



# Sowing Seeds Evaluation Report 2017

# Sowing Seeds Evaluation Report

## August 2017

Sowing Seeds was led by EHU working in partnership with Walk the Plank.  
Supported by Arts Council England

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## EXECUTIVE SUMMARY

Led by Edge Hill University (EHU) 'Sowing Seeds' was an intensive mentoring into production programme delivered by Walk the Plank (WTP) between April and May 2017. Growing twenty-three emerging EHU undergraduate and alumni artist's awareness, skills and experience in Outdoor Arts. Five WTP artists and two lead artists mentored four EHU alumni artists and nineteen BA Performing Arts and BA Design students across 24 sessions that encompassed production, directing / dramaturgy, choreography, puppetry, design for percussion, costume and sets and community arts.

Together they created an original outdoor arts production with and for EHU local rural community at Burscough Community Farm (BCF) in West Lancashire. This resulted in an interactive performance on Sunday 2 April 2017 to an audience of 50 local young families. Over the course of the project 120 community participants took part in community workshops led by the emerging artists, and over 50 students and local residents attended the photography exhibition in June 2017 at EHU that celebrated the project, the project was also promoted online attracting an audience of 10,000 people.

A number of the emerging artists mentored have gone on to gain further placements and also employment both through WTP and their artist mentors. The project has strengthened the relationship between EHU and WTP - beginning the process of formalising routes into creative employment for their emerging talent, while promoting outdoor arts skills development. EHU students have also benefited from building relationships with their local rural community, helping them feel more plugged in to where they live, and providing them with a sense of fulfilment by giving back. For BCF this was their first public art event, it has served to help raise both their profile and desire to pursue future arts activities with their new artist network. Overall the event has served to raise the profile of both the artists and the art form in the local region.

Sowing Seeds was supported by the Arts Council England and delivered in partnership by Edge Hill University and Walk the Plank.

*"It was an amazing opportunity to work with a team of professional directors, dancers and designers. I've very much enjoyed being part of a performance made for the community and performed outdoors."*

Emerging Artist

### OUTPUTS

5 regional artists (Paula Simms, Director; Roisin Fletcher, Co-Director; Trixi Bold, Choreographer; Eilidh Bryan, Design Maker; Clare Danon, Production Manager) and 2 lead practitioners (Barnaby King, Course Leader; Alexis Johnson, Learning Director) mentored:

- 4 EHU alumni mentees (Sophie Truman, Assistant Choreographer; Samantha Airy, Assistant Design Maker; Naledi Withers, Assistant Production Manager; Alice Lapworth, Assistant Director)
- 19 EHU design and performing arts undergraduate level students

24 professional development sessions. 2 community workshop sessions.

120 community participants took part in 2 community arts workshops and attended 'Sowing Seeds' performance Sunday 2 April 2017. 50 attending twice or more. 50 audience attended the end of project photography exhibition in June 2017.

# 1. Report Overview



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Mr Wilson's Second Liners Image Benjamin Paul



# 1. Report Overview

This report gives an overview and review of Sowing Seeds project elements led by EHU and produced by WTP, with the support of Arts Council England.

**Section two** describes the core activity - the mentoring into production by beneficiary, community engagement and production description.

**Section three** gives a brief conclusion.

The films produced by EHU can be linked to from appendix A1. And storify from appendix A2.

Appendix B details beneficiary data, including artist hours and participant \ audience numbers.



Sowing Seeds Performance

## 2. Findings

***“The team, the ethos and energy of the project was really inspiring.”***

Emerging Artist





## 2.1 Mentoring

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## 2. Findings

### 2.1 Mentoring

The collaboration between WTP and EHU has begun the process of training a new generation of outdoor artists in West Lancashire. Training and development was delivered through a model of mentoring into production across production, directing / dramaturgy, choreography, puppetry, design for costume and sets and community arts.

#### Emerging Artists

- **4 alumni mentees** (Sophie Truman, Assistant Choreographer; Samantha Airy, Assistant Design Maker; Naledi Withers, Assistant Production Manager; Alice Lapworth, Assistant Director)
- **19 EHU students** (see Appendix B1 for names), primarily made up of second year undergraduates from BA Performing Arts and BA Design. Timing did not work for 3rd years busy with finals. More 1st years students joined later, once word of mouth spread.

#### Mentors

- **5 mentors** (Paula Simms, Director and Roisin Fletcher, Co-Director; Trixi Bold, Choreographer; Eilidh Bryan, Design Maker; Clare Danon, Production Manager)
- **2 lead practitioners** (Dr Barnaby King, EHU Course Leader; Alexis Johnson, WTP Learning Director)

#### Training

##### Mentoring

Five experienced WTP artist mentors were paired with 4 EHU alumni mentees (see figure 1). Mentees shadowed industry professionals, undertaking tasks appropriate to their distinct roles in production, directing, choreography and design. Under their mentor's guidance the alumni mentees led the 19 EHU students and the overall project direction. The EHU students also benefited from the mentors expertise and guidance. The lead practitioners offered pastoral support and logistical support.

*“It was an amazing opportunity to work with a team of professional directors, dancers and designers. I've very much enjoyed being part of a performance made for the community and performed outdoors.”*

Emerging Artist



Sowing Seeds development session

Alumni mentees and EHU students worked in subject teams to deliver the production. Sometimes working across multiple groups. Teams included:

- Performance
- Production
- Marketing and Promotion
- Community Arts
- Puppet Making, Scenography and Costume
- Choreography

Site visits, making sessions, rehearsals, and de-briefs across the programme added to the learning.

### Talks & Demonstrations

Formal talks and practical workshops were led by the mentors and WTP staff.

Talks included:

- WTP Co-Founder and Executive Producer Liz Pugh on pathways to creating a show;
- WTP Production Manager Clare Danon on the A to Z of producing an outdoor arts event;
- WTP Marketing Manager Susan Burnel on promoting live events through print and social media; WTP Learning Director Alexis Johnson on audience engagement through participatory arts;
- Director Pauls Simms on dramaturgy for outdoor arts;
- Choreographer Trixi Bold on Mass Movement with participants; and
- Eilidh Bryan on puppet making, puppeteering and making techniques.

The full curriculum can be seen in the SOWING SEEDS PLAN.

### Lessons Learnt

The timing of the project coincided with EHU coursework deadlines, meaning students availability was much more limited than expected. In the artist survey this was seen as the biggest challenge to the success of the project. Those involved asked for *“more student participation / more student's being involved and taking responsibility.”*

Session timings were also constrained by budget and mentor availability. Mentor Eilidh Bryan, was the most self-critical about this, saying; *“The quality of sharing overall was excellent! However, I felt that the quality of teaching I was able to give on the puppet was not good due to lack of time.”*

***“For me, my experience was great. It was such a lovely community based outdoor project. I learnt a lot about how some people do things and how I do things. But the main outcome was what qualities I can bring to a director's role.”***

Alice Lapwing, Assistant Director (mentee)

Figure 1

Subject	Mentor	Mentee
Director	Paula Simms/ Roisin Fletcher	Alice Lapworth
Production	Clare Danon	Naledi Withers
Design	Eilidh Bryan	Samantha Airy,
Choreographer	Trixi Bold	Sophie Truman

***“I gained so much knowledge on how these big arts events are organised.”***

Emerging Artist

## Impact

The artist survey was only completed by seven emerging artists after the project had ended, but it gives a good indication of the impact of the project. Findings demonstrate that the project was successful in developing the emerging artists network and collaboration skills.

100% of artists felt Sowing Seeds would help them progress. Of which 75% said it would definitely help. This ascribed to the contacts they made and the model of collaboration they were asked to follow. Emerging artists also cited the value of being given the opportunity to gain experience across art forms.

*“Apart from it being an experience which allowed me to grow as a performer and as a designer, I now have some great friends and contacts for the future.”*

100% of emerging artists felt Sowing Seeds had helped them gain networking and collaboration. 80% increased skills & experience; a platform to innovate & take risks; Inspiration; and knowledge sharing. Only 40% felt they had gained professional progression. (See figure 2.)

60% of emerging artists rated the whole experience as good, 40% excellent.

Emerging artists particularly liked being given the responsibility and experience of putting on an outdoor arts performance with participation at its heart.

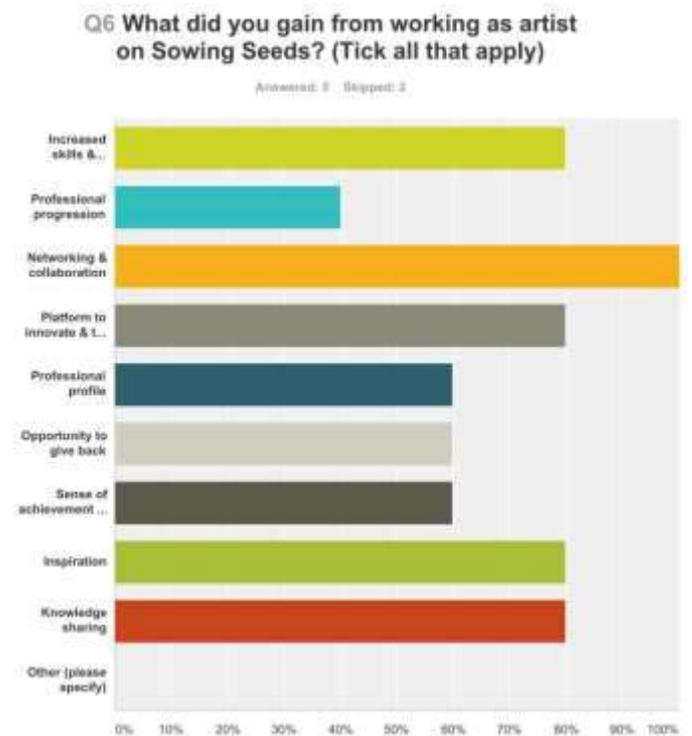
*“I liked the whole process of creating idea because you could see it over the weeks the path it was taking.”*

*“I liked being given significant freedom and responsibility, within a well-defined framework.”*

*“I liked being at the farm and bringing it to life with my mentoring directors.”*

Words used to describe emerging artists experience on Sowing Seeds  
**Community – Mixed –  
Amazing – Inspiring –  
Developmental**

Figure 2



## Progression

A number of emerging artists have progressed into both placements and paid employment through WTP as a result of taking part in Sowing Seeds. Three examples are given below:

- Alumni choreographer mentee Sophie Truman was awarded assistant choreographer position on Manchester Day (April to June 2017) under WTP and Manchester City Council's Elevate programme. Here she was mentored by Jeanefer Jean Charles, one of the UK's most significant mass-movement choreographers. In August 2017 Jeanefer employed Sophie to work as her assistant in China on a dance in schools project.
- BA Design student Tom Brown was awarded a paid creative placement on Manchester Day in June 2017 as part of Elevate, where he was mentored by artist Julian Taylor.
- BA performing arts student Alice Chilton has been employed by Sowing Seeds mentor Roisin Fletcher as a performer on multiple productions since Sowing Seeds ended.



***“Lot's of fun, very busy, really good learning experience, and a fantastic opportunity to get to know some people in the industry.”***

Emerging Artist





## 2.2 Community Engagement

## 2.2 Community Engagement

Community engagement was at the heart of the Sowing Seeds project. The primary focus to support emerging artists to gain skills and experience in engaging communities through participation and marketing methods was achieved. And this success in turn supported both EHU and BCF to engage local residents.

### Beneficiaries

The communities that took part were primarily families with young children, and a smaller number of retired individuals mainly made up of volunteers and members of BCF. The promotion undertaken by the emerging artists engaged new users to the farm, with some families travelling as far as an hour to attend.

In total of 170 audience \ participants took part in the two community workshops, the performance on 2<sup>nd</sup> April 2017, and / or the photography exhibition in June 2017 (see appendix B3). Social / digital media campaign led by the emerging artists attracted an audience of 10,000.

### Engagement Approach

#### Participation in Community Workshops

Emerging artists led two distinct community workshops at BCF to engage the local community. This built a loyal participant base, mainly made up of young families, who returned to enjoy and participate in the final performance. Strong relationships were forged between the community and the emerging artists.

- **Sowing Seeds Making Workshop 1** - Sunday 19<sup>th</sup> March, 11.30am-1pm  
A family fun day of creative prop making ahead of the Sowing Seeds performance attracted 33 participants, mainly made up of young families. Three making activities were created and delivered by a team of 9 emerging artists led by alumni mentee Samantha Airy. (1) Coral designed an origami workshop, (2) Molly designed a fox ears workshop, and (3) a flower puppet workshop was created by Samantha under Eilidh's mentorship. They creating handouts, working out materials and simple making processes for workshop participants to follow and enjoy. Students were given training by Alexis Johnson on delivering workshops to communities, helped give them the confidence to deliver a very successful family making day.

*“I particularly liked the opportunity to work with adults and children with no performing/designing background in the workshops leading to the performance and making the arts more accessible to them.”*

Emerging Artist



- **Sowing Seeds Performance Workshop 2** - Sunday 26<sup>th</sup> March, 11.30am-1pm  
Students were given training by Trixi Bold ahead of delivering the movement workshop, helping them prepare a choreography and percussion activity for the community. On the day the workshop was led by mentee alumni Sophie Truman, with the support of 12 EHU students. 34 workshop participants took part, again made up of young families. Some were returning after the success of the previous workshop. The simple choreography and percussion workshops delivered were repeated for the final performance.

Figure 3



## Participation in the Performance

By attending the workshops community members were invited to take part as participants in the final performance. Participation included joining in with the dance and percussion in the finale, by wearing fox ears and popping their flower puppets created in the making workshop.

As a result of the workshops a small number of community members volunteered to take an even more active role in the performance. Resulting in two memorable performances by retired Brian who became a singing duck, and a young boy who became a sinister mole.

The performance itself was experiential and interactive. Meaning even the audience members who hadn't been able to attend the community workshops could participate. The Sowing Seeds artists fed back that they felt the interaction between art piece and audience was the biggest success of Sowing Seeds. With the participation serving to really engage the local Burscough community both with the farm and the arts.

## Marketing Channel Plan

MarComm training delivered by WTP Marketing Manager Susan Burnell resulted in a Communications plan that was led by alumni mentee Sophie Truman and a small sub group of EHU students.

The marketing mix involved:

- **Print Material** with flyers designed by emerging artists Zoe Taal and Molly Crabtree who gained experience of copy writing and brand design. See figure 3.
- **Press Release** a local press release written by emerging artist Crystal Barella, who referenced this as one of the most important things she learnt from the project.

- **Digital Media** Mentee Sophie Trueman and farm leader Neil Hickson used the [BCF facebook](#) to drive traffic through farm membership, alongside blog postings, photo galleries and You Tube video. A [storify](#) has been created to document the online presence of the project. (See appendix A2 for URL)
- **Film** EHU filmed the performance on 2<sup>nd</sup> April 2017, with interviews of the mentors, mentees, emerging artists and community participants. See appendix A1 for link to the films.

### Lessons Learnt

The project didn't hit audience targets, mainly because of the rural location and timings coinciding with Mother's day.

### Impact

Long-term connections between BCF and EHU have been established. In particular, strong foundation for a long-term research project between Dr Barnaby King (Performing Arts) and Victoria Foster (Social Sciences) looking into the use of arts based activities in supporting the goals of alternative food initiatives.

New volunteers and members have been attracted to the farm as a direct consequence of the activity, opening up BCF to how arts events can be of considered beneficial in supporting their core activity and their broader social goals.





## 2.3 Quality of Event

## 2.3 Quality of Event

Sowing Seeds delivered a free family performance on Sunday 2<sup>nd</sup> April 2017 at Burscough Community Farm. The performance celebrated the arrival of spring through an interactive participatory piece. Mentor's Paula Simms and Rosin Fletcher co-directed the performance with designer Eilidh Bryan and choreographer Trixi Bold with the support of Alexis Johnson and Barnaby King. But it was the alumni mentees (Sophie Trueman, Naledi Withers, Samantha Airey and Alice Lapworth) and a small number of EHU student base that really led and shaped the final performance.

### Performance

A bus coordinated by alumni mentee Naledi Withers shuttled audience members to the venue, where they were divided into groups and ushered around four interactive performances based on the elements. A finale brought the audience back together to celebrate the arrival of spring. Audience members were also treated to home baked cakes and invited to explore the farm and meet the team behind BCF.

### Narrative Structure - 'Sowing Seeds' – *The search for Spring*

Scarecrow characters collected their groups from the farm entrance and guiding them around the performance site. Reading riddles and telling jokes they guided their group to each installation, beginning with water next to a stream, followed by air at the orchard, earth in the open field and lastly fire looking up to the ridge. Along the route the group encountered a duck and dancing frogs by the water and heard the story of the Burscough flood. They met an opera singing chicken by the trees dressed with chimes representing air. In the earth area concerns over fracking were introduced by a wizened musical before moles jumped out of their holes to chase the audience for food. Finally they came across fire guarded by a witch and dancing foxes. At the end of the tour groups joined a tea party.

On route the scarecrows pointed out the bad tempered comic March Hare marching impatiently around the site, waiting for spring to arrive. At the tea party a trumpet sounded to signal the scarecrows to take their groups down to the sundial to cheer up the Hare. As they walk they saw the figure of a woman (Deva, the spirit of spring) dancing across the ridge toward the sundial. She arrived to tell the Hare to take a good look around, as a huge scary puppet awoke. After initial awe, the audience discovered this was the spirit of the farm waking up to summon spring. The audience were invited by the characters to join them in the 'Spring has Sprung' dance and song.



## Lessons Learnt

BCF felt that some of the crafting, for example, used materials that were not sustainable or recyclable. This is reflected in the artist's survey, where only 20% of the artists felt they had done anything specifically to help minimise the environmental impact of the project. Car sharing being the main environmental decision made.

## Impact

Of the seven emerging artists who completed the survey; 60% rated the quality of the performance as excellent, 40% as good.

The performance went some way to supporting place setting, helping the local residents see the farm as a magical place.

The performance brought together emerging artists with community, who bonded through the experience, and referenced the overall experience as lovely.

Audiences commented on how the performance had created a sense of wonder and surprise and had generally struck a good balance between friendly / humorous and mysterious / scary for children.

# 3. Conclusion



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## 3. Conclusion

### 3.1 Legacy

#### Mentoring

- Emerging artists (EHU alumni mentees and students) have gained a greater understanding of outdoor arts and employment opportunities. Gaining practical skills, experience and confidence in production and creative making techniques for outdoor arts through a mentoring into production model.
- Emerging artists, EHU and WTP have built new relationships that have been proven to last beyond the project. With emerging artists going on to gain placements and paid employment opportunities through WTP and their wider professional artist network.
- EHU and WTP have formed a strong working relationship for the future, beginning the process of formalising routes into creative employment for their emerging talent.
- BCF has also benefited from its relationship with EHU and WTP, and is looking to develop arts programming as a result.

#### Community Engagement

- Emerging artists gained skills and experience in engaging with community through workshops, participation activity and interactive performance. Also gaining from a sense of belonging and giving back to their community.
- Local community, mainly made up of young families engaged positively with the artwork, WTP, BCF and EHU.

#### Quality of Event

- Delivered a quality small scale interactive performance that has supported place setting for BCF.
- The performance, exhibition and online presence has served to raise the profile of EHU emerging artists and the art form in the local rural community.

### 3.2 Recommendations

The artist survey call for *“more of the same”*, especially in stage management, event organisation, directing and mass movement. One artist asked for *“more chance to work with Walk the Plank, I feel like I could still learn a lot from the company”*.

#### Next steps

Build on the success of Sowing Seeds project and the relationship built between WTP and EHU. By exploring the possibility of developing an annual mentoring into production project that services the local EHU community through a small scale community festival.



## METHODOLOGY

### Interview

- Film interviews with a sample of project leads, mentors, mentees and emerging artists (appendix A1)
- De-brief post-activity.

### Observation

- Audience \ Participant behaviour observation
- Photography documentation

### Survey

- Artists completed post-activity e-survey

### Data capture

- Box Office gave audience figures (appendix B3)
- Register (appendix B1)

### Media

- Follow the digital story on storify (appendix A2)

## GLOSSARY

- ACE Arts Council England
- EHU Edge Hill University
- WTP Walk the Plank
- BCF Burscough Community Farm



*Project de-brief*

# APPENDIX

## A. DIGITAL MEDIA LINKS

### A1. FILM

Sowing Seeds Film (Long) [https://www.youtube.com/watch?v=d475kD0\\_Ju0&t=43s](https://www.youtube.com/watch?v=d475kD0_Ju0&t=43s)  
Sowing Seeds Film (Short) <https://www.youtube.com/watch?v=swYU4w17bKI>

### A2: STORIFY

[https://storify.com/walk\\_the\\_plank/ehu-sowing-seeds](https://storify.com/walk_the_plank/ehu-sowing-seeds)

*More digital media links:*

BCF: <https://www.facebook.com/search/top/?q=burscough%20community%20farm%20cic>

Neil Hickson photo essay  
<http://neilhickson.co.uk/index.php/2017/04/02/sowing-seeds-photo-essay/>

Sophie Trueman blog:  
<http://burscoughcommunityfarm.org/2017/03/27/sowing-seeds-performance/>

Hastags: #EHUsowingseeds @EHUPerfArts @walktheplank

## B: BENEFICIARY DATA

### B1: Under-graduate Artist Beneficiary Register

	Name	1/3/17	4/3/17	5/3/17	11/3/17	12/3/17	15/3/17	18/3/17	19/3/17	25/3/17	26/3/17	29/3/17	30/3/17	31/3/17	1/4/17	2/4/17
1	Alice Chilton	1	1	1		1	1	1	1	1		1	1	1	1	1
2	Molly Crabtree	1	1	1	1	1	1	1	1				1		1	1
3	Zoe Taal	1	1	1	1		1	1	1	1		1	1	1	1	1
4	Vicky Podemska	1	1	1	1		1	1	1	1	1	1	1	1	1	1
5	Lee Seagraves	1														
6	Lizzie Reddock	1								1	1				1	1
7	Hannah McDaid	1			1			1	1	1	1	1	1	1		
8	Heather Priestman	1	1	1	1		1					1	1	1	1	1
9	Lauren Longwith	1			1		1	1		1	1	1	1			
10	Rachel Longwith	1			1		1	1		1	1	1	1			
11	Stacey Vanson	1			1		1	1		1	1	1	1	1	1	1
12	Tom Brown	1			1	1	1	1	1	1	1	1	1	1	1	1
13	Crystal Barella	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
14	Lorna Burton				1	1	1	1	1	1	1		1		1	1
15	Coral Pashler						1	1	1						1	1
16	Danielle Frame						1			1	1				1	1
17	Amy Hughes						1			1	1				1	1
18	Sarah Bentley									1	1				1	1
19	Hannah Blamire														1	1
		13	6	6	11	5	14	12	9	14	12	10	12	11	15	15

## B2: Artist Hours

		Alexis Prod WTP	Barna by EH	EHU Tech	Paula Direct or	Roisin Directo r	Alice Directo r asst	Eilidh Make Lead	Sam make asst	Trixi Choreog rapher	Sophie dance asst	Clare WTP Prod Mang	Naledi Prod mang asst	Liz WTP Exe Prod	Tom/ Susa nWTP Coms		No sessions
23.01.17	WTP	0.25	0.5		0.25			0.25		0.25							0.5
05.02.17	Tea	0.25	0.25		0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25				0.5
Jan & Feb		4				0.25	0.25		0.25		0.25	0.25	0.25		1.5		
07.02.17	WTP												0.5				
<b>INTRO WEEK</b>																	
01.03.17	EH	0.5	0.5		0.5		0.5	0.5	0.5	0.5	0.5	0.5	0.5				1
04.03.17	EH/Farm	0.5	1		1	0.5	1	1	1	1	1	1	1				2
05.03.17	EH		0.5			1	0.5	0.5	0.5	0.5	0.5	0.5	0.5				2
<b>DESIGN WEEK</b>																	
11.03.17	EH	1		0.5		1	0.5	1	1	1	1	1					2
12.03.17	EH/Farm		0.5	0.5	1		1	0.5	1	1			1				2
<b>MAKE WEEK</b>																	
15.03.17	EH		0.25											0.5	0.5		1
18.03.17	EH	0.5		1	1		0.5	1	1						1		2
19.03.17	Farm	1	1			1	0.5	1	1			1	0.5				2
<b>MOVEMENT W</b>																	
25.03.17	EH			0.5		1				1	1				1		2
26.03.17	Farm	1	1		1		1			1	1	1	0.5				2
<b>SHOW WEEK</b>																	
29.03.17	EH			0.5		0.5		0.5									1
30.03.17	EH			0.5			0.5		0.5			0.5					1
31.03.17	EH			0.5		0.5		0.5				0.5	0.5				1
01.04.17	Farm	0.5	0.5		0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5				1
02.04.17	Farm	1	1		1	1	1	1	1	1	1	1	1				1
		<b>10.5</b>	<b>7</b>	<b>4</b>	<b>6.5</b>	<b>7.5</b>	<b>8</b>	<b>8</b>	<b>9</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>9</b>	<b>0.5</b>	<b>2</b>		
																<b>Total</b>	
Artist Hours	Paid	5	0	0	6.5	7.5	8	8	9	8	8	8	9	0.5	2	79.5	Artist Sessions
	In kind	5.5	7	4	0	0	0	0	0	0	0	0	0	0	0	16.5	Community sessions
	Total															96	

