

DUNDEE FASHION WEEK 2018



Dundee Fashion Week 2018 Board Member Evaluation Report

Introduction

Dundee Fashion Week was a community initiative aimed at celebrating everything we believe influences the world of fashion. Whilst **Dundee Fashion Week** is up there amongst professional fashion gigs, it is also very much an alternative fashion week – think Fringe rather than Festival! **Dundee Fashion Week** was for everyone, so there were no size-zero debates had!

Fashion touches our lives in so many different ways and as a city Dundee has many budding entrepreneurs looking to build a solid business foundation. We hope that **Dundee Fashion Week supported that**, as well as showing the world what Dundee has to offer.

The origins of **Dundee Fashion Week** go way back to the annual Dundee and Angus College Fashion Show, an event that forms part of the Retail and Merchandising learner experience. An acclaimed event over the years led by Gillian Rough and the D&A team, it was felt that the next logical step was to raise ambition and experiment with something on a grander scale hence **Dundee Fashion Week** was born.

Objectives

The objectives of Dundee Fashion Week (DFW) 2018 included:

- Enhancing the D&A student learning experience
- Promoting careers in the Fashion Industry
- Raising the profile of the existing D&A annual Fashion Show
- Creating a platform for sponsorship
- Raising money for Charitable purposes

Dundee Fashion Week Board

The Dundee Fashion Week (DFW) Board was created with the membership representing a cross section of community stakeholders and partners.

Board members had overall leadership and oversight of the project.

Members included:

- Grant Ritchie (Chair), D&A College
- Vivien Scott, Dundee Heritage Trust
- Jimmy Campbell, Halley Stevensons
- Stewart Murdoch, Leisure & Culture Dundee
- Sandra Burke, Burke & McKay
- Alexandra Harnett, D&A College
- Chris Alexander, D&A College
- David Blaney, La Mode Design Studio
- Malcolm Angus, Overgate
- Victoria Tait, DC Thomson
- Liz Jackson, Fairways Recruitment
- Karen Hamilton, KH Dressmakers
- Anne Cant, D&A College

Sponsorship, Exhibitors and Events

The Overgate Centre was the main sponsor of the event, supported by 7 exhibitors and 15+ local businesses who contributed to this event in kind to support a total number of 9 events.

Evaluation

Evaluation was undertaken utilising Survey Monkey software to gather valuable data from the following target groups: Board Members, Exhibitors and Stakeholders and Guests (social media).

All Board Members responded which provided a clear insight. The response rates received from the other target groups were low resulting in inconclusive findings.

Summary Analysis – The Board

- 1. Unanimous agreement that one or more events could appeal to all audiences.**
It may be beneficial in the future to extend the involvement to other target groups e.g. wider business community & other creatives.
- 2. Unanimous agreement that all Board members were very satisfied/satisfied with their involvement.**
- 3. Majority of Board members felt that the event as a whole from a guest perspective was very good/good.**
- 4. All Board members felt that DFW was a good platform for promoting the City's emerging talent and businesses.**
- 5. Majority of Board members felt the Board performance was very good/good.**
 - It was noted that better organisation could enhance future events.
- 6. Board members experience, whilst 57% were very satisfied/satisfied in being a Board member 43% were neither satisfied or dissatisfied.**
Consideration in future should be given to the following with a view to enhancing the experience and the overall success of the event:
 - Representation
 - Expectation
 - Remit
 - Communication
 - Meeting frequency
 - Opportunity to work as a team.

The majority of Board members were very satisfied or satisfied at hosting an event.

- 7. The majority of Board members were very satisfied/satisfied with their part in the project delivery, which included branding, concept, event promotion, generic marketing & social media & event organisation.**
 - Consideration should be given to having dedicated marketing and promotion in future.
- 8. The majority of Board Members contributed to promote DFW and the individual events by inviting contacts, interaction with social media and sharing the website with their contacts.**
- 9. There was a unanimous agreement that the student experience was very good/good.**
 - If running the DFW again consideration should be given to more students exhibiting their work.
- 10. The majority of Board Members would participate in DFW again.**

(Refer to Appendix 1 for more detail)

Conclusion

Objective 1: Enhance the D&A student learning experience - Achieved

Objective 2: Promote careers in the Fashion Industry – In Part

Objective 3: Raise the profile of the existing D&A annual Fashion Show - Achieved

Objective 4: Create a platform for sponsorship - Achieved

Objective 5: Raise money for Charitable purposes - Achieved

Recommendations

The launch of Dundee Fashion Week has provided an excellent opportunity for the students at Dundee and Angus College to experience an event on a larger scale and raise the profile, reaching a wider audience for the Annual Fashion Show. This opportunity has undoubtedly enhanced the learner experience. The Dundee Fashion Week brand is now established therefore consideration should be given to the next stage of development. The recommendations include:

1. The students to consider project managing the week-long event as part of their course.
2. The event is taken to the next stage of development by an external stakeholder(s).
3. The brand is sold to a private organisation.

Board Findings

1. 86% of respondents strongly agreed/agreed that one or more events could appeal to all audiences.

- One respondent felt there was limited involvement from key target groups e.g. local decision makers, opinions formers and the wider business community and creatives not well known to the College which may have represented a missed opportunity.

2. 86% of respondents were very satisfied/satisfied with their involvement in DFW.

- One respondent felt the involvement was a great experience and that DFW created a lot of publicity for their business.
- One respondent felt their own event generated the most benefit for their organisation.

3. 71% of respondents rated the event as very good/good as a whole from a guest perspective.

- One respondent felt it was an excellent first attempt at staging a city Fashion Week which is a major undertaking.
- Another respondent noted some backstage hiccups at the Fashion Show however these were not obvious to the audience and the Fashion Week was a great success.

4. 100% of respondents felt DFW was a good platform for promoting the city's emerging talent and business.

- One respondent intimated that there are no other platforms like this in the city as other city events are for students only.

5. 71% of respondents felt the Board performed very good/good in terms of organising DFW as a whole.

Collective comments included:

- Some ups and down were noted
- Limited resource availability
- The week itself went without a hitch
- Better organisation would be beneficial however it was noted it was the first year.

6. Respondents were asked to rank the following options in terms of their experience:

- a. 57% of Board members were very satisfied/satisfied
- b. 71% of Board members were very satisfied/satisfied with hosting an event
- c. 43% of Board members were very satisfied/satisfied whilst 43% neither satisfied or dissatisfied with working with other Board members/stakeholders
- d. 100% were very satisfied/satisfied being involved with the College
- e. 100% were very satisfied/satisfied at being part of the event

Collective comments included:

- More frequent Board meetings would have been welcomed
- More opportunity to work together
- Higher attendance at all events if we had pulled our resources as a collaborative team
- Involvement from inception for a small business has been of great benefit
- Information and communication was sometimes poor

7. Respondents were asked to rank the following options in terms of project delivery for your own part in the event irrespective of who delivered it:

- a. 81% were very satisfied/satisfied with the branding
- b. 57% very satisfied/satisfied
- c. 71% were very satisfied/satisfied with event promotion
- d. 86% were very satisfied/satisfied with generic marketing/social media
- e. 86% were very satisfied/satisfied with event organisation

Collective comments included:

- All the above were reported to be acceptable however all these aspects could have been better and I felt the event suffered from a lack of dedicated marketing, PR and event support necessary to have and deliver an event of this scale.
- The event was promoted very well and I have a number of new contacts and customers as a result of DFW.

8. How did you or your organisation contribute to promoting DFW and the individual event:

- a. 81% invited contacts
- b. 71% communicated with contacts and requested them to promote
- c. 71% put forward suggestions of contacts and promoted
- d. 100% interacted with social media and shared details of the DFW website

Collective comments included:

- Acted as an Ambassador for the event personally/professionally and family and friends volunteered and were guests.
- I promoted and posted on my own Dundee Fashion news e-stories through various social media platforms as well as participating i.e. TV and newspaper interview.

9. 100% of students rated the experience as very good/good

Collective comments included:

- This will vary to a great extent dependent on individual involvement.
- Feedback from the student experience overall was good, some disappointed at not being able to show work.

10. 71% of respondents would participate in DFW again.

Collective comments included:

- Don't feel I added much value, happy to support indirectly through other events.
- Definitely, great platform for student's local talent and businesses who achieved so much in a short period of time.
- Dundee is more than just the home of a new museum!