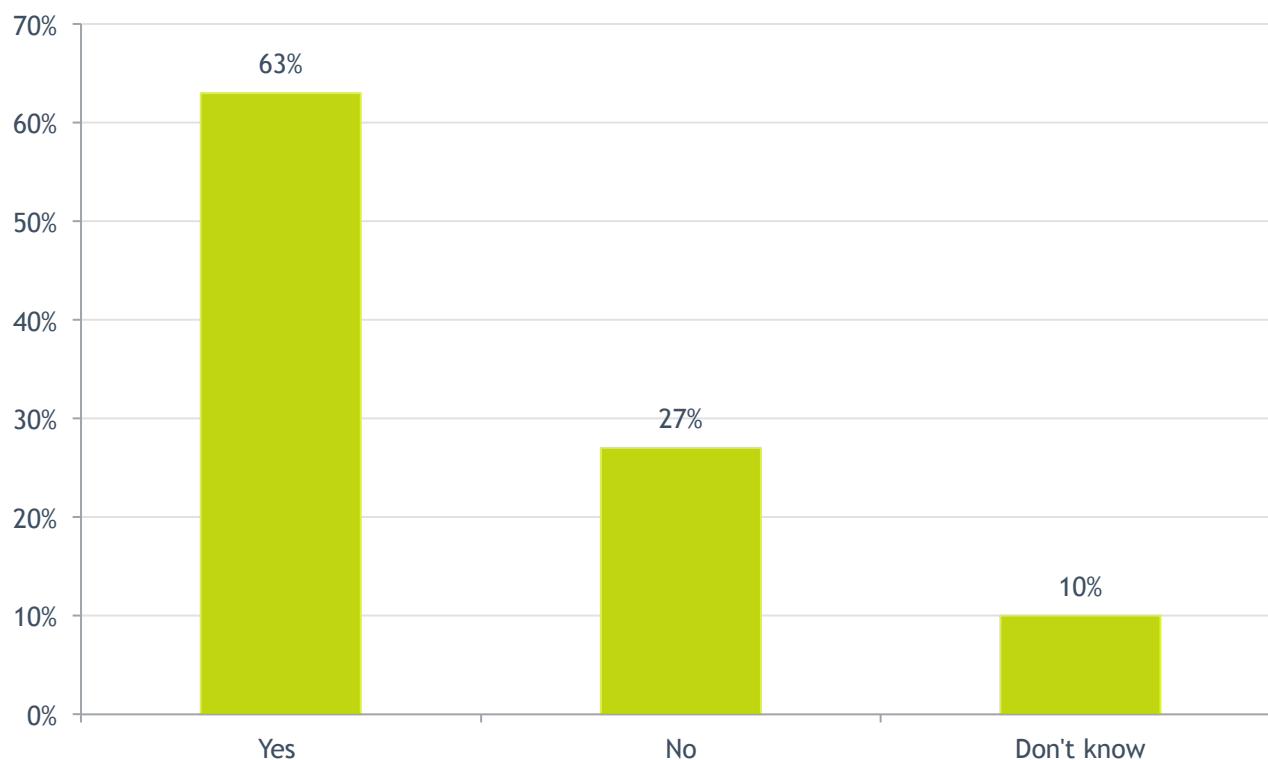


4. Hackney Carnival celebrates the cultural diversity of Hackney – comments



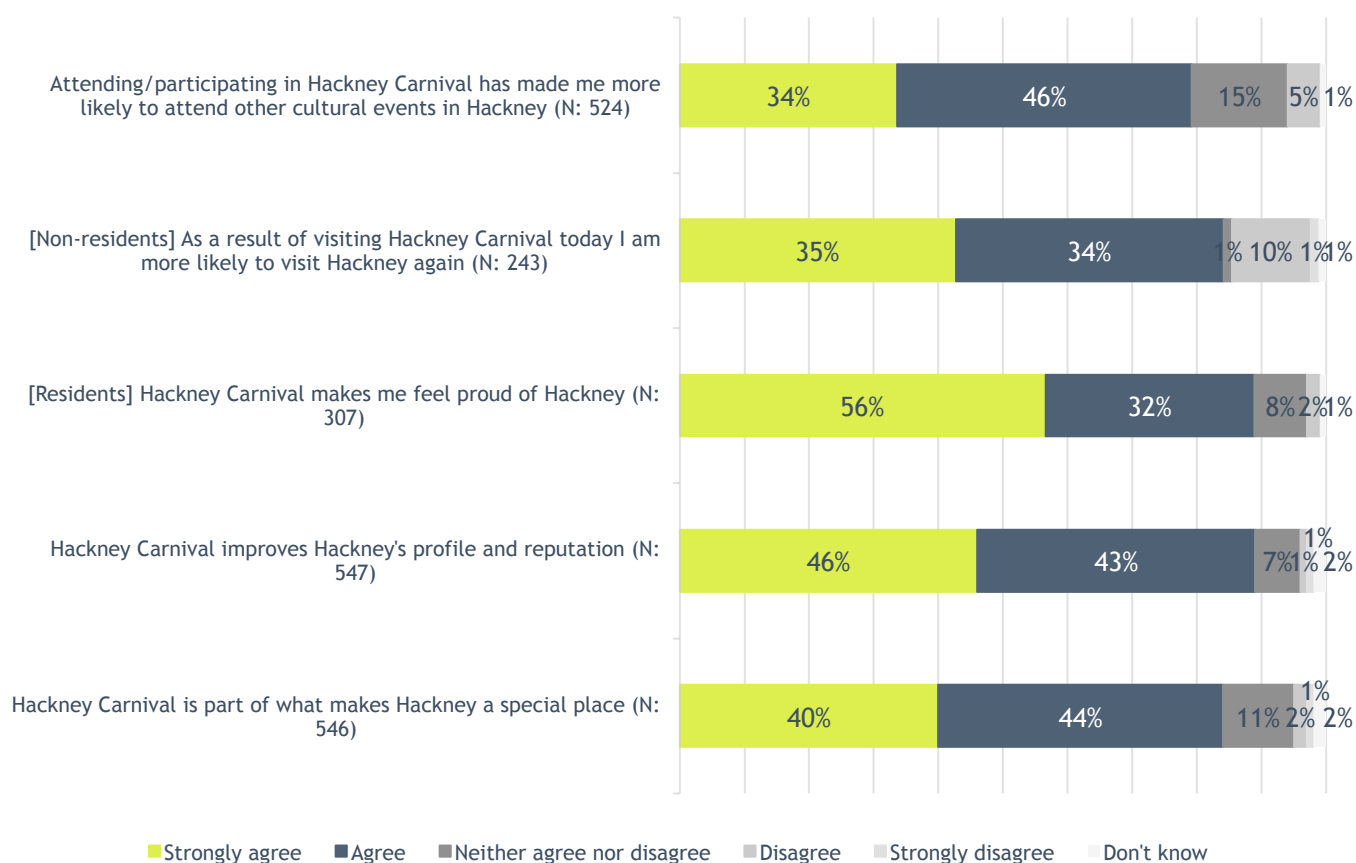
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5. While at Hackney Carnival today, other than the people you came with, did you talk with people from different backgrounds as you?

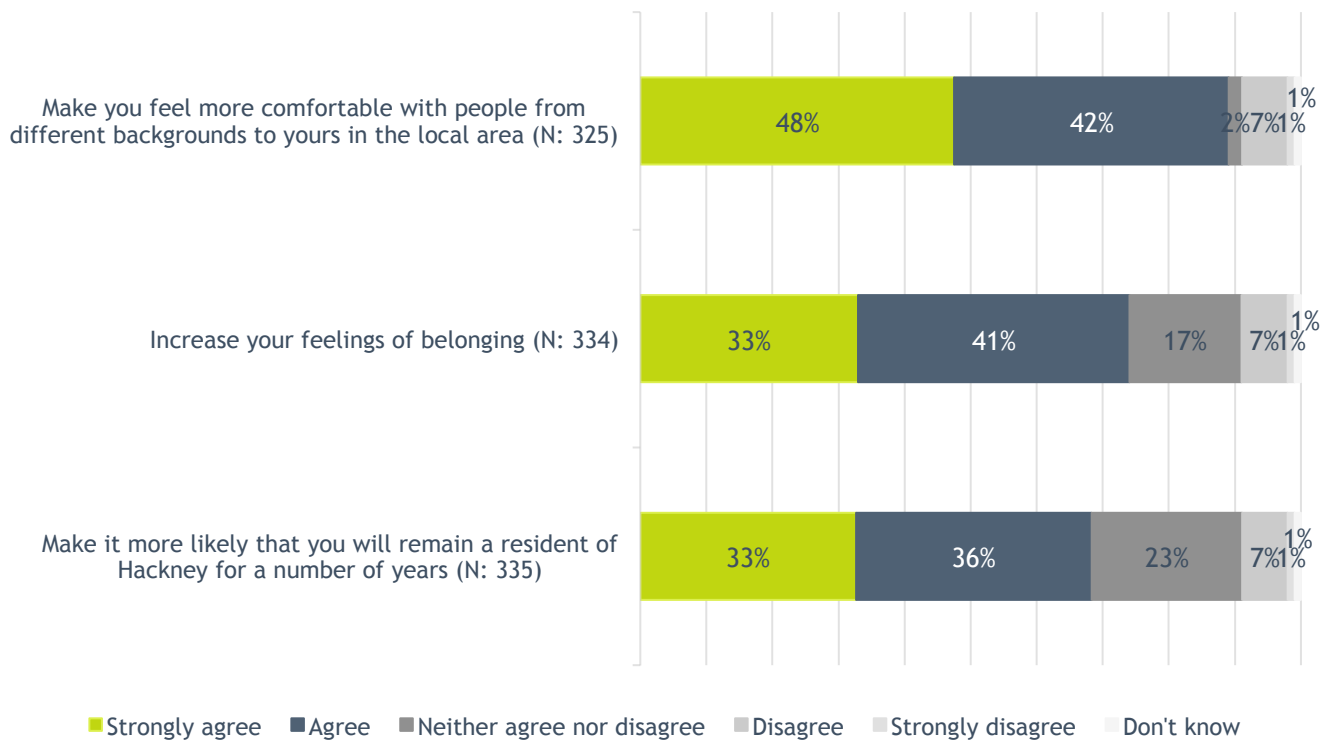


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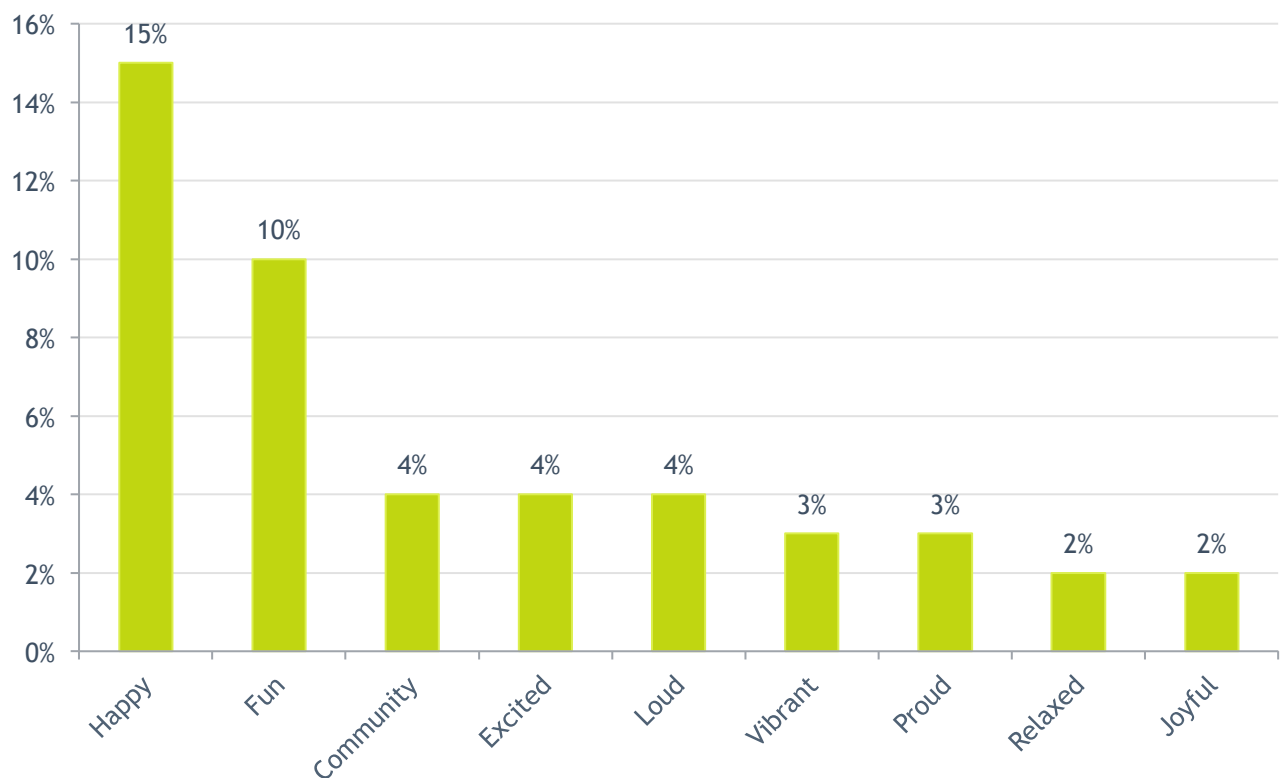
6. Hackney as a place



7. Contributes to a sense of belonging for Hackney residents

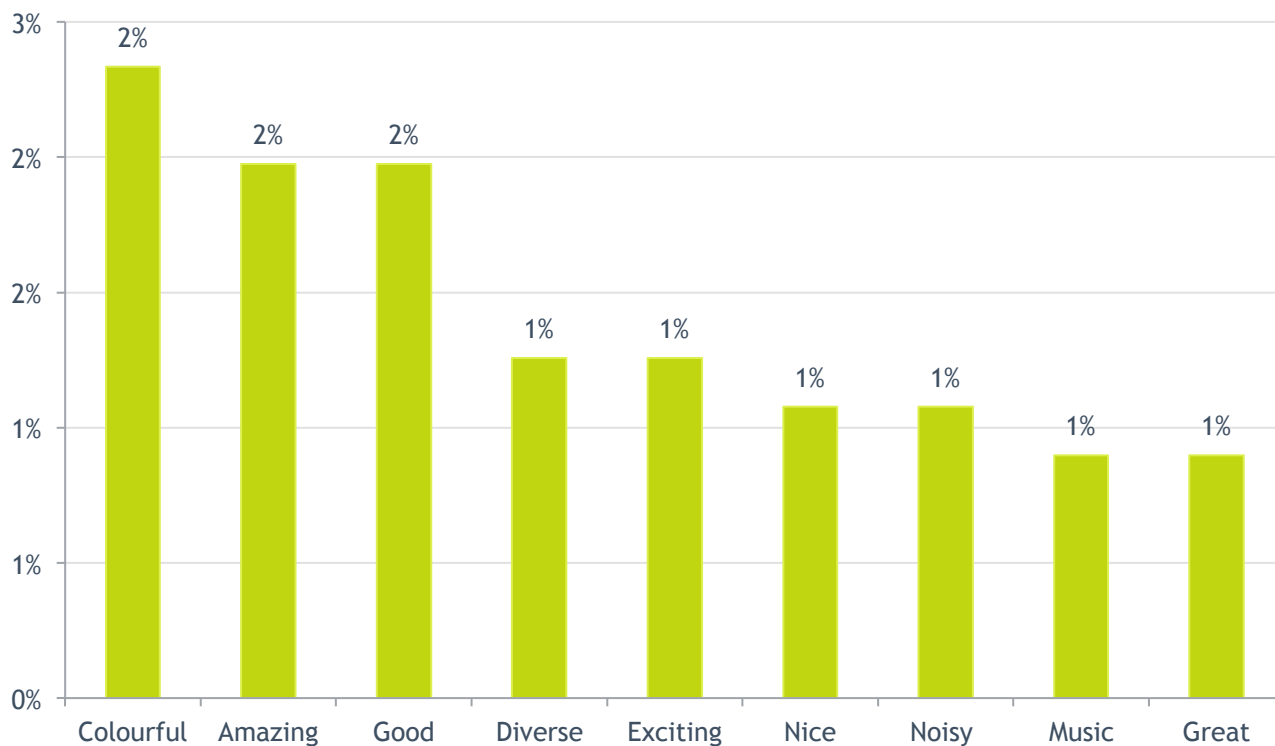


8. Three words to describe how Hackney Carnival made you feel (top nine most common)



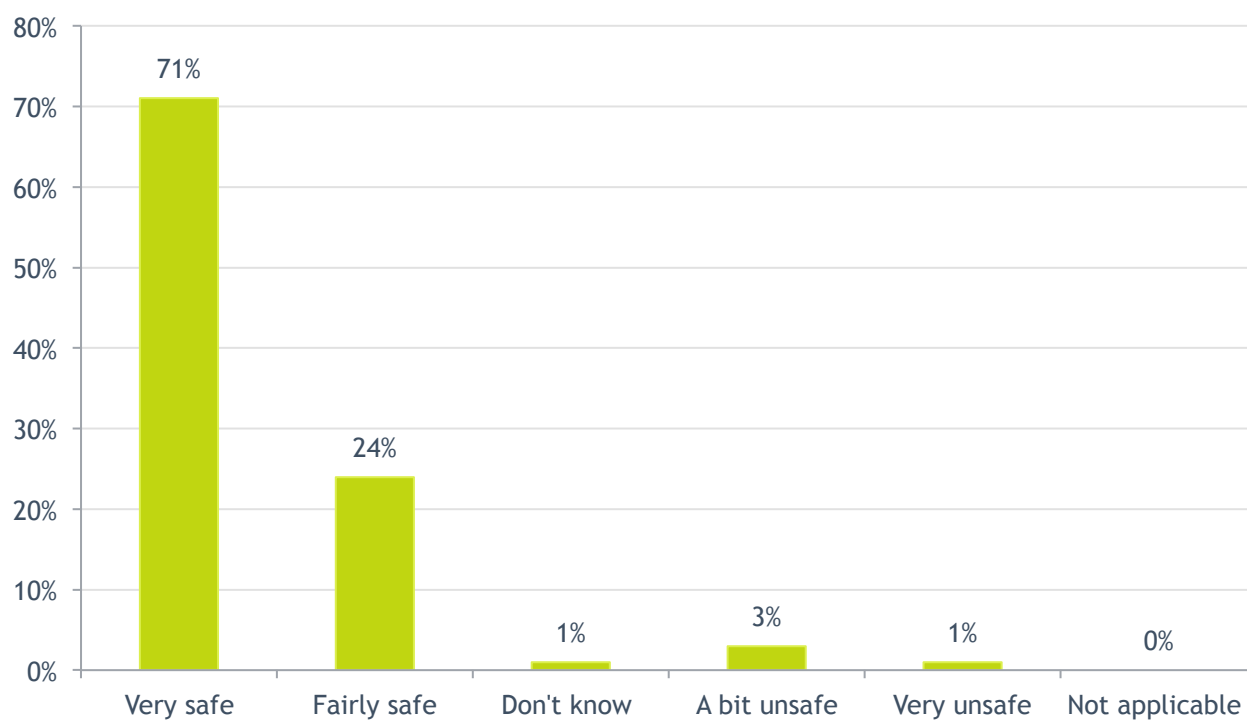
N: 557

9. Three words to describe Hackney Carnival (top nine most common)



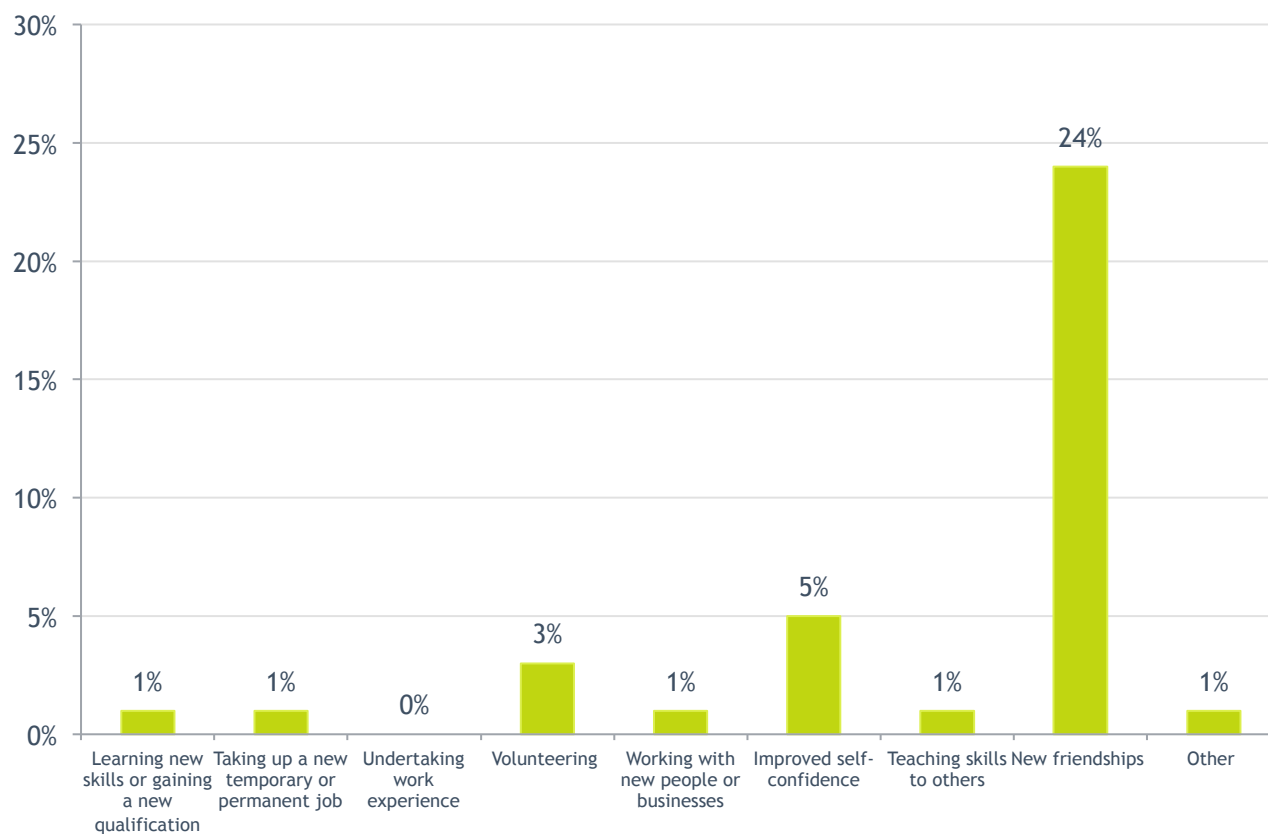
N: 557

10. How safe do you feel while attending the Carnival events?



N: 543

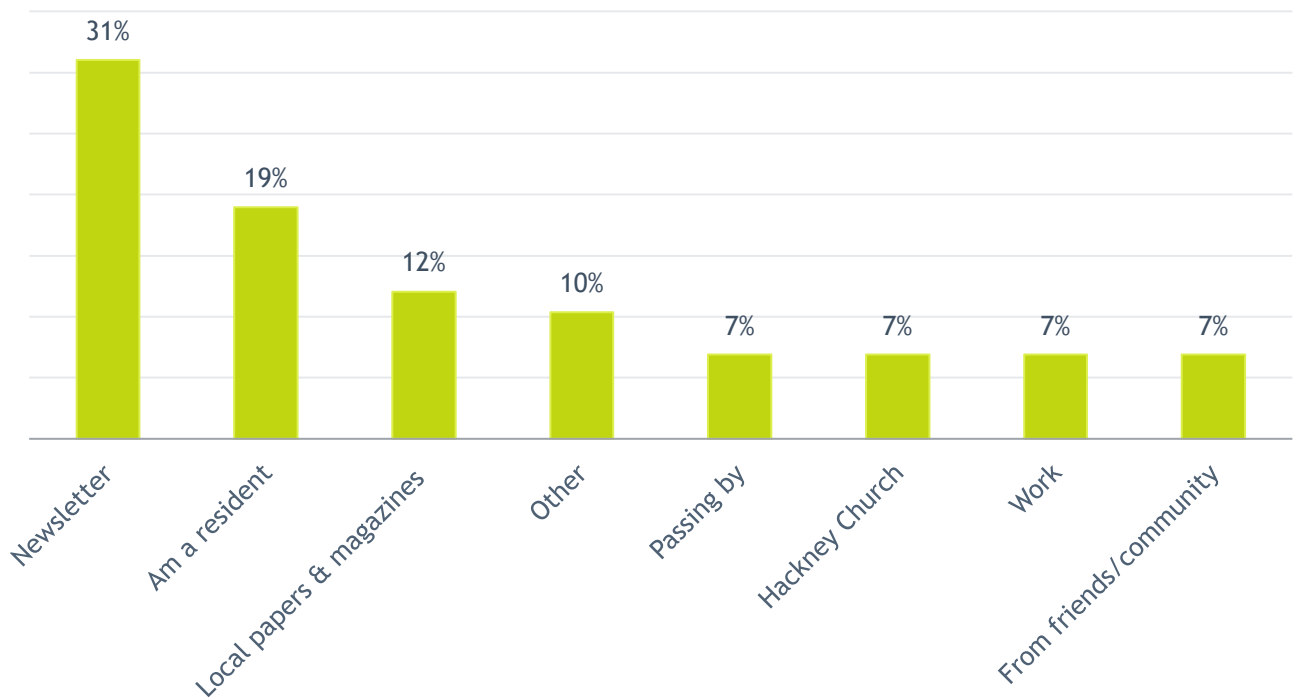
11. Through engaging with Hackney Carnival have you experienced any of the following?



N: 553

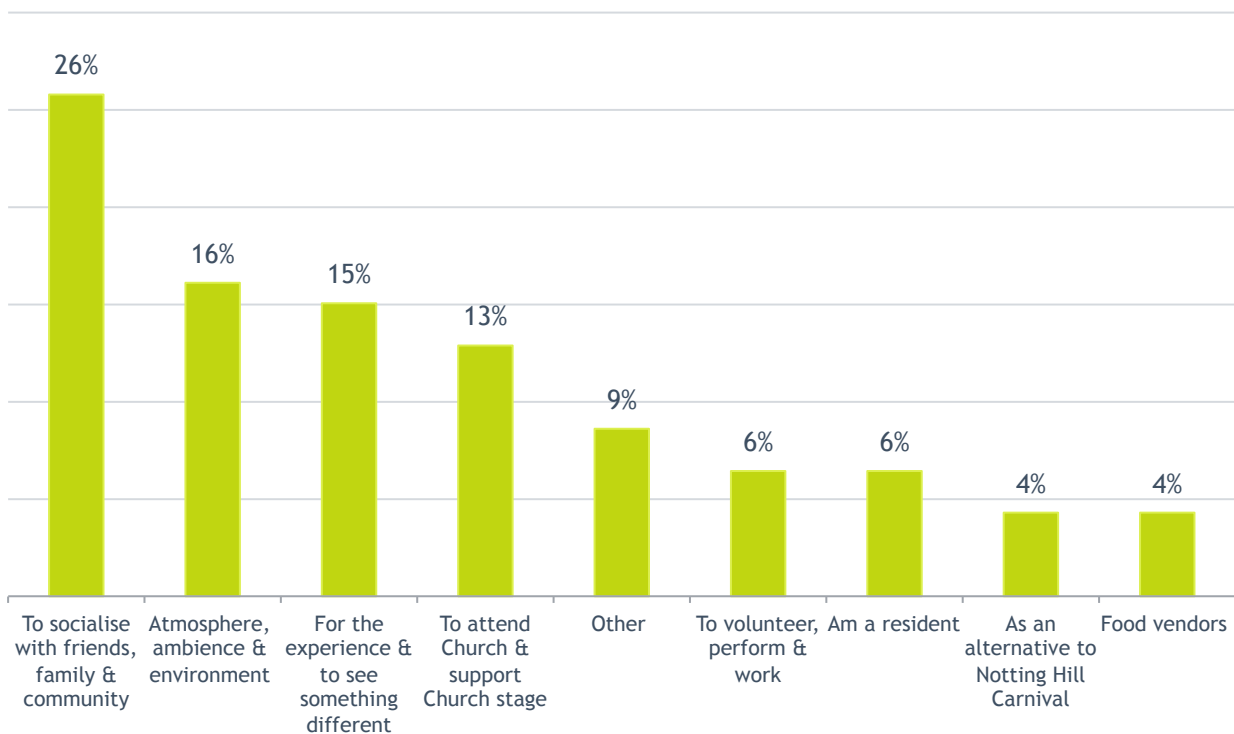
'Other' comments & coding

1. How did you hear about Hackney Carnival (other)



N: 58

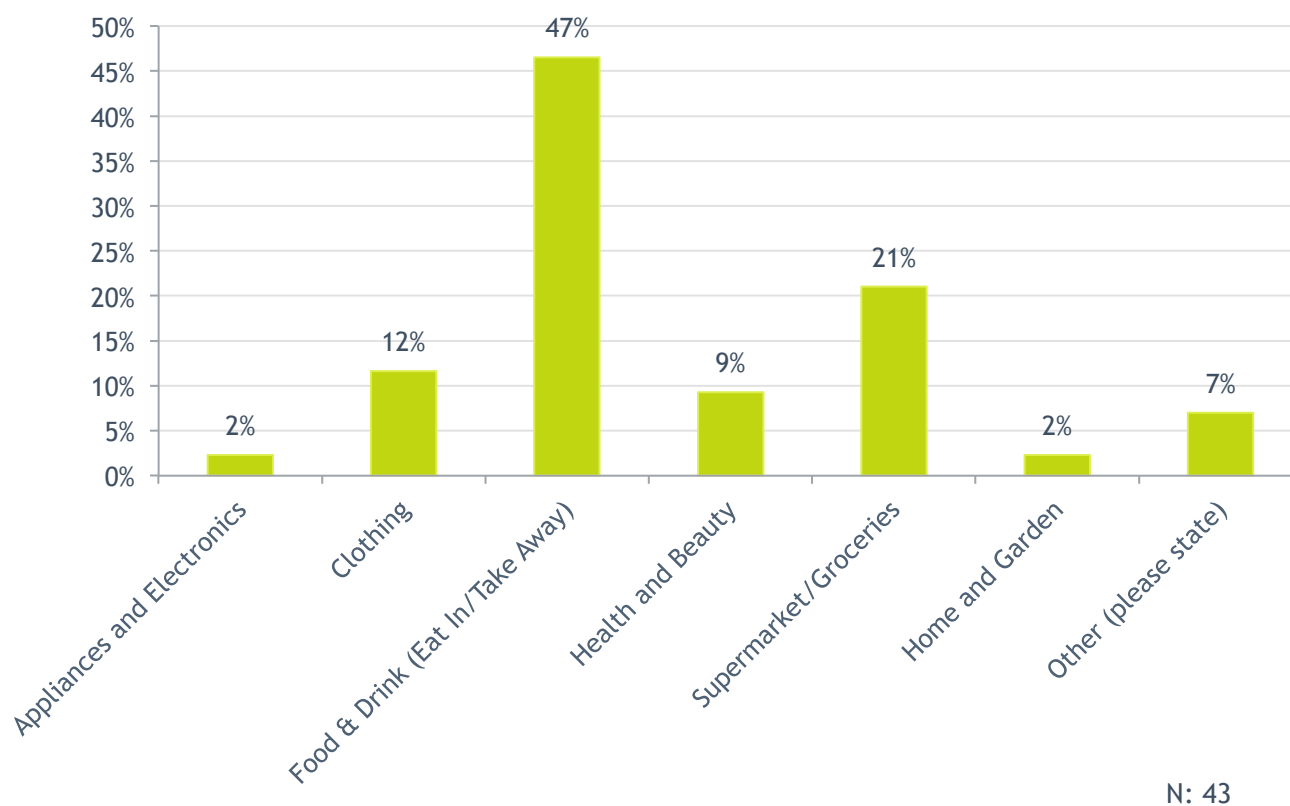
2. Why did you come to Hackney Carnival (other)



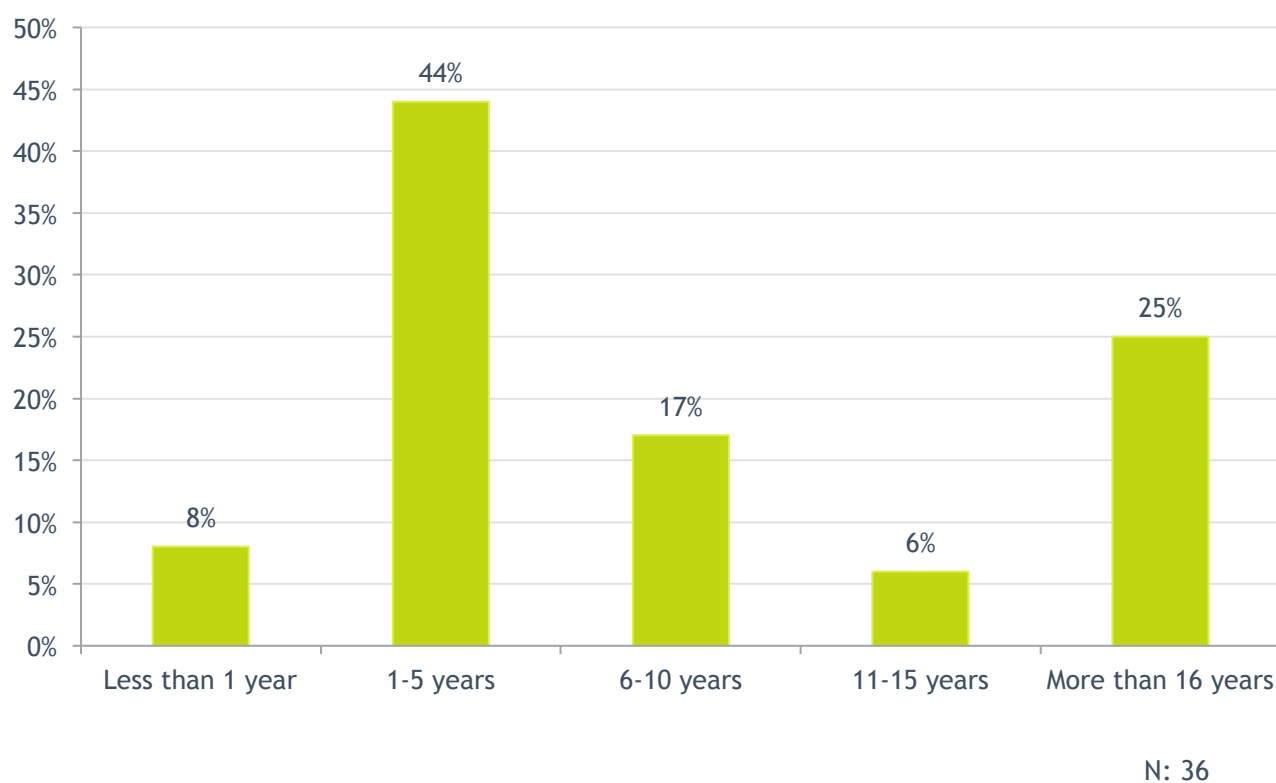
N: 93

Town centre business survey

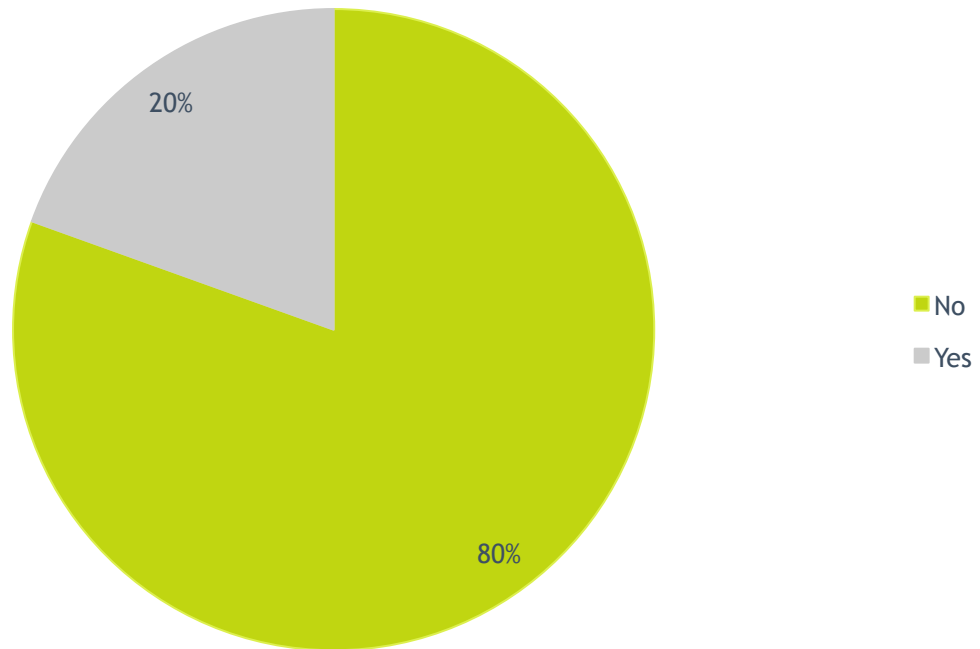
1. What is your main business activity



2. How long has your business been located in Hackney

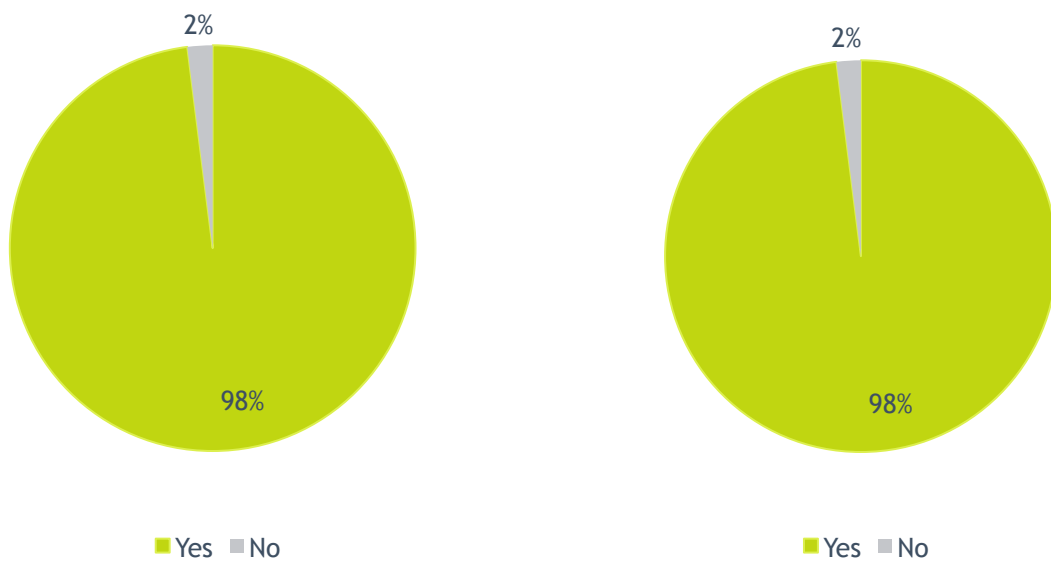


3. Did you change your Sunday opening hours because of Hackney Carnival



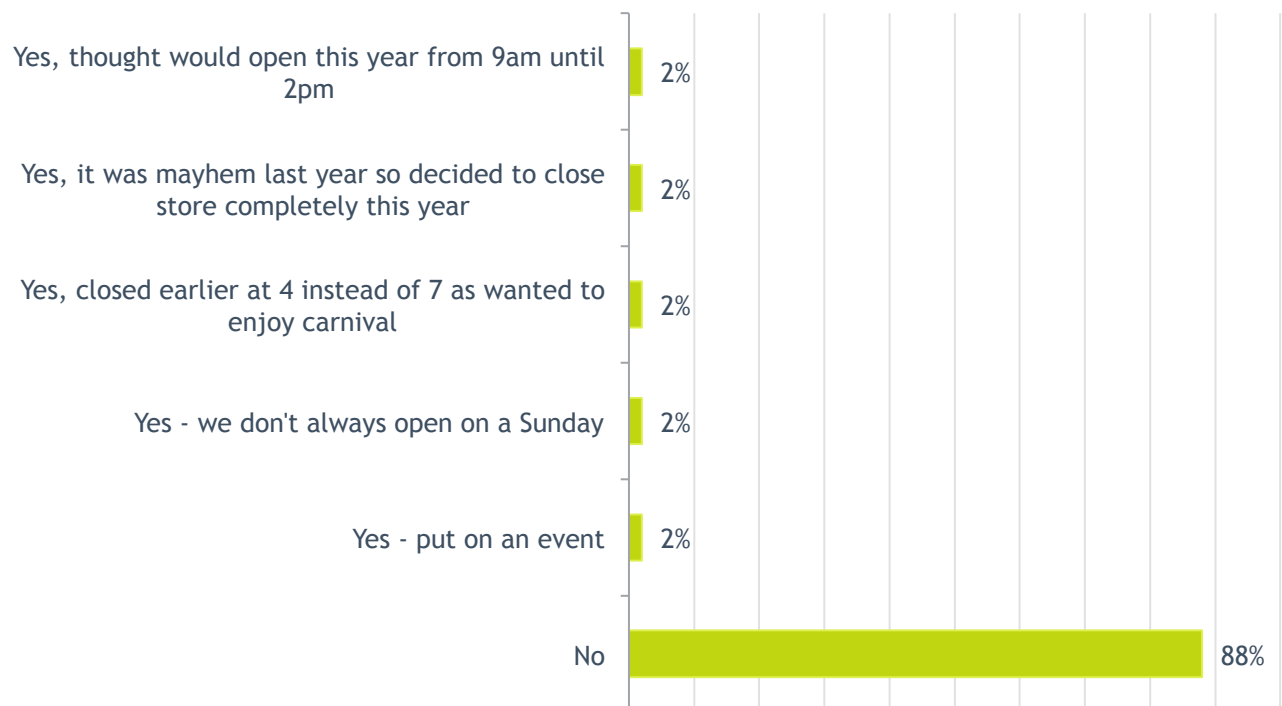
N: 41

4. Was your business open on the day of the Carnival & would you normally be open on a Sunday



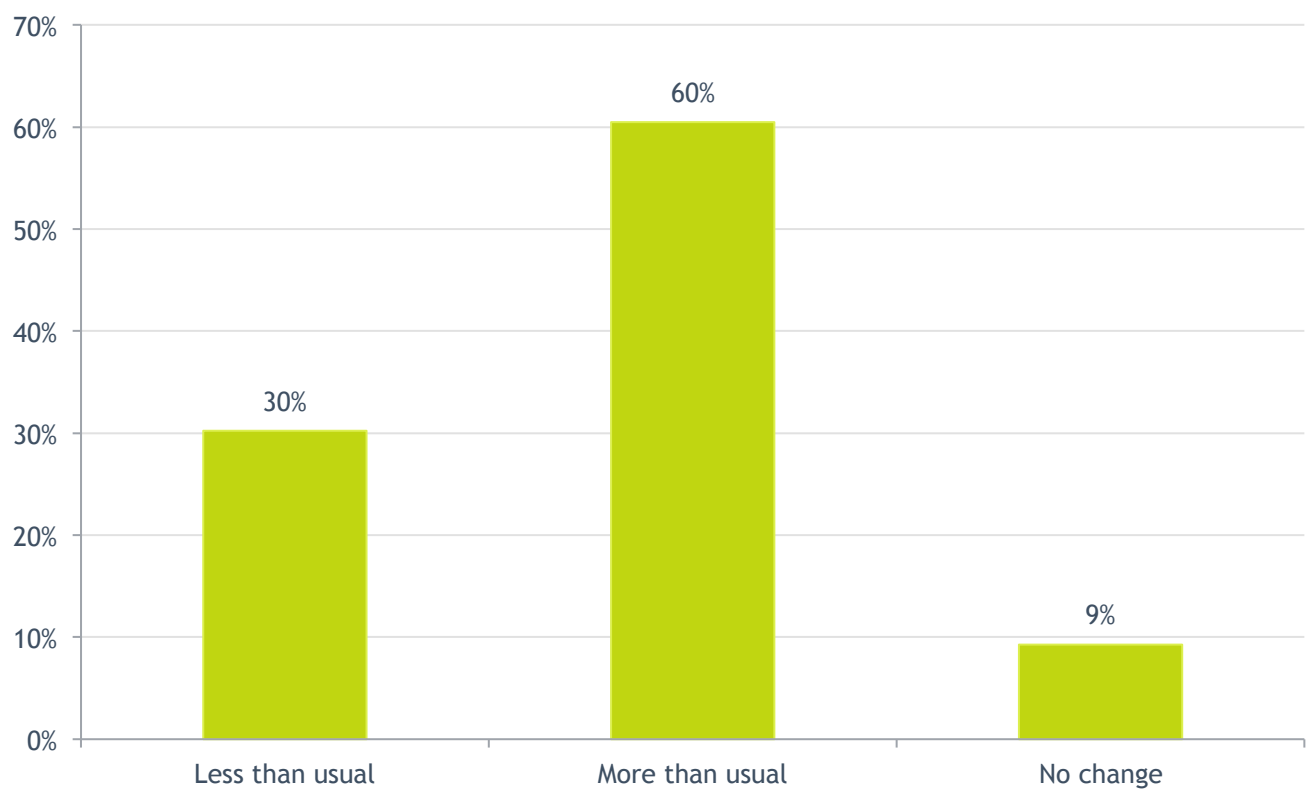
N: 43

5. Did you open/close especially for the Carnival



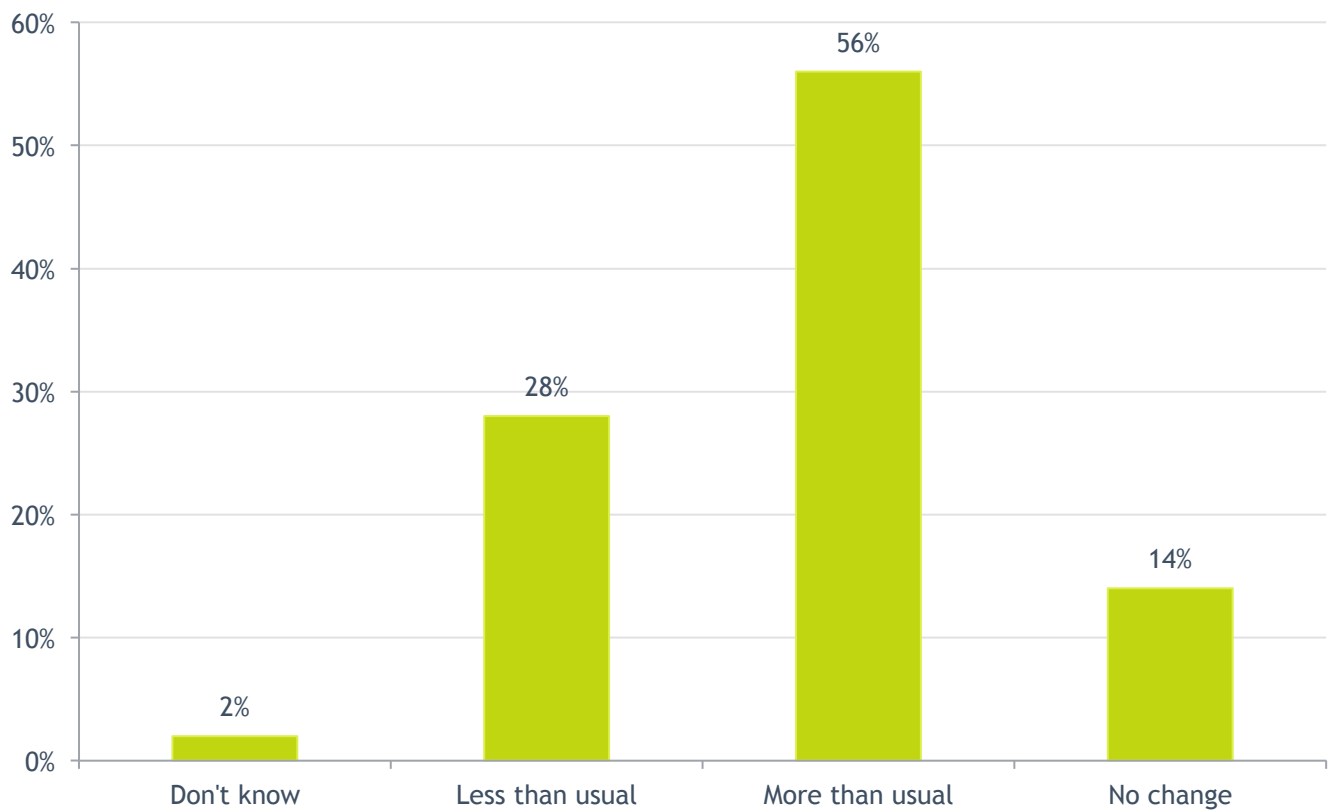
N: 43

6. Did you experience a change in footfall due to the Carnival



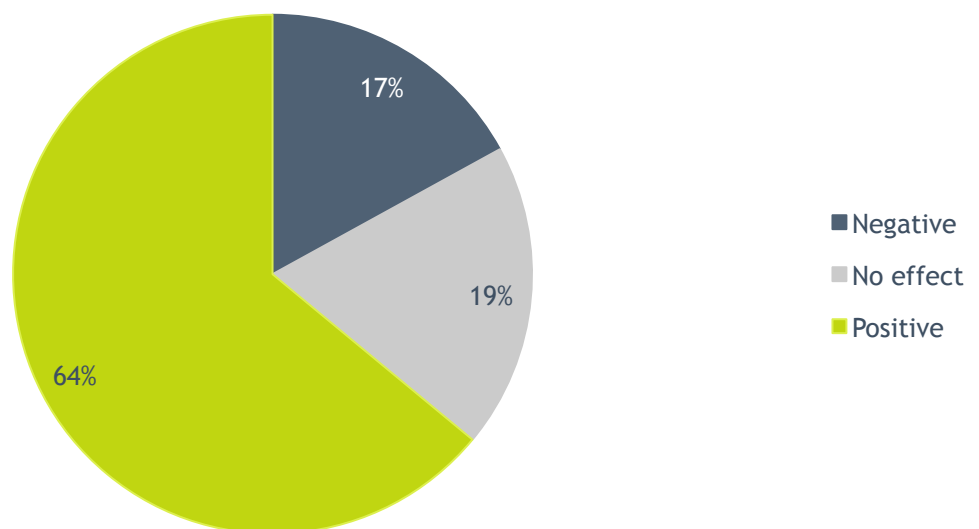
N: 43

7. Did you experience a change in turnover due to the Carnival



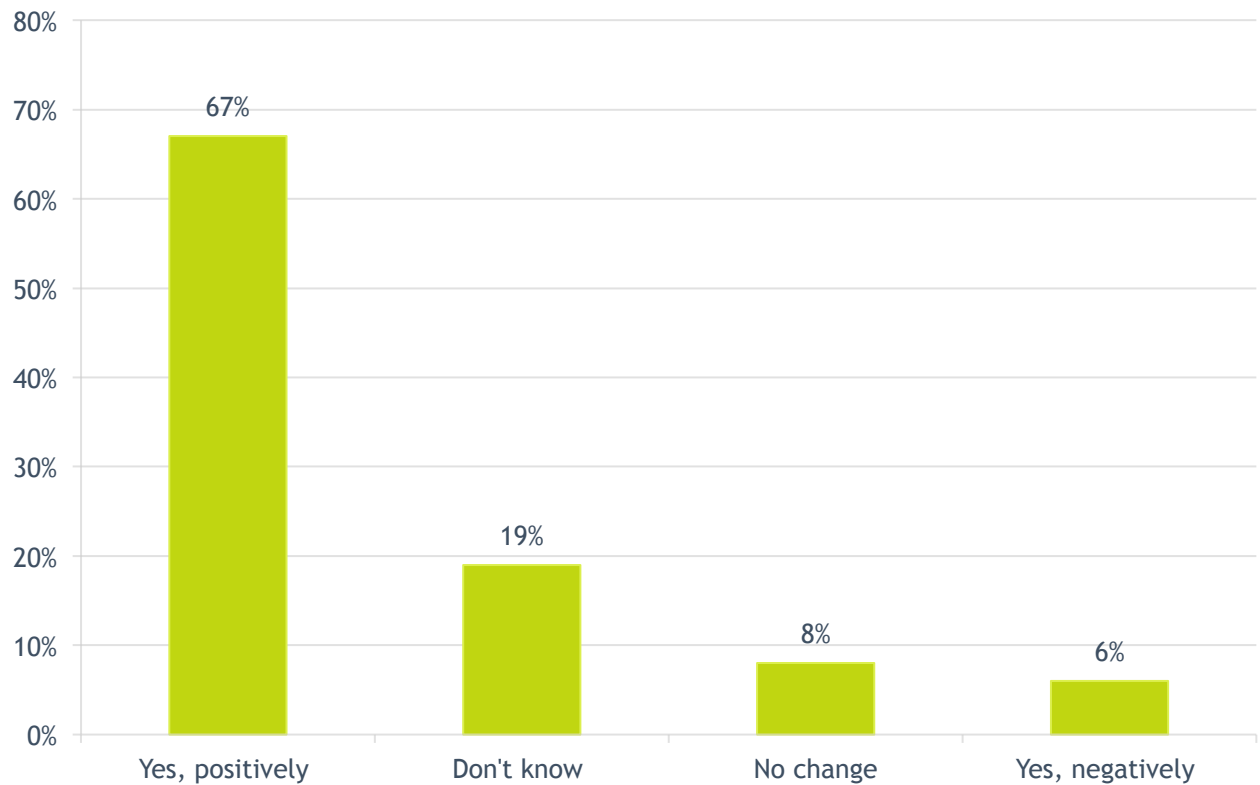
N: 43

8. Overall, what impact do you think Hackney Carnival had on your business



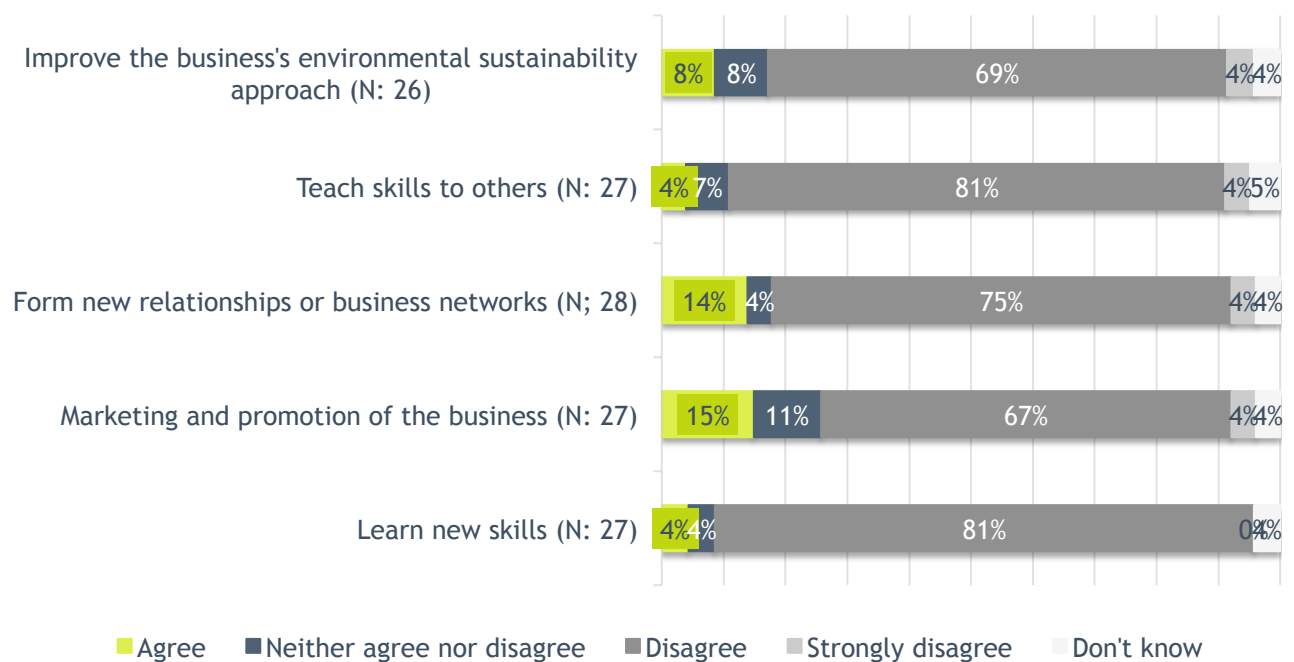
N: 42

9. Thinking ahead over the next few years, do you think Hackney Carnival will impact on the prospects for your business?

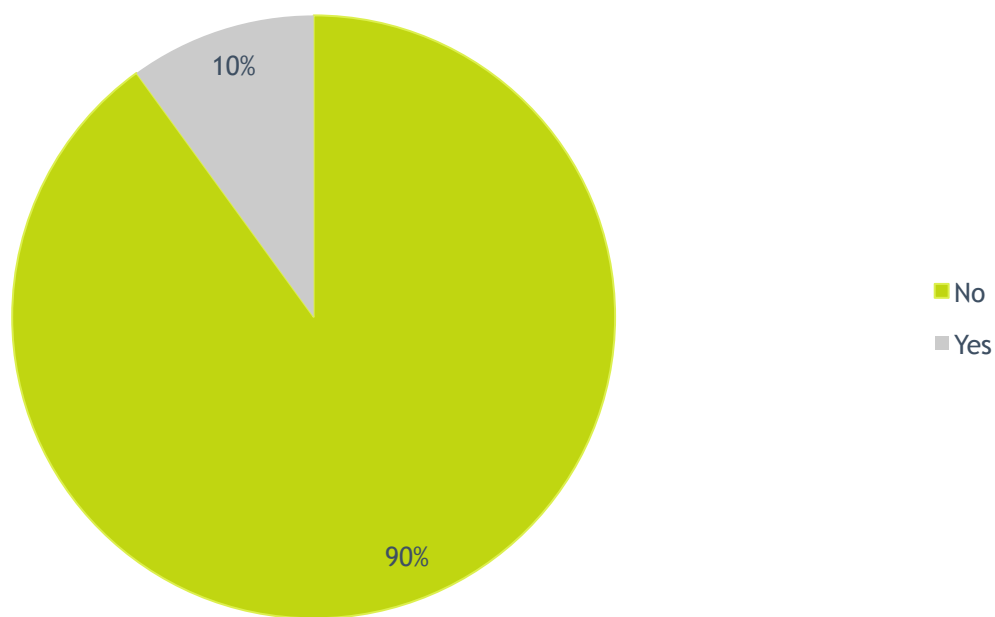


N: 36

10. Has being part of the Carnival given you the opportunity to do any of the following

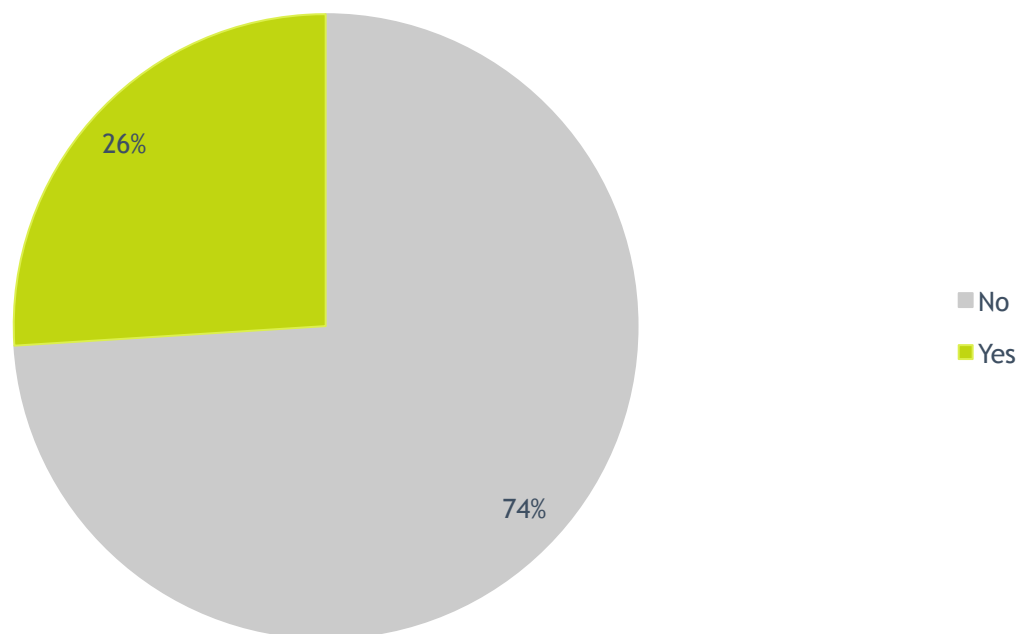


11. Did you buy any supplies specifically for/due to Hackney Carnival



N: 42

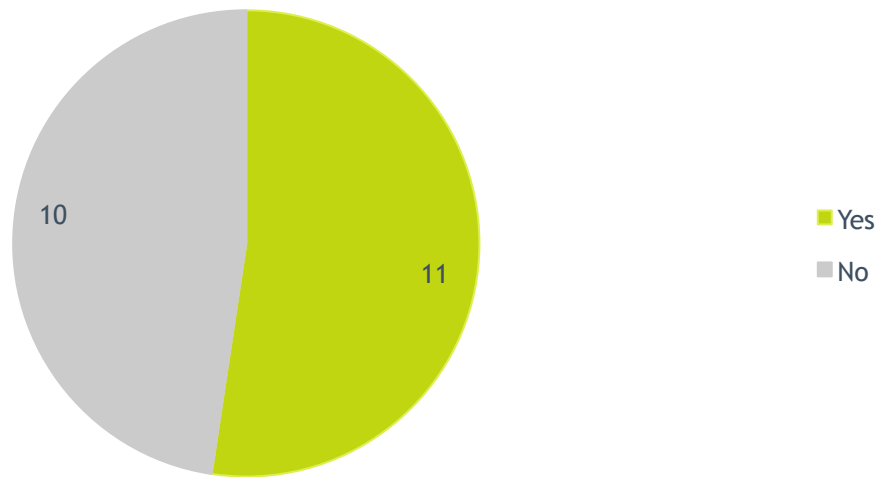
12. Did you employ any additional people for Hackney Carnival



N: 27

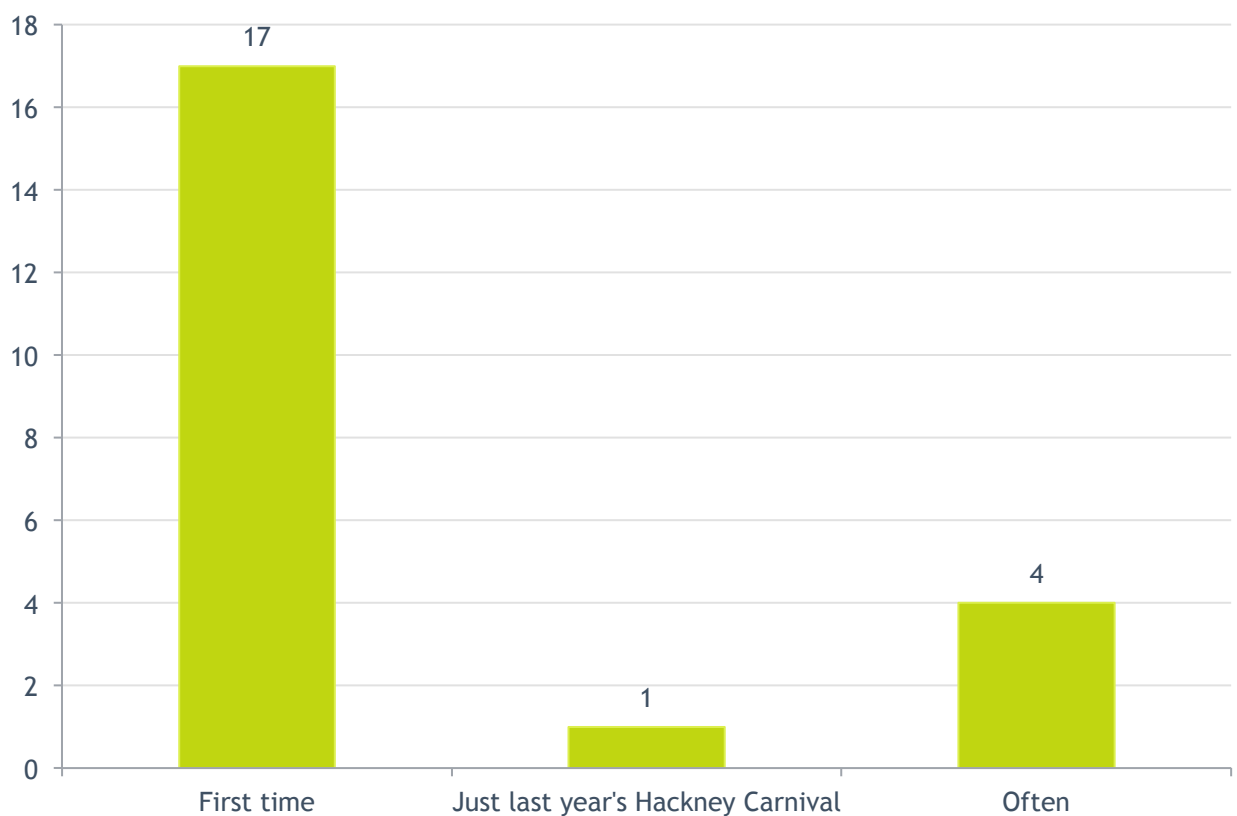
Carnival trader survey

1. Is this your business & is it a local/Hackney-based business



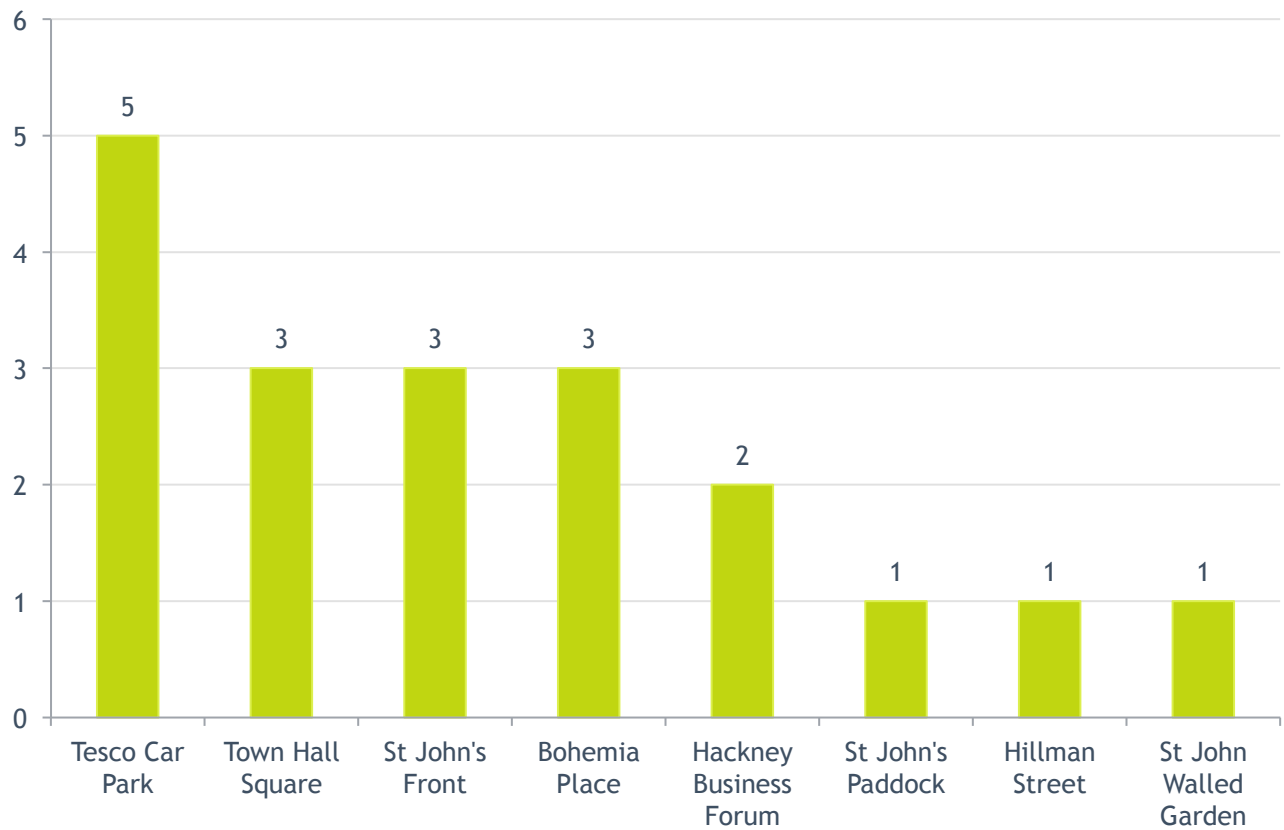
N: 21

2. Have you traded at Hackney Carnival before



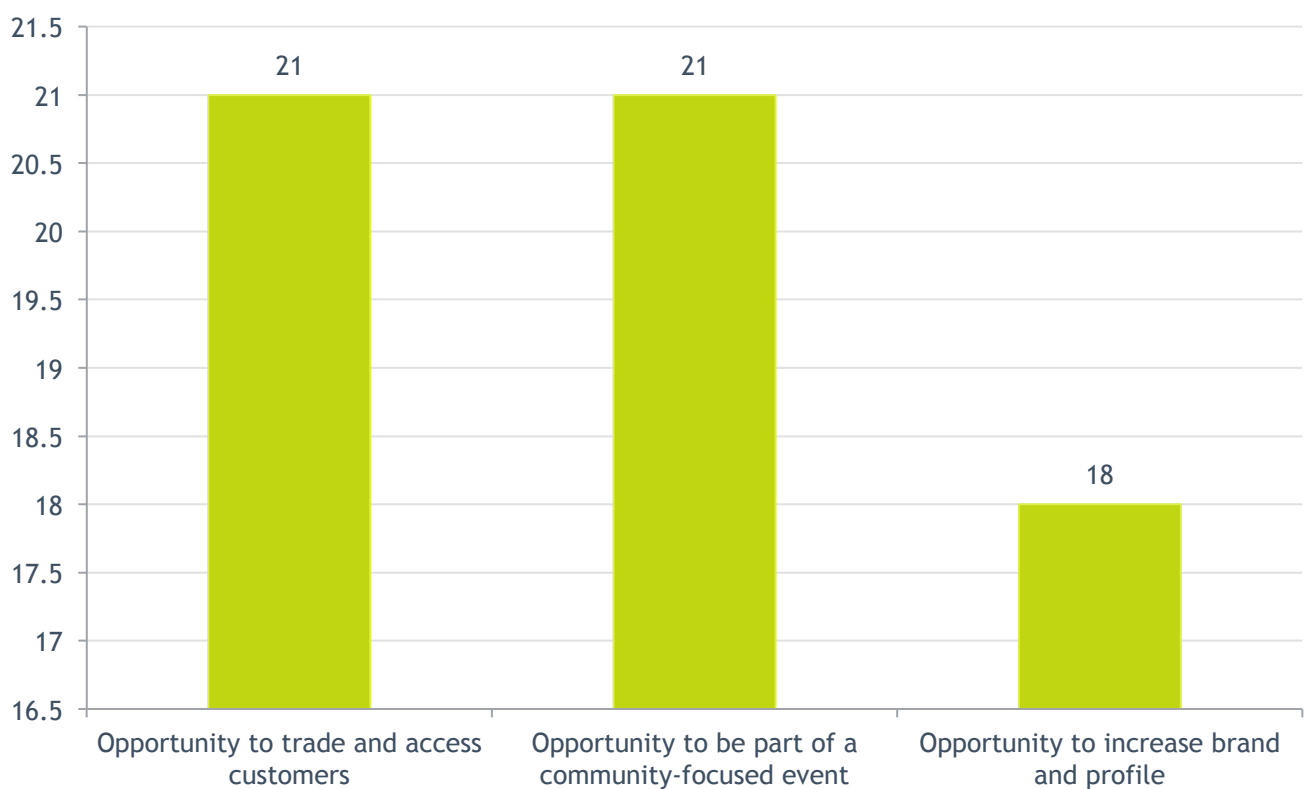
N: 22

3. Location (either on the day or at forums)



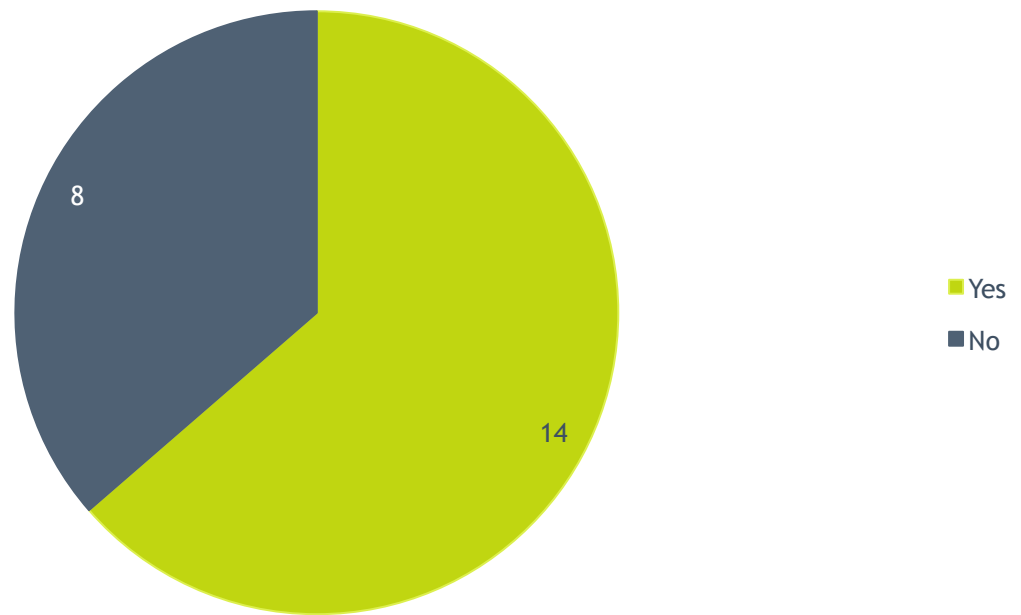
N: 19

4. Why did you want to trade at Hackney Carnival today (tick all that apply)



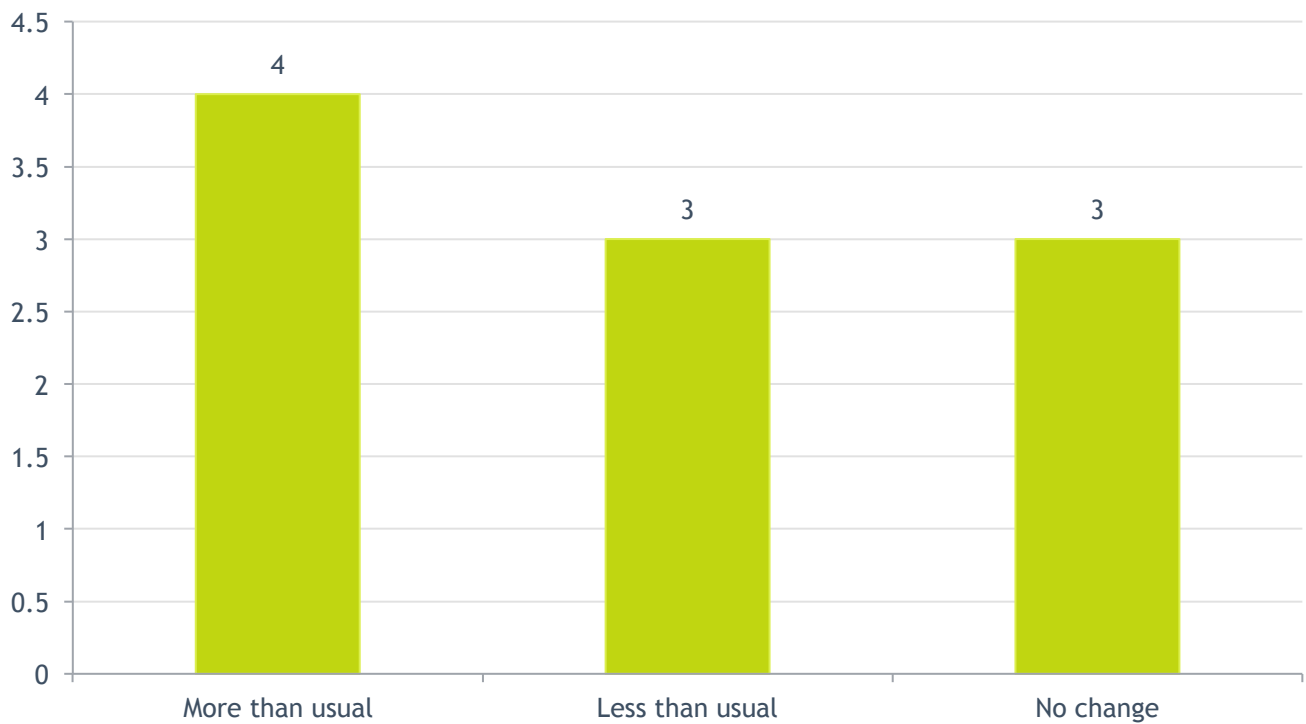
N: 22
96

5. Have you traded at other events/markets in Hackney before



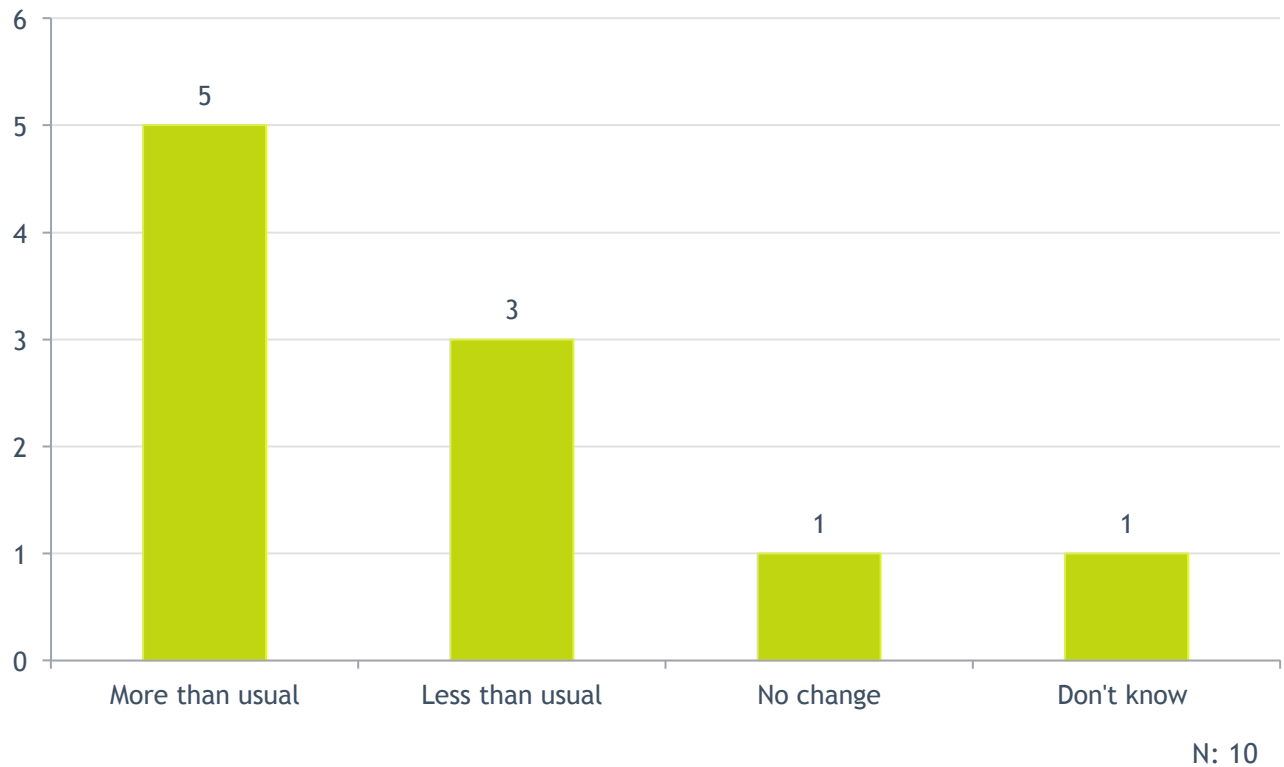
N: 22

6. How would you describe your trade today at Hackney Carnival compared to normal trading for INCOME

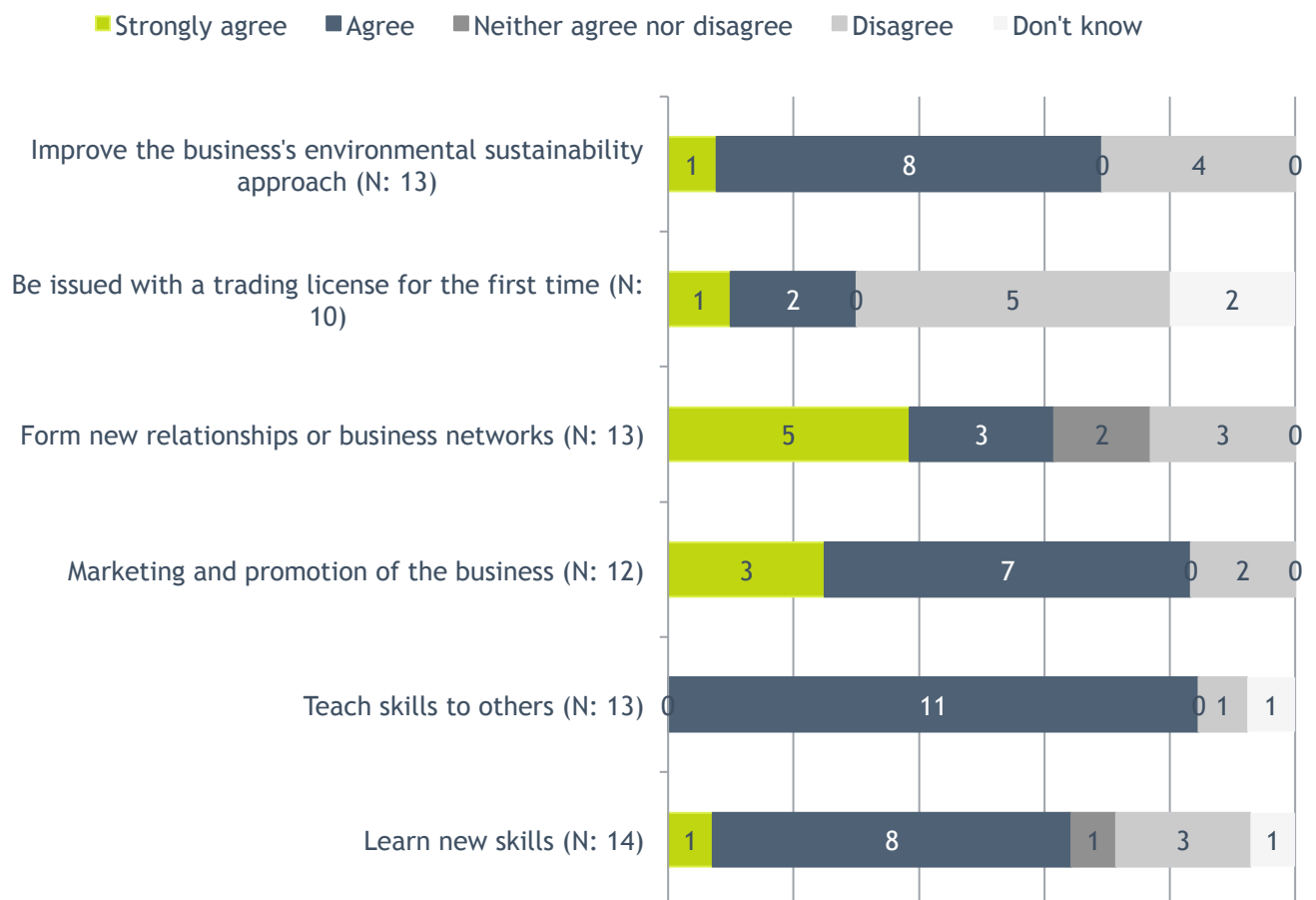


N: 10

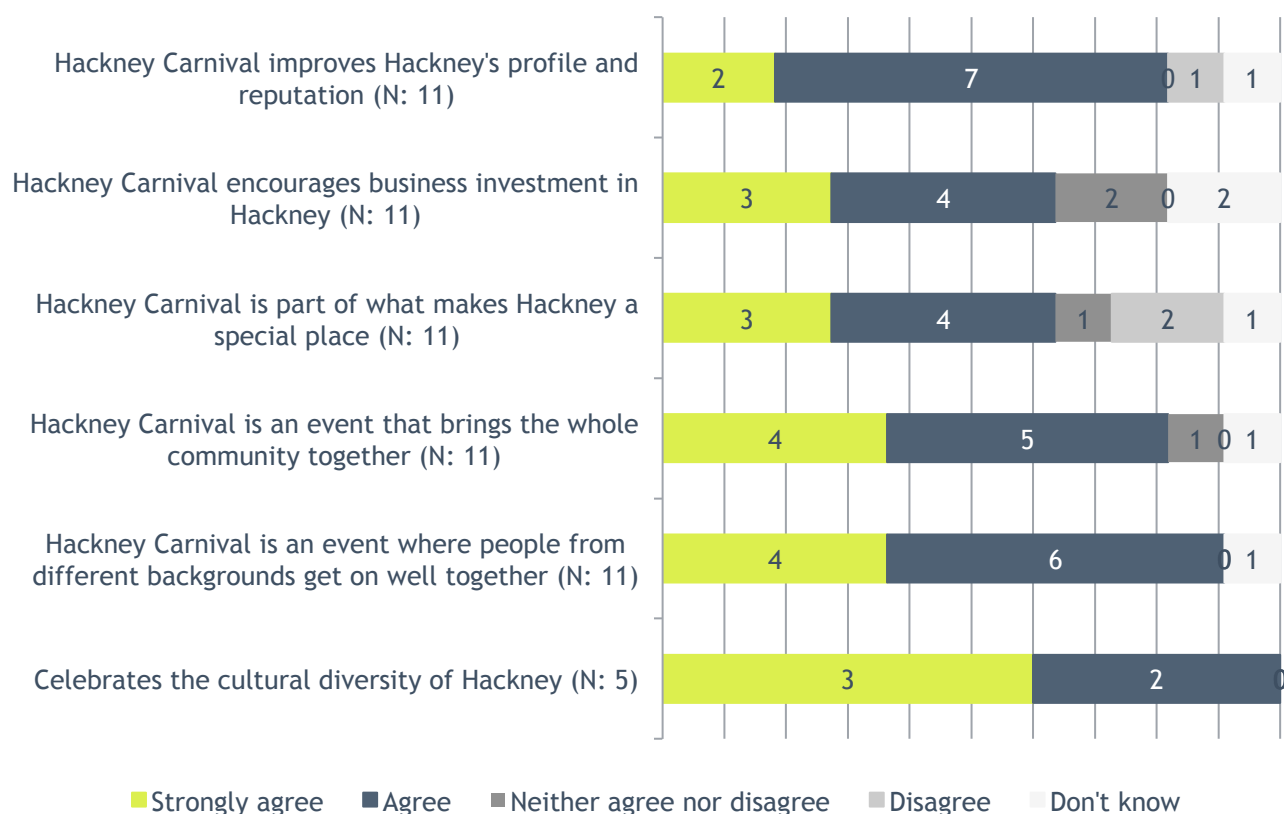
7. How would you describe your trade today at Hackney Carnival compared to normal trading for FOOTFALL



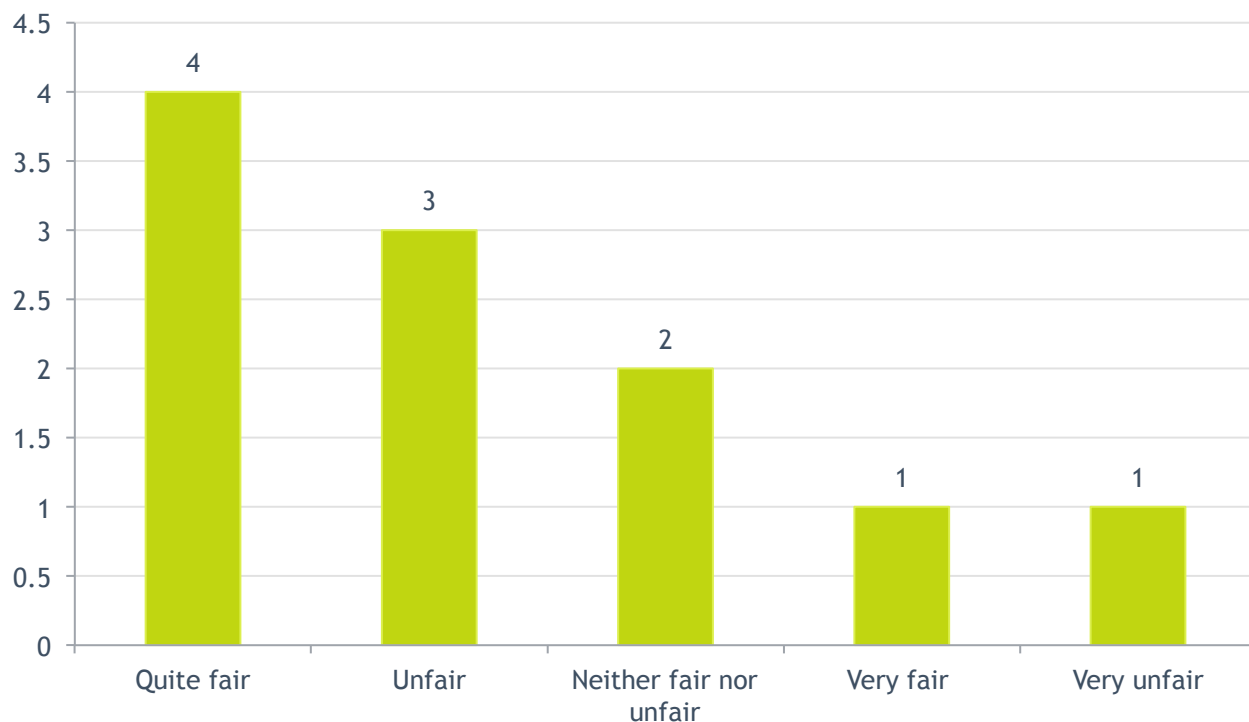
8. Has trading at Hackney Carnival given you the opportunity to:



9. Community cohesion & cultural diversity

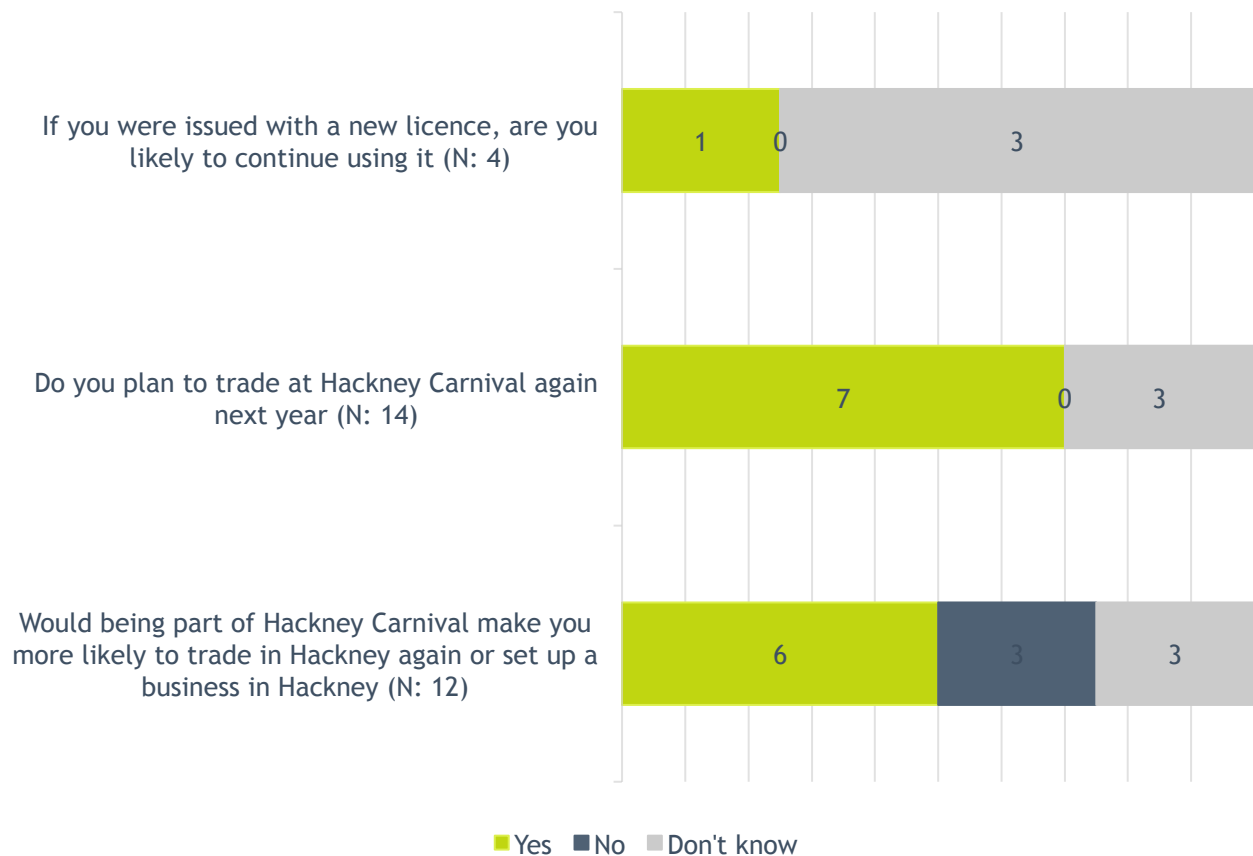


10. How fair do you think the prices are for a vendor stall at Hackney Carnival

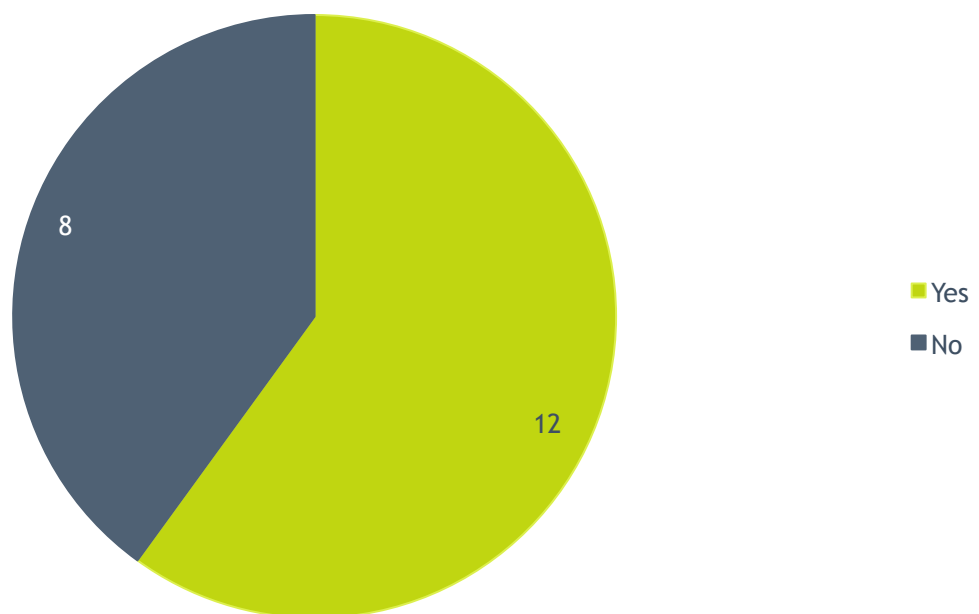


N: 11

11. Trading at Hackney Carnival

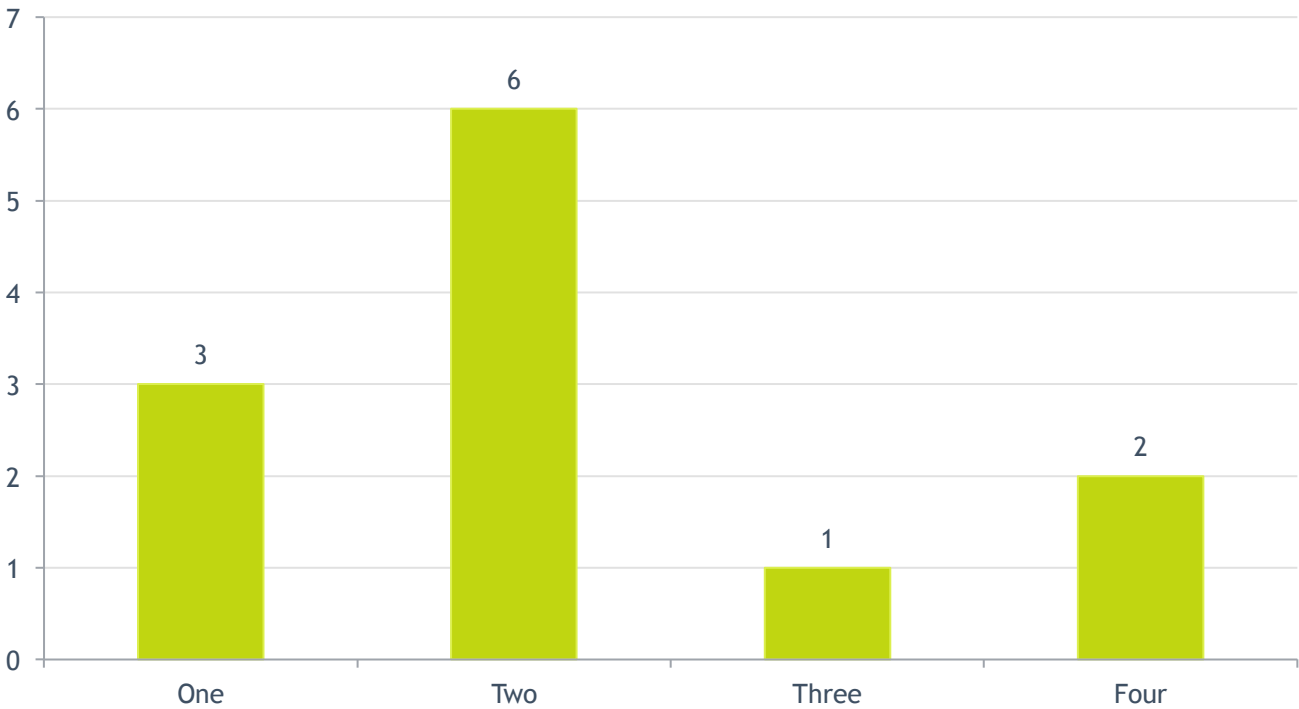


12. Have you taken on any more people today for the Carnival



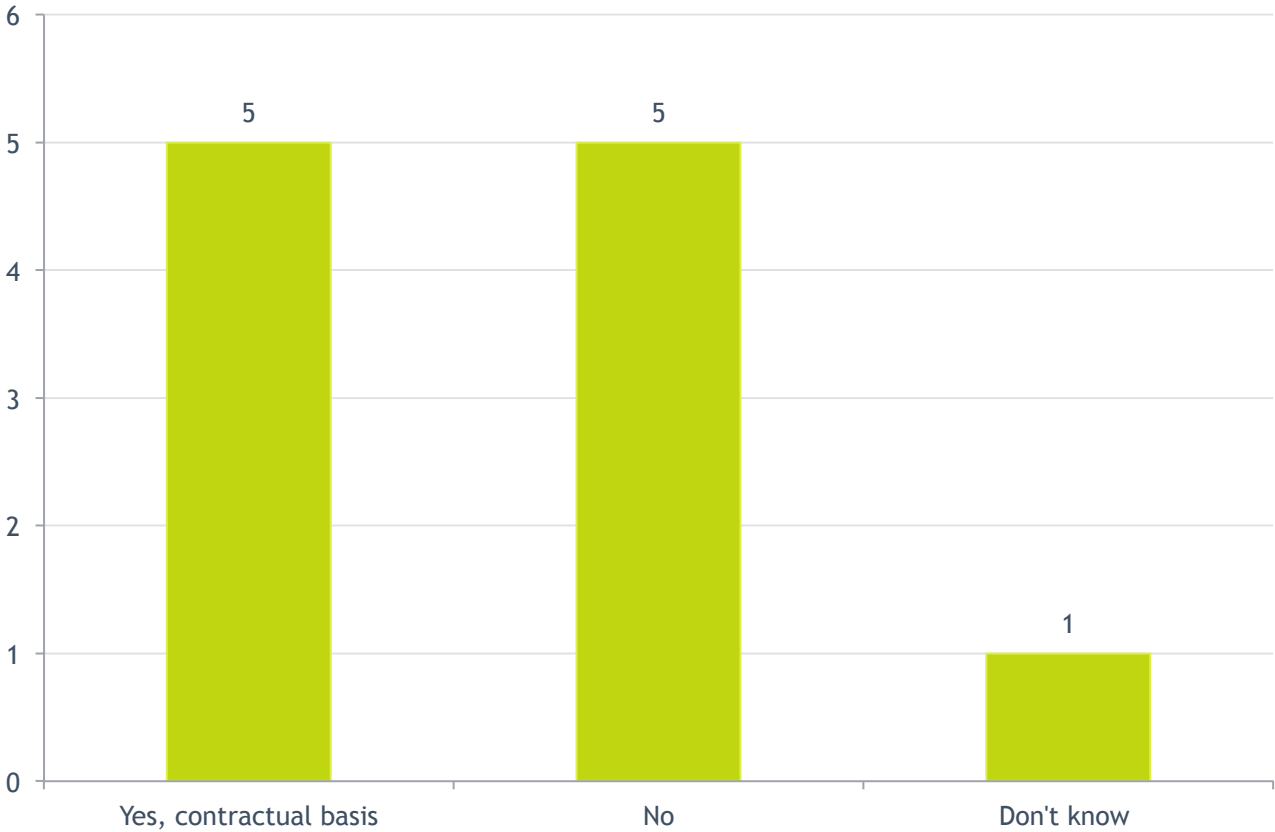
N: 20

13. If yes (to above question), how many



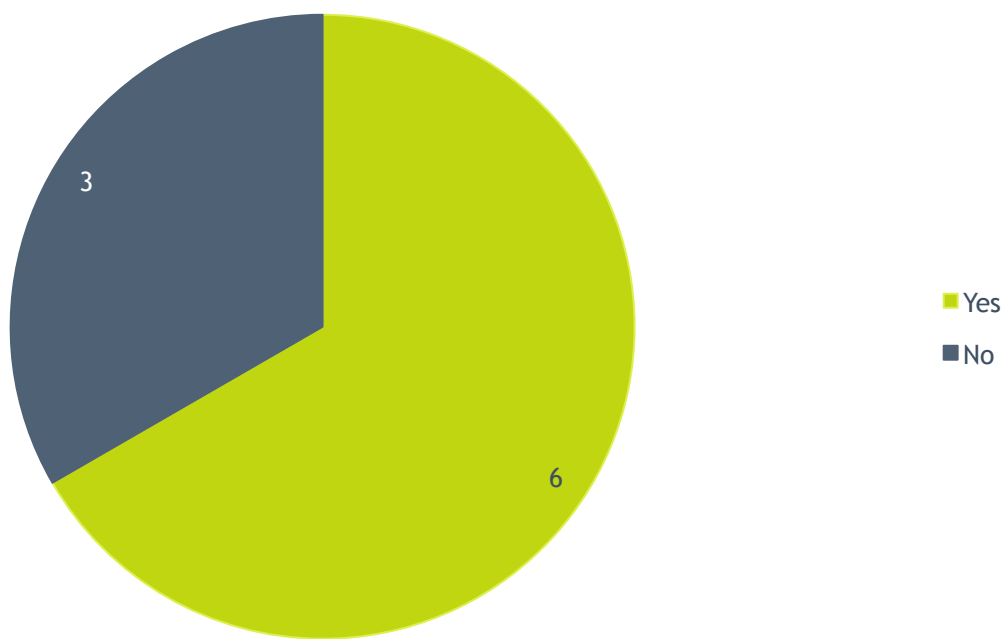
N: 12

14. Will they still be employed with you after Hackney Carnival



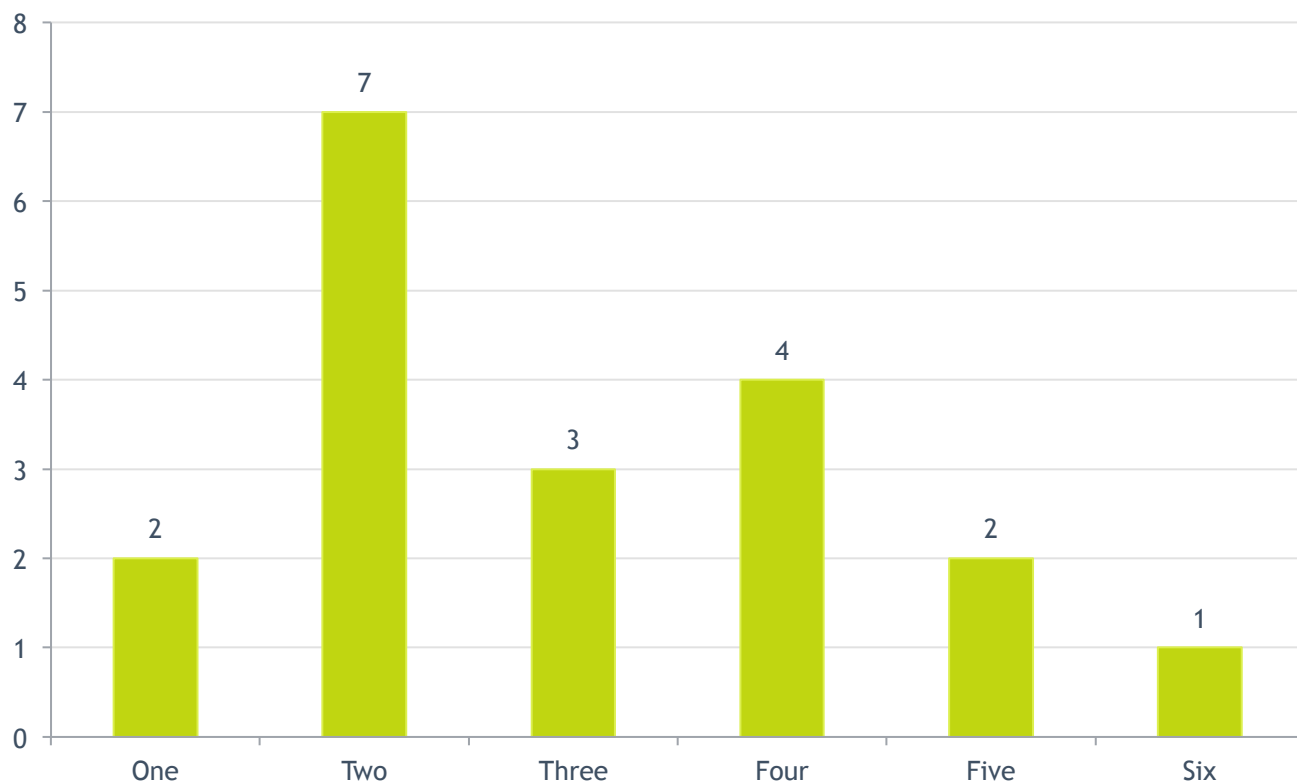
N: 11

15. Are these new employees from Hackney?



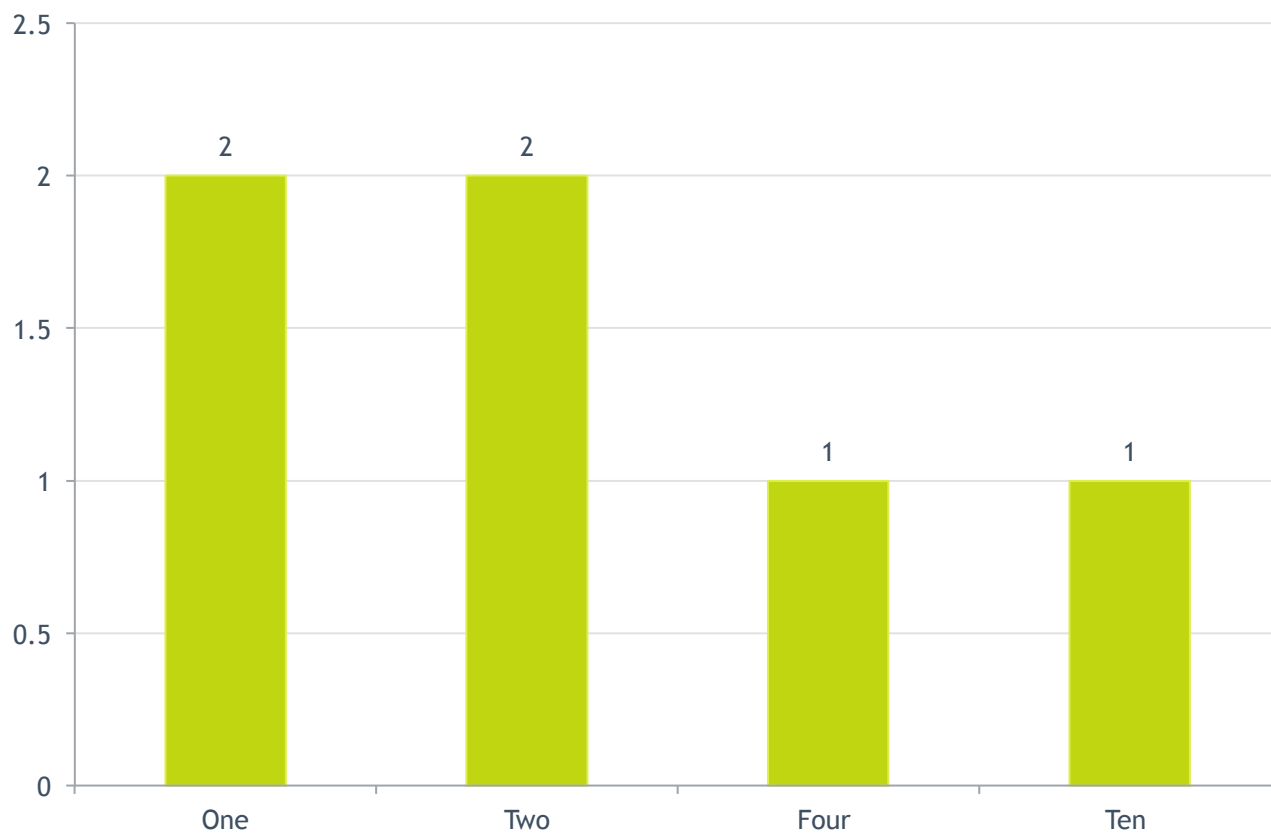
N: 9

16. How many people are working at your stall today FULL TIME?



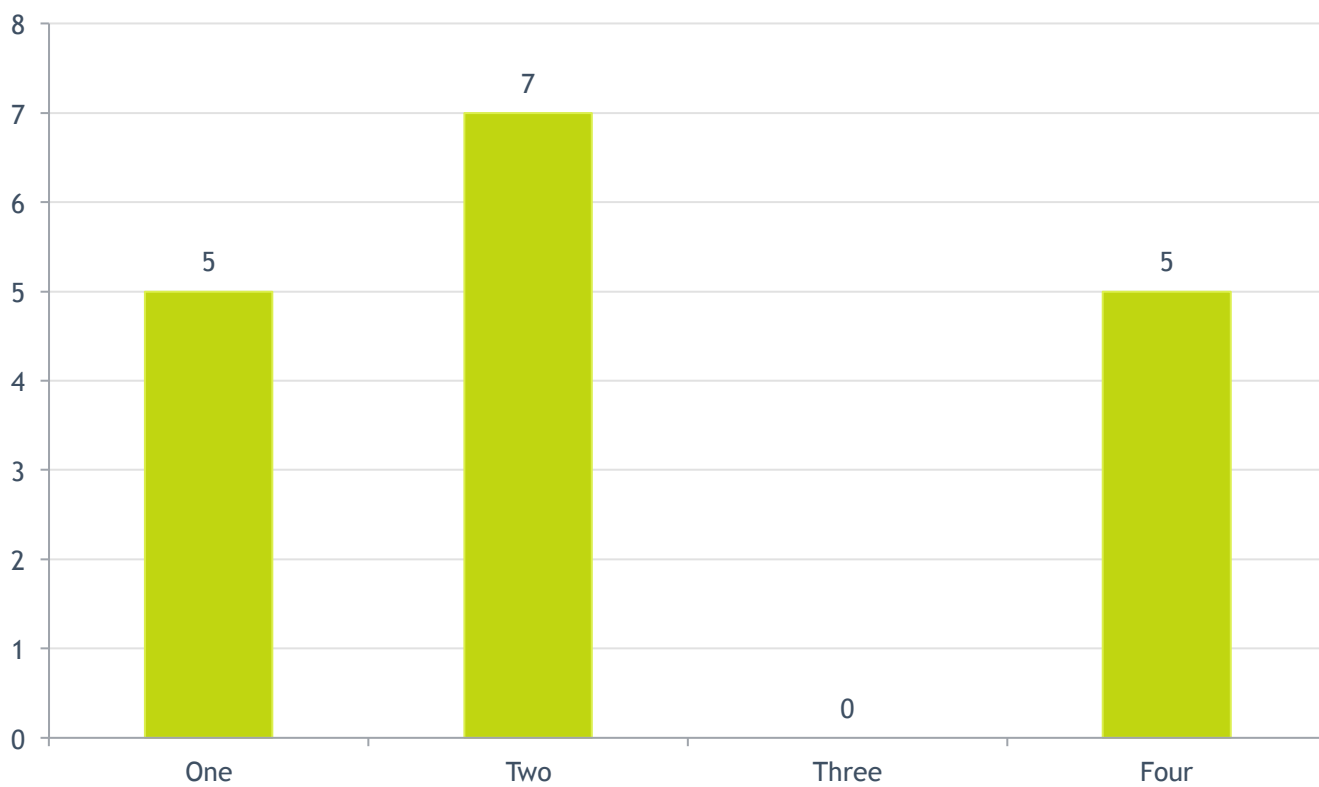
N: 19

17. How many people are working at your stall today PART TIME



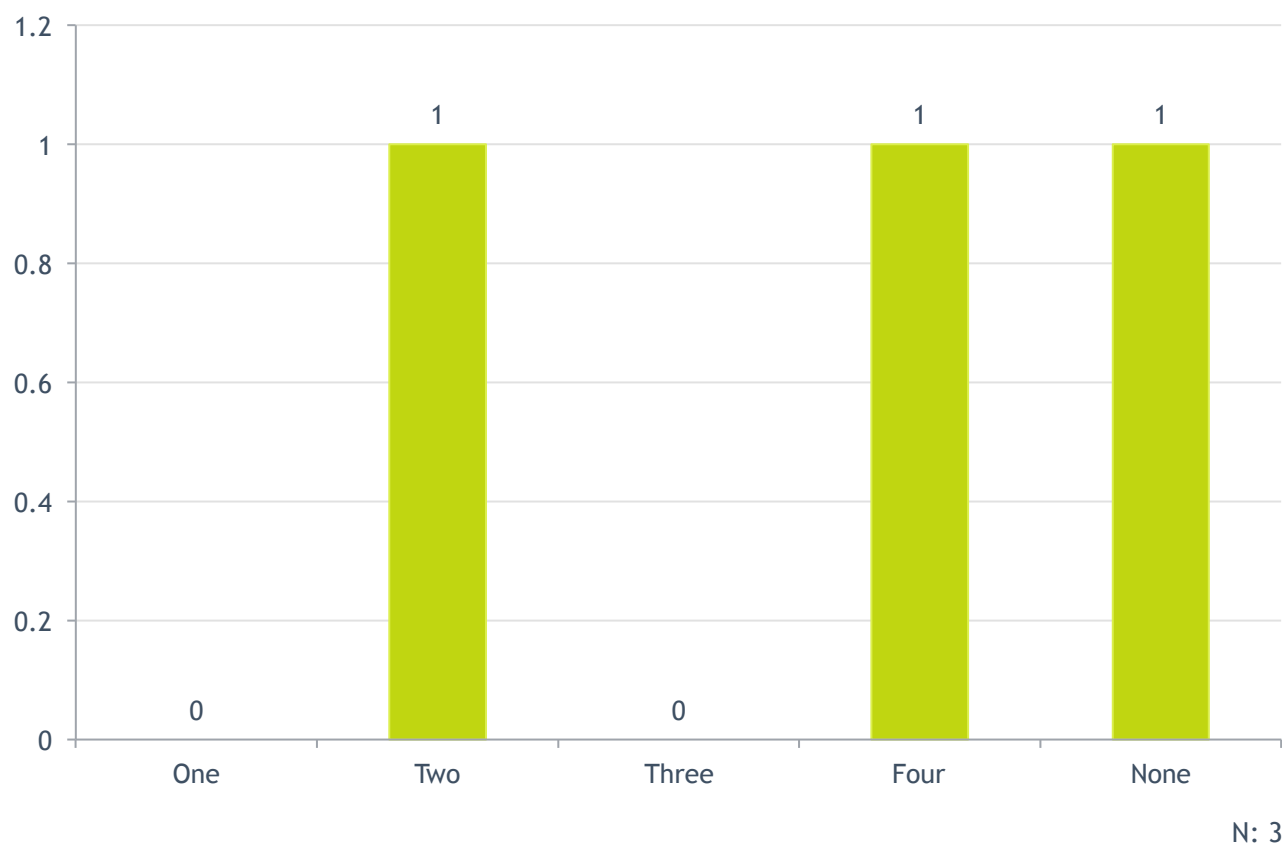
N: 6

18. How many people do you typically employ FULL TIME

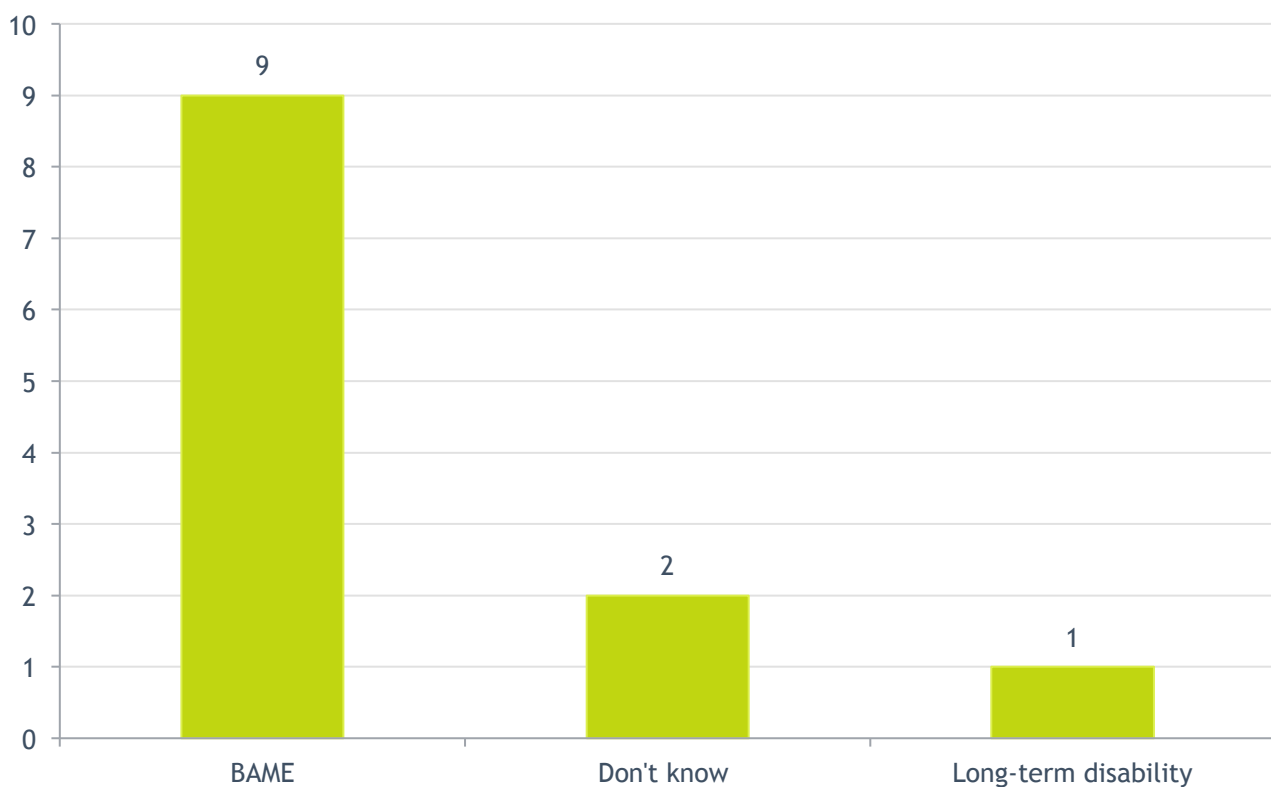


N: 17

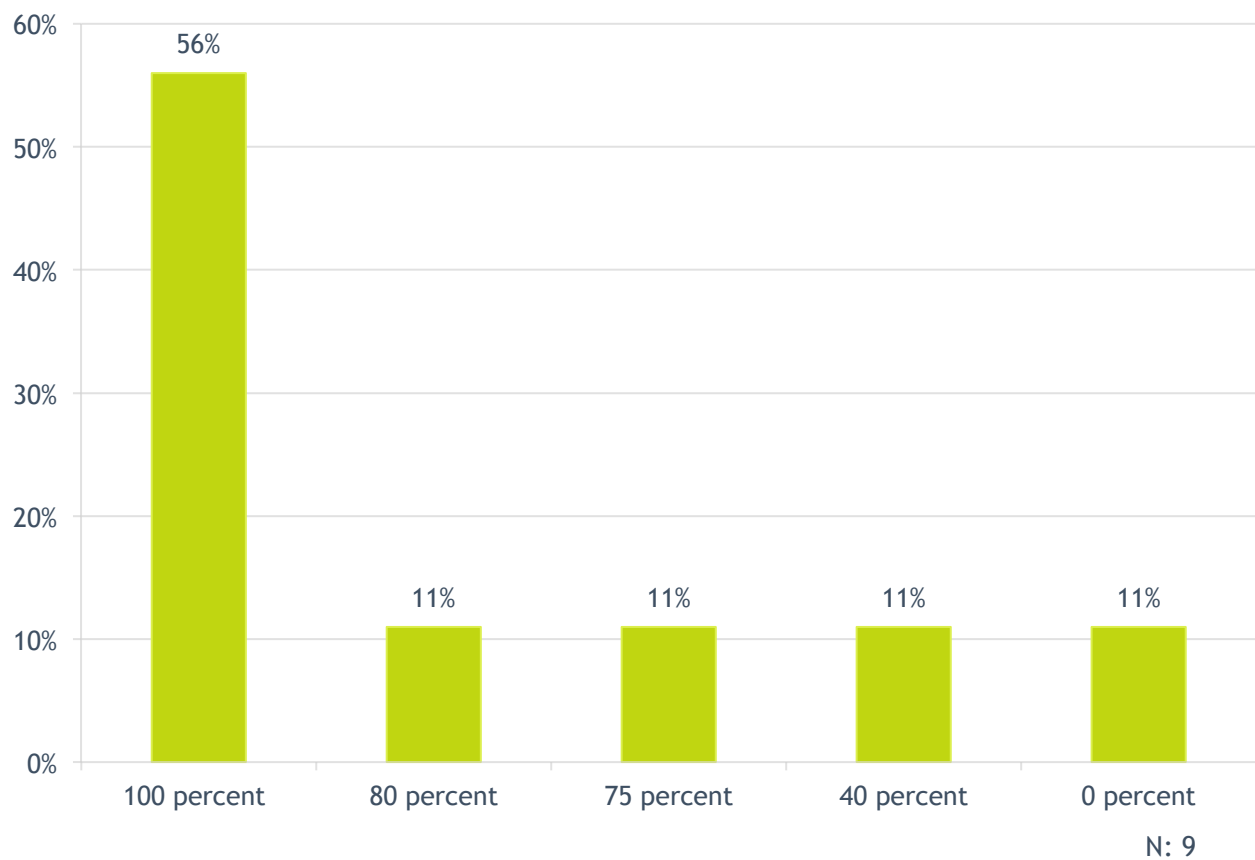
19. How many people do you typically employ PART TIME



20. Do any of these additional employees fit within the following equalities groups



21. Roughly what percentage of your supplies (for the Carnival) were purchased in the borough



Appendix C – Survey questions

Economic & Social Impact Questions		
Survey indicator/question	Purpose	Survey audience
Q: Demographic information (gender identity, sexual orientation, disability, age, religion, postcode, career)	General information	Attendee
Q: Are you a Hackney borough resident?	General information	Attendee
Q: [If Hackney resident] How long have you been a Hackney resident?	General information	Attendee
Q: Have you been to the Hackney Carnival before?	General information	Attendee
Q: How did you hear about Hackney Carnival?	General information	Attendee
Q: [Non-resident] Did you come to Hackney today especially for Hackney Carnival?	Social impact model	Attendee
Q: Why did you come to Hackney Carnival today?	Social impact mode	Attendee
Q: Did you participate in any other events/activities in preparation for Hackney Carnival?	Social impact model	Attendee
Q: What made you want to volunteer/perform at Hackney Carnival?	Social impact model	Performer
Q: Have you volunteered/performed at other carnivals, festivals or events? If yes, which ones?	Social impact model	Performer
Q: Who are you attending with?	Social impact model	Attendee
Q: Which three words would you use to describe how participating in or attending Carnival makes you feel?	Social impact model	Attendee, Local business, Trader

<p>Q: How much do you expect to spend [did you spend] at Hackney Carnival on:</p> <ul style="list-style-type: none"> • Food/drink at stalls and local shops • Entertainment at stalls and local shops • Merchandise at stalls and local shops • Other at stalls and local shops 	Economic impact model	Attendee
<p>Q: Overall how affordable was the food and drink at Hackney Carnival today</p>	General information	Attendee
<p>Q: Did you (will you) stay overnight in Hackney because of Hackney Carnival?</p> <ul style="list-style-type: none"> • If yes, how many nights? • Did you/will you pay for accommodation? • How much per night? 	Economic impact model	Attendee
<p>Q: To what extent do you agree or disagree with these statements:</p> <ul style="list-style-type: none"> • Hackney Carnival increases my understanding of other cultures • Hackney Carnival is an event where people from different backgrounds get on well together • Hackney Carnival is an event that brings the whole community together • By attending Hackney Carnival today, I am spending time with people who are different from my usual social network • Hackney Carnival is accessible to me, my friends and family • Hackney Carnival allows me to spend quality time with my friends and family • Hackney Carnival encourages business investment in Hackney 	Social impact model/ economic impact model	Attendee, Local business, Trader
<p>Q: Do you agree or disagree that Hackney Carnival celebrates the cultural diversity of Hackney? Why or why not?</p>	Social impact model	Attendee
<p>Q: While at Hackney Carnival today, other than the people you came with, did you talk with people from different backgrounds from you?</p>	Social impact model	Attendee
<p>Q: To what extent do you agree or disagree with these statements:</p> <ul style="list-style-type: none"> • Hackney Carnival is part of what makes Hackney a special place • Hackney Carnival improves Hackney's profile and 	Social impact model, economic impact model	Attendee

<ul style="list-style-type: none"> reputation [Resident only] Hackney Carnival makes me feel proud of Hackney [Non-resident] As a result of visiting Hackney Carnival today, I am more likely to visit Hackney again Attending/participating in Hackney Carnival has made me more likely to attend other cultural events 		
<p>Q: [Resident] Does Hackney Carnival make you feel differently about Hackney as a place to live? Does it...</p> <ul style="list-style-type: none"> Make it more likely that you will remain a resident of Hackney for a number of years? Increase your feelings of belonging to Hackney Make you feel more comfortable with people from different backgrounds to yours in your local area? 	Social impact model	Attendee
<p>Q: How safe do you feel while attending the Carnival events?</p>	Social impact model	Attendee
<p>Q: Through engaging with Hackney Carnival have you experienced any of the following:</p> <ul style="list-style-type: none"> Learning new skills or gaining a new qualification Marketing and promotion of your business Improve your business's environmental sustainability approach Taking up a new temporary or permanent job Undertaking work experience Volunteering Working with new people or businesses Improved self-confidence Teaching skills to others New friendships Other 	Social impact model, economic impact model	Attendee, Local business, Trader
<p>Q: Anything more you'd like to say about what Hackney Carnival means to you?</p>	Social impact model	Attendee, Local business, Trader
<p>Q: Is this your business?</p>	General information	Local business, Trader
<p>Q: How long has your business been located in Hackney? / Is it a local Hackney-based business?</p>	General information	Local business, Trader
<p>Q: What is your main business activity?</p>	General information	Local business, Trader

Q: Have you traded at Hackney Carnival before?	General information	Trader
Q: Have you trade at other events/markets in Hackney before? <ul style="list-style-type: none"> If yes, which ones? If no, why not? 	General information	Trader
Q: Do you trade at other events in London? <ul style="list-style-type: none"> If yes, which ones? 	General information	Trader
Q: Why did you want to trade at Hackney Carnival today?	General information	Trader
Q: What, if any, economic and other opportunities does Hackney Carnival create for vendors?	Economic impact model	Trader
Q: Who are you typical customers?	General information	Local business
Q: Was your business open on the day of Hackney Carnival?	Economic impact model	Local business
Q: Would you normally have been open on Sunday?	General information	Local business
Q: Did you open or close especially for Hackney Carnival?	Economic impact model	Local business
Q: Did you run any specials or do anything differently on the day of Hackney Carnival?	Economic impact model	Local business
Q: Did you change your Sunday opening hours because of Hackney Carnival?	Economic impact model	Local business
Q: Did you experience a change in footfall due to Hackney Carnival?	Economic impact model	Local business, Trader
Q: Did you experience a change in turnover due to Hackney Carnival?	Economic impact model	Local business, Trader
Q: How much income, do you expect to make today?	Economic impact model	Trader

Q: How much income did you make during Hackney Carnival?	Economic impact model	Local business
Q: Overall, what impact did Hackney Carnival have on your business?	Economic impact model	Local business
Q: Did you buy any supplies specifically for/due to Hackney Carnival... <ul style="list-style-type: none"> • If yes, approximately how much? • Of this amount, what percentage would you estimate was purchased in the borough of Hackney? 	Economic impact model	Local business, Trader
Q: How many people were working at your shop on the day of Hackney Carnival? <ul style="list-style-type: none"> • Full time / Part time 	Economic impact model	Local business, Trader
Q: How many people do you typically employ? <ul style="list-style-type: none"> • Full time / Part time 	Economic impact model	Local business, Trader
Q: Did you employ additional people specifically for Hackney Carnival? <ul style="list-style-type: none"> • If yes, how many? • Will they still be employed with you after Carnival? • Are these new employees from Hackney? • Are any additional employees BAME, have a disability, LGBTQI+? 	Economic impact model	Local business, Trader
Q: Did Carnival have an impact on crime in the area? If so, what sort? And did this impact on your business?	Social impact model	Local business
Q: Thinking ahead over the next few years, do you think Hackney Carnival will impact on the prospects for your business?	General information	Local business
Q: Would being part of Carnival make you more likely to trade in Hackney again or set up a business in Hackney? <ul style="list-style-type: none"> • If yes, what kind? Where? 	Economic impact model	Trader
Q: If you were issued with a new license, are you likely to continue using it?	General information	Trader

