National Ambulance LGBT Network



Supporting Lesbian, Gay, Bisexual, Trans* staff, patients and communities

A partnership of UK Ambulance Services

Conference 2017 Evaluation

Report, feedback and learning from our second annual conference

Alistair Gunn and Mike Taylor 28 August 2017 Updated 10 October 2017 - Revised Financials

Executive summary

- There is no doubt the 2017 conference was a huge success with delegates providing extremely positive feedback on-day through the evaluation process and afterwards on social media.
- The subject matter covered on the day was rated as 'very useful' or 'quite useful' in 96% of evaluations (combined score).
- The use of Eventbrite software really assisted the administration of the registration process.
- The conference was made possible by the generous contribution of £1,000 from each NHS Ambulance Trust Chief Executive. The Network had little success generating financial sponsorship this year.
- The Network achieved a cost reduction per head of around £6.50 from the previous year and based on the numbers actually attending.

- The cost per head would have decreased by around £26 had all delegates turned up for the conference.
- There are challenges for the Network for next year in terms of generating the finances and also where to hold the event.
- The Network would like to secure more support from individual Trust's Communication Teams to promote the event and key decisions need to be made around how places are allocated to ensure fair representation. One suggestion is allocating a number of places to each Trust in the first wave of registration.
- The planning process for the next conference needs to start earlier and the Network has defined a clear project plan to enable this.
- Monitoring information indicates the conference was more inclusive on a number of measures.

Contents

We are immensely proud of this years conference and there is so much to say.

The feedback and evaluations from the event have been very positive and we will provide the highlights in this report.

Of course, there are some lessons to learn and things we can develop further next year. The main one is increasing representation from each Ambulance Trust and getting more support from each to promote and access the event.

All the photographs are from the conference.

Many thanks to Peter Cripps for these excellent shots.

T Netwo

We hope you enjoy this report.

Alistair and Mike

We have included four sections:

About the conference

Feedback and learning

Financial summary

Monitoring information

About the conference







-a-Chun Lindsay

The conference opened with welcome speeches from **Daren Mochrie**, Chief Executive of South East Coast Ambulance Service and **Tracy Myhill**, Chief Executive of Welsh Ambulance Service.

Kirsten Willis and **Alistair Gunn**, Chairs of the National Ambulance LGBT Network outlined the objectives of the Network and gave a progress report on recent projects.

La-Chun Lindsay is the Managing Director of GE Aviation in Wales and her inspirational keynote speech focussed on changing cultures in organisations. The vibrancy of workforces is enhanced by developing a culture of 'victors not victims'.

The second keynote speech by **Darren Humphreys**, Senior Clinician at March on
Stress left people in no doubt that LGBT
ambulance staff are at high risk of stress.
Ambulance services need to evaluate their
support mechanisms.







About the conference





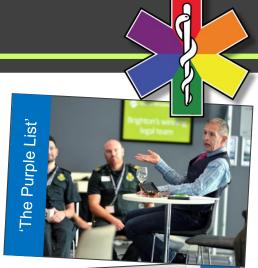


The afternoon session opened a short oneman performance describing the highs and lows of Sam and Derek's journey through the progression of dementia. 'The Purple List' was written by **Libby Pearson** and performed by **lan Baxter**.

Val Nash, from South Western Ambulance Service, facilitated a workshop on Making Every Contact Count, while Jane Poulter, from Welsh Ambulance Service, volunteered her workshop on being Dementia Friendly.

Mike Taylor (RAF and South Western Ambulance Service) gave a personal insight into Post Traumatic Stress Disorder with Harry Palmer (Centre for Mental Health) explaining the consequences of not getting the right support.

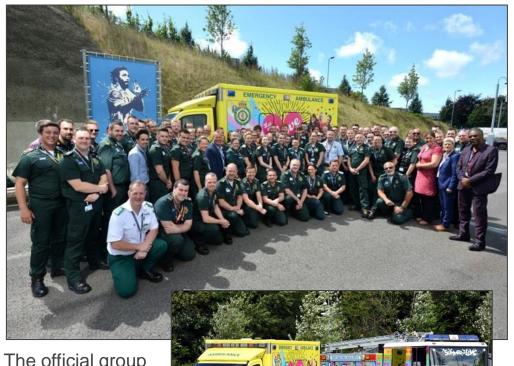
Katie Yeomans facilitated a 'no holds barred' talk on the transitioning process. As Katie said, no question was off limits!







About the conference



The official group photograph and vehicles from the police and fire and rescue services came to visit during lunch.

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came
rust's delegates came
Trust's
which
able shows v
is table
This

	<i>y</i>
East of England Ambulance	4
East Midlands Ambulance	2
London Ambulance	4
North East Ambulance	3
North West Ambulance	3
Scottish Ambulance	1
South Central Ambulance	9
South East Coast Ambulance	25
South Western Ambulance	6
Welsh Ambulance	10
West Midlands Ambulance	2
Yorkshire Ambulance	9
Students	12
Speakers, sponsors and other	15
Total	105

Feedback and learning

This year 150 places were available at the conference. Although we had bookings for 135, actual attendance on-day was 105 people.

Anecdotal feedback suggests the high cost of accommodation in Brighton at that time, and failure to be released from operational duties were the two main reasons for non-attendance.

Members of the committee were instrumental in collecting feedback on-day using Mentimeter, which produced the word cloud on the next slide. A comprehensive evaluation form was also used to capture thoughts on the event, gauging opinion for the next one and also collecting diversity monitoring information.

A large amount of feedback was also seen on social media, particularly Facebook. We have included a selection of these in this report.

Number of people attending the conference

105

Number of evaluations completed

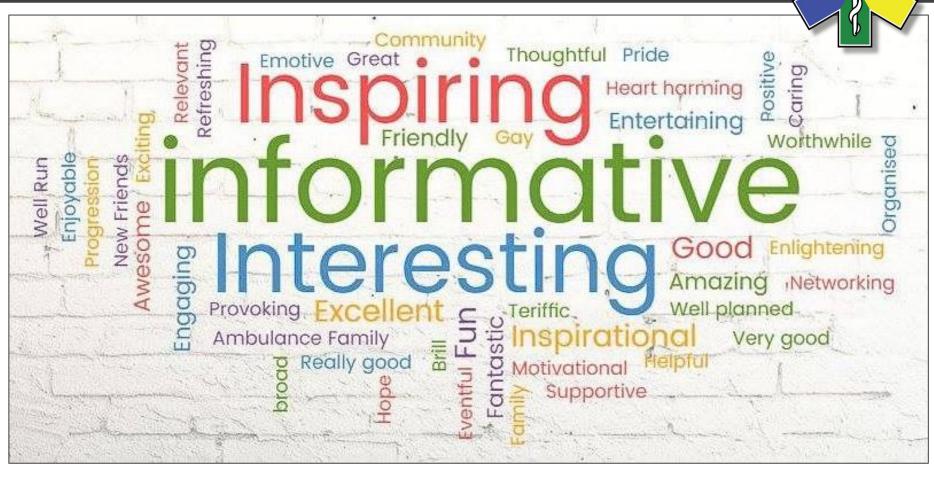
72

Number of people attending for the second time

54

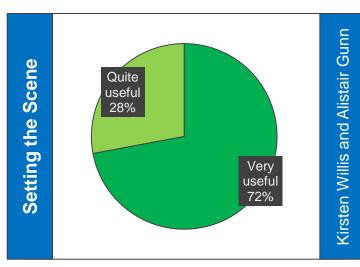


Conference evaluation wall



At the end of the conference delegates were invited to contribute to a word cloud. The more frequently a word is used, the larger the word appears here.

What did people find useful?





People

and LGBT

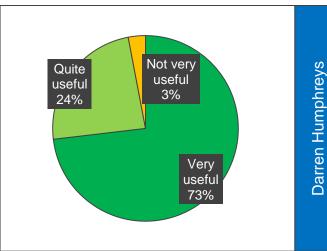
PTSD

List'

Purple

The

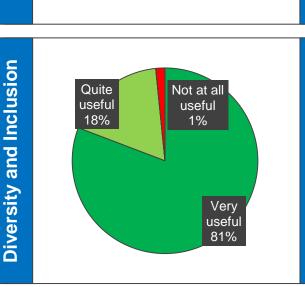
La-Chun Lindsay



Not very useful 4%

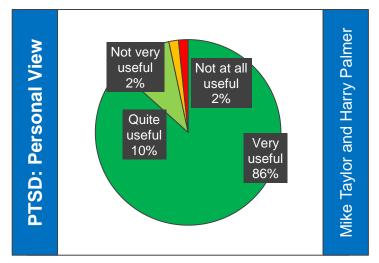
Quite useful 27%

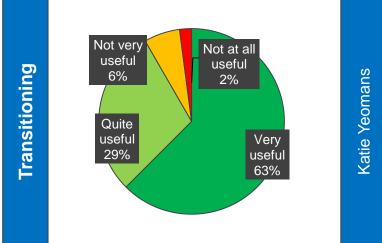
Very useful 66%

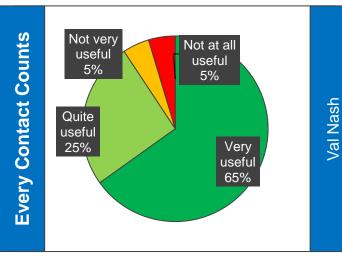


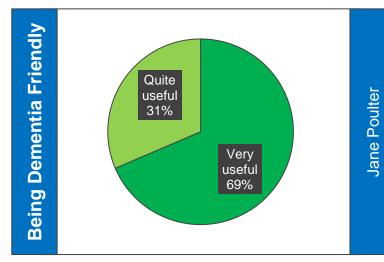
What did people find useful?







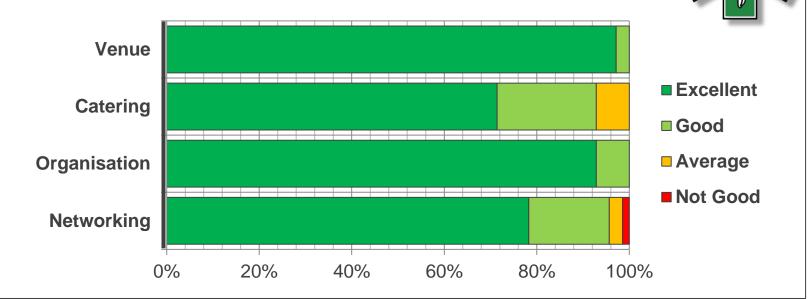




Additional feedback



What people thought of the venue and organisation



Did the conference contribute to professional development?

99% said 'Yes'

Would people attend again next year?

99% said 'Yes'

Would people recommend the conference to colleagues?

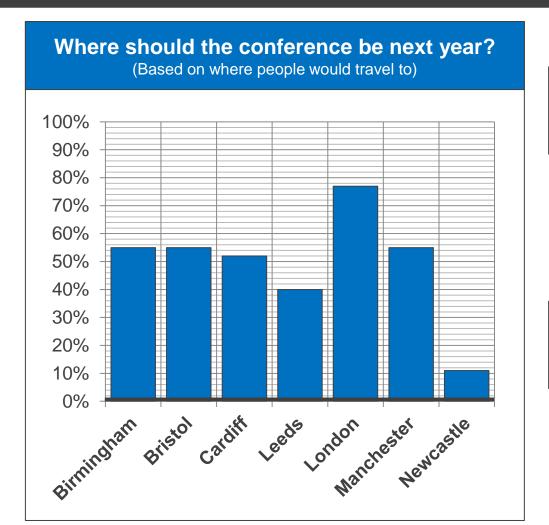
100% said 'Yes'

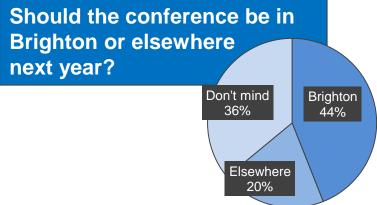


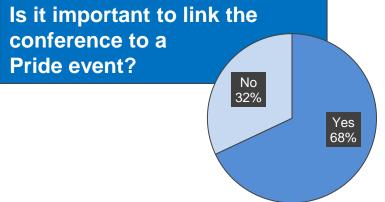


Thinking to the future









Social media feedback

'First time I have attended a LGBT ambulance conference and I have to say it was a fantastic day. So good to meet such a large cohort of colleagues who could fully relate with each other. I sincerely hope to attend future conferences. My rainbow star of life badge is now a permanent fixture on my uniform. Best wishes to each and every one of you.'

Posted on Facebook, 11 August 2017

'Bloody excellent conference! Well done Alistair, Kirsten and the team! Here is looking forward towards celebrating pride tomorrow with my 999 family... remembering the battle for equality continues.'

Posted on Facebook, 4 August 2017

'Thanks to the committee for organising a fantastic conference informative and inspiring. See old friends and making new friends and brilliant memories. Looking forward to the next one.'

Posted on Facebook, 6 August 2017

The registration process

This year the network used Eventbrite to support the conference registration process. This proved to be a highly effective tool. Eventbrite is free to use for gratis events.

Analysis of Eventbrite indicates that social media generated the most number of bookings. Anecdotally, it seems promoting by Communications Teams was least effective. In future we would like secure earlier engagement with each Trust's Communications Teams to help improve the representation from each Trust.

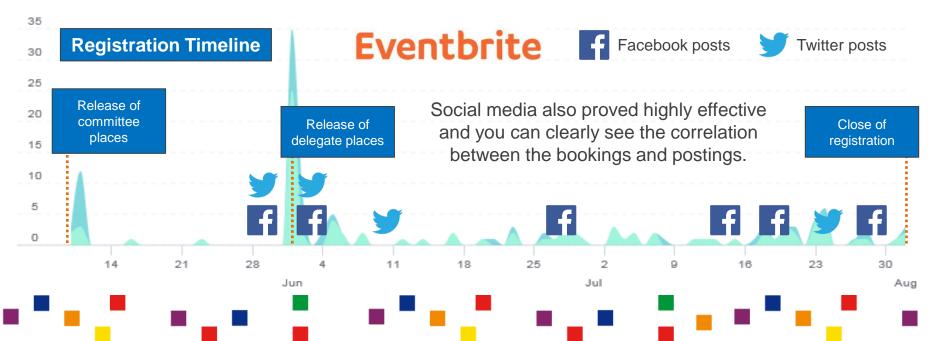




Examples of the graphics posted on Facebook







Future planning

Although we have enjoyed two conferences in Brighton the Network would like to move this event to another part of the country. In addition we need to start planning for the event earlier and break down the work into key developments, lead by different people. In order to secure better representation from each Ambulance Trust a new registration process needs to be defined. The diagram below shows a suggested project plan for future events.

	-12 mor	-12 months		iths	-8 months	-6 months		-4 months	-2 months	
Organisation	ous event to		Research venues	Book venue	Confirm sp works	eakers ai shops	nd	Confirm		
Sponsorship		_	back from previous		Promote event to potential sponsors and confirm contributions				Involve sponsors i event	n Event
Registration		Review feedback from formulate plan fo			Promotional Strategy involving Trust Comm's Teams	Ten pl allocat ead Ambul Tru	ted to ch lance	Remaining places offered to wider audience		

Themes for next year



At the 2017 conference we asked delegates which subjects and issues they would like to see on the programme in future. The themes and suggestions are shown below.

Many people suggested themes linked to patient experience:

- Understanding suicide and self-harm
- More information on supporting mental health
- LGBT health inequalities and methods / clinical skills to address them

Other suggestions referred to supporting colleagues:

- Management of behaviours and disclosures
- Recruitment
- Practical help to make services more inclusive
- Tackling LGBT bullying in the workplace

Another interesting theme was developing staff networks:

- Supporting each other with sexual identity
- Using social media
- Finding out more about what each other does
- Supporting issues like same-sex parenting and reporting hate crime

One respondent noted; 'Understandably a lot of focus on the emergency side of the ambulance service. I would like to see some emphasis on workshops relevant to non-emergency colleagues too.'



Financial summary

int	Item	Planned	Actual	Income
eme	Venue fees and catering	£ 7,410	£ 7,846	
Statement	Guest speaker fees and expenses	£ 2,000	£ 989	
	Printed materials	£ 1,000	£ 20	
Financial	Consumables	£ 800	£ 34	
	Photography	£ 200	£ 200	
	Total expenditure	£ 11,410	£ 9,089	
fere	Trust contributions			£ 11,000
2017 Conference	Sponsorship donations			£ 600 ^
	Total income			£ 11,600
	Surplus for other projects			£ 2,511

Price per head 2016 *

£93.00

Price per head 2017 **

£86.56

2017 price had all delegates attended ***

£67.33

Based on total cost of £9,089 and 105 people attending. Based on total cost of £9,089 and 135 delegates arriving Based on total cost of £8,091 and 87 people attending. at the conference.

Includes a retrospective contribution of £500 from Unison.

Financing the conference



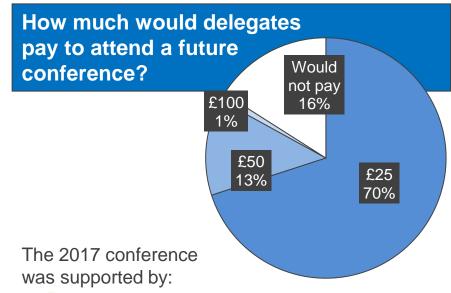
The year the conference was paid exclusively by a contribution of £1,000 from each Ambulance Trust's Chief Executive.

A large amount of time was spent by members of the committee trying to generate sponsorship, but the end result was just £600 being received.

In future the process of gaining sponsorship needs to start much earlier in the planning process, for two reasons:

- Early requests are likely to be successful as organisations will be able to plan this into future budgets.
- The conference planning will have a better understanding of monies available.

It is also suggested we have a dedicated team and work stream just about sponsorship, to improve consistency and relationships.







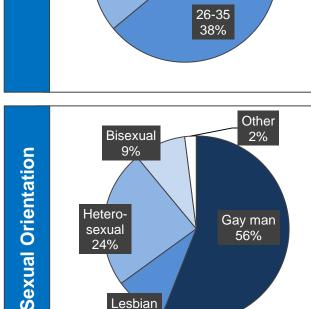


Monitoring Information

Over 75

16-25

26%



Lesbian

51-75

9%

36-50

26%

Age

number of heterosexual people Compared to 2016 a greater took part

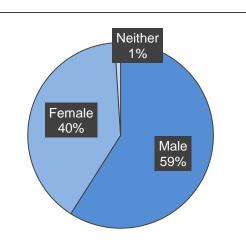
represented

Gender

Gender from birth?

Compared to 2016 this year saw

a greater spread of ages



No

3%

Yes 97%

with more female representation Compared to 2016 the gender representation was more even

gender has

ewer people whose

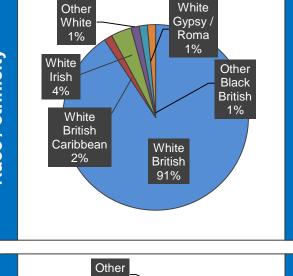
been reassigned since birth

Compared to 2016 there were

Key inclusivity measures: These four measures are used to define whether we have improved representation.

Please note: Monitoring information is based on analysis of the seen as indicative as it does not represent the 33 people who 72 completed evaluation forms. This information should be did not complete the form.

Monitoring information



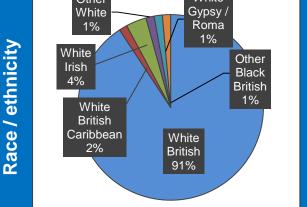
whether representation is more There is no data to compare

diverse

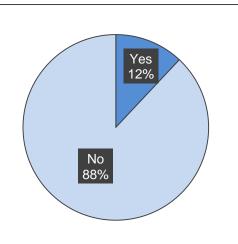
and

representation of religion belief is very similar

Compared to 2016



Disability?



Compared to 2016 fewer people themselves to have a disability attended who consider

3% Atheist Agnostic 16% 4% No Pagan religion 1% 45% Christian 30% Buddhist

belief

and

Religion

Carer?

Yes 5% No 95%

Additional measures: These measures are monitored but not responsibilities

Compared to 2016 fewer people

attended who have carer

Please note: Monitoring information is based on analysis of the

used to define how representative the event has been.

seen as indicative as it does not represent the 33 people who 72 completed evaluation forms. This information should be did not complete the form.

The final words

We received a huge amount of feedback from the evaluation forms. A small selection is included here. The Network committee will be using all the feedback available to plan next year's conference.

'Great conference, well done for all the hard work.'

'I think the feedback from last year was used to full advantage and this year was slick, professional, engaging and enjoyable.'

'The Purple List was a fantastic idea. Nice change from the standard presentations. Thought provoking and an emotional rollercoaster.'

'I'd like to be able to do all the workshops and not pick and choose them.'

'The variety of workshops lead to good levels of interest and insights that would have otherwise not been available.'

'Advertise a bit better. Could get many more people involved'.

'Try to encourage straight employees to attend.'

'You guys are all such great role models.'



