



ESRC Festival of Social Science 2016

Evaluation report

February 2017

Report author:

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1. Introduction and background

The ESRC Festival of Social Science is an annual, week-long series of public engagement events held across the UK every November. Its purpose is to promote and increase awareness of social science and the ESRC's research by encouraging researchers to hold events aimed at non-academic audiences. Events include debates, lectures, seminars, exhibitions, film screenings, performance and hands-on-events. They are aimed at a variety of audiences, including members of the public, young people, policymakers, business and civil society groups and organisations.

The 2016 ESRC Festival of Social Science took place from 5-12 November 2016, with 274 separately timetabled events held across 51 different UK towns and cities, attracting nearly 29,500 people.

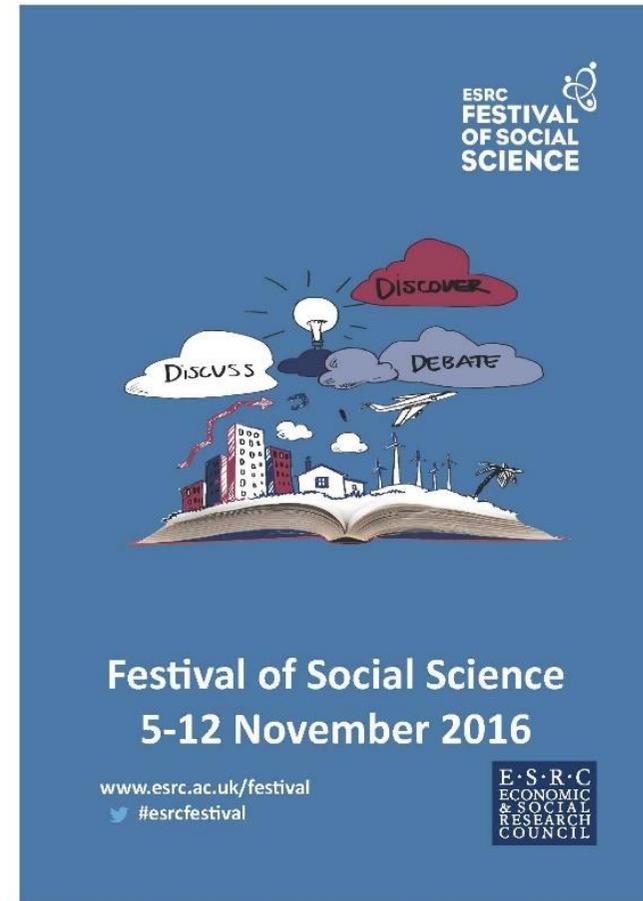
Through the 2016 Festival, the ESRC aimed to:

- Encourage, support and create the opportunity for social science researchers to engage with non-academic audiences
- Promote and increase awareness of the social sciences and ESRC research and the contribution they make to the wellbeing and the economy of society.

And to communicate the following key messages:

- The social sciences are of great value to the UK and its economy, and make a key contribution to the public, businesses, policymakers, young people and civil society
- Many festival activities are hands-on and interactive, and will bring social science to life.

This internal report evaluates the success of the 2016 Festival in meeting these aims and a number of more detailed objectives (see page 3).



2. ESRC organisational objectives for the 2016 Festival of Social Science

ESRC corporate objective:

To continue to communicate with and engage the public to raise awareness of social science research, delivering on our Royal Charter objectives

ESRC communications and engagement objectives:

To engage effectively with parliamentarians and policymakers to provide timely, accurate and accessible research findings and impacts, maintaining support for ESRC and raising advocacy for research

To engage with the public and young people to show the results of our research and impacts, building trust in research

To encourage and support our researchers to deliver public engagement to increase awareness of research

To continue to raise awareness and showcase the diversity and relevance of social science research

Aims of the 2016 Festival of Social Science:

Encourage, support and create the opportunities for social science researchers to engage with non-academic audiences

Promote and increase awareness of the social sciences and ESRC research and the contribution they make to the wellbeing and economy of society

3. Evaluating the 2016 Festival of Social Science

Every year ESRC conducts an internal evaluation of the success of the Festival, using data from a range of sources. These sources include: surveys of attendees and organisers, internal data about events, and statistics on web traffic, social media activity and media coverage. For the 2016 Festival, data was collected from 5,134 festival attendees and 187 event organisers. Work on the analysis and reporting was outsourced to Ruth Townsley, an independent researcher.

The aim of the evaluation, is to draw together evidence about the inputs, outputs and outcomes of activities and events, in order to assess performance against the ESRC's wider, related corporate and communications objectives and against the Festival's own detailed objectives, which were as follows:

1. Audience numbers, types and geography

- a. Maintain audience attendance at 22,000 - 25,000
- b. Stabilise events at 180 - 200 individual activities
- c. Maintain business, policymakers or the third sector attendees at 50%
- d. Engage with teachers and young people to maintain attendance of young people at 25%
- e. Increase to 10% the number of events held in London
- f. Increase events in Wales by 50%
- g. Maintain audience breakdown by age, gender and ethnicity at current levels.

2. Audience learning and actions

- a. 80% of attendees improve their knowledge of the social sciences and its benefit to society
- b. 75% of attendees will use the knowledge gained in their work or study

- c. 75% of young people are inspired to learn more about social sciences.

3. Festival website

- a. Ensure the festival website is live by April 2016
- b. 10% increase in page visits during the period 1 April - 30 November.

4. Press and social media

- a. Press coverage in four nationals (online, print, TV or radio)
- b. 10% increase in regional media (online, print, TV or radio)
- c. 10% increase of mentions of #esrcfestival on Twitter.

5. Event organisers and partnerships

- a. Increase HEI partnerships from 11 to 15
- b. Average of 63% of events run by new organisers
- c. 50% of event organisers are not currently ESRC funded researchers (ESRC-managed events only)
- d. 650 social science researchers engage with audiences.

6. Brand support and awareness

- a. Promote to over 1 million individuals via marketing activities
- b. 50% of attendees recognising the event is part of the ESRC Festival of Social Science.

4. Inputs and activities

Launching the call and pre-festival administration

The open call for applications was launched online on 18 March 2016. The call was promoted via direct email to previous event organisers and those who had registered an interest. It was also promoted via ESRC's main Twitter account (45,000+ followers) using the hashtag #esrcfestival and via the April 2016 (and final) edition of eNews (circulation approx. 8,000), ESRC's bi-monthly electronic newsletter. A promotional footer was included on ESRC emails and all staff were encouraged to inform their contacts. HEI partners were also asked to publicise the call through their contacts and networks.

The ESRC Festival team welcomed applications from anyone interested in running an event to communicate social science research, on the condition that they included a social scientist from a university.

Event organisers could apply to the ESRC for event funding, or they could apply to participate in the Festival without direct financial support from the ESRC. A total of 138 applications were received of which 49 were granted funding. An additional 43 applications were approved for Festival participation, but were not directly funded.

Block grants were also awarded to 15 Higher Education Institutions to fund and manage their own events locally. These awards carried the expectation that the same amount be leveraged back into the Festival through matched funding or work in-kind.

Marketing, promotion, press and social media planning

The ESRC Festival team has responsibility for creating a Festival brand and for helping to promote the Festival and its activities. Marketing and promotion activities for the 2016 Festival included paid-for advertising via Facebook, website traffic, social media activity, and media coverage, including cross-

promotion through other ESRC publications and communications such as Society Now (circulation approx. 15,000). More information about the total reach of marketing activities is included in the Outputs section (see page 6).

In addition, most organisations involved in the Festival used their own websites, social media posts, direct letters of invitation, and other forms of promotion to market their events.

Developing the Festival website

The website was updated in 2016 and efforts were made to resolve some issues relating to the search function. The Festival team reported that, due to limited technical support for the website, these problems were not fully resolved but they will be addressed ahead of the 2017 Festival. The updated website was fully live by 1 April 2016 (**target 3a met**).

Support to event organisers and partners

The ESRC Festival team offered various forms of support to event organisers and partners. During the event planning period, this included email notices and communications, telephone and email support, and online resources. ESRC assistance with marketing included the Festival website, production and distribution of a Festival programme (11,000 copies printed), posters (400 printed) and other ESRC branding materials that were sent to each event organiser in advance of Festival week.

During Festival week, organisers were supported via social media, by tweeting or re-tweeting about their events. The ESRC Press team also offered support including press releases on a selection of the events. Some event organisers were approached by the press or media for an interview or article. Further information about media coverage is in the Outputs section (see page 6).

Collection of evaluation data from event attendees and event organisers

Evaluation data was collected from attendees via paper and online post-event questionnaires. Organisers collected and returned the paper questionnaires to the Festival team who inputted the data into a spreadsheet alongside the online data, and provided each organiser with evaluation feedback about their event. Event organisers were asked to complete a short online questionnaire to collect data about their experiences and perceptions of running a 2016 Festival event.

Cubs doing Crime Prevention



Love a Maggot!



5. Outputs

Festival events – numbers, types and geography

The 2016 ESRC Festival supported 274 programmed events during the week of 5-12 November 2016, an increase of 25% on 2015's programme of 219 events **(target 1b met)**.

Events were mostly aimed at a general audience (56%), with 24% focussing on knowledge exchange activities with a primarily professional audience, and 19% aiming to engage and communicate with children and young people.

The Festival team directly managed a portfolio of 92 events, an increase of 15% on 2015's figure of 80 ESRC-managed events. Of these 49 (53%) received direct funding from ESRC and 43 (47% of ESRC-managed events and 16% of all 2016 Festival events) were not financially supported **(target 7b partly met)**.

The other 182 events were managed and funded through partnership/block grant arrangements with 15 HEIs, showing an increase of 31% since the 139 partner-managed events in 2015. In 2016, HEI partnerships increased from 11 to 15 **(target 5a met)** and included the following universities: Aberdeen, Birmingham, Bournemouth, Bristol, Exeter, Manchester Metropolitan, Manchester, Plymouth, Sheffield, Sheffield Hallam and Ulster. In 2016 we welcomed Bangor, Cardiff, Edinburgh and Salford.

Events were held across the UK, in 51 towns and cities, and online. Table 2 shows the geographical distribution and indicates that there were fewer events held in London **(target 1e not met)** than in 2015, but efforts to increase events in Wales were very successful, showing an increase from 2% to 9% of events overall since 2015 **(target 1f met)**.

Table 2: Geographical distribution of events

UK region	Number of events	2016 percentage	2015 percentage
Scotland	38	14%	10%
Wales	24	9%	2%
Northern Ireland	25	9%	6%
North East & Yorkshire	39	14%	19%
North West	48	17%	13%
Midlands	27	10%	12%
South East	19	7%	14%
South West	37	14%	15%
London	12	4%	6%
Online	5	2%	-
Total	274	100%	100%

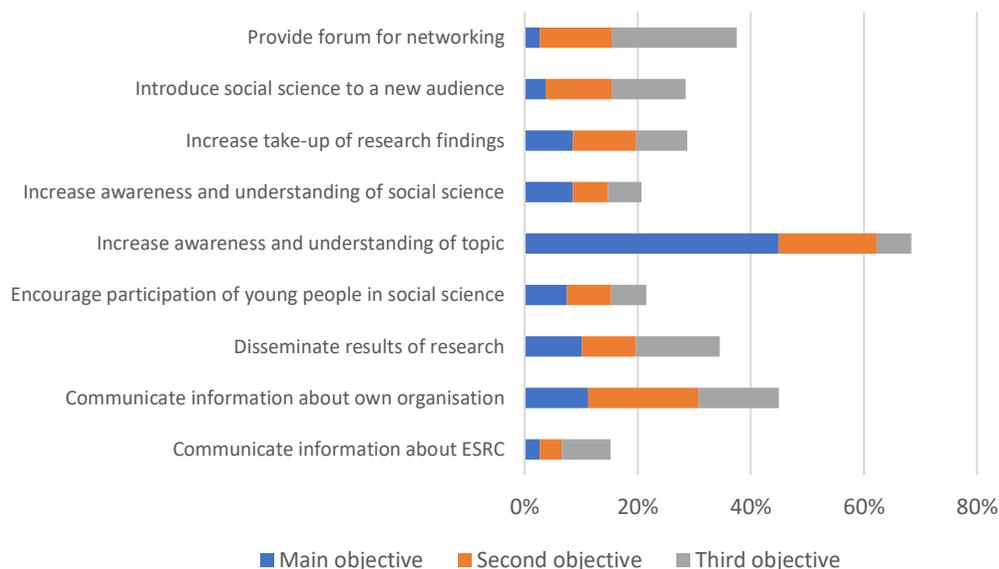
Festival organisers - profile

Many Festival organisers were new to the role: 70% said they were running a Festival event for the first time in 2016 **(target 5b met)**. Alongside organisers, at least 1,400 social science researchers engaged with non-academic audiences through Festival events, far exceeding the target of 650 **(target 5d met)**. Of the 86 individuals who organised one or more of the 92 ESRC-managed events, 68% (n=59) were not currently ESRC-funded researchers **(target 5c met)**.

Primary objectives for running a 2016 Festival event

For organisers, the most popular reason for running a Festival event was to increase awareness and understanding of a specific social science subject or topic. A significant number of organisers also hoped that their events would communicate information about their own organisations, and provide a forum for networking.

Figure A: Primary objectives for running a 2016 Festival event (base size = 187)



2016 Festival attendees – numbers and profile

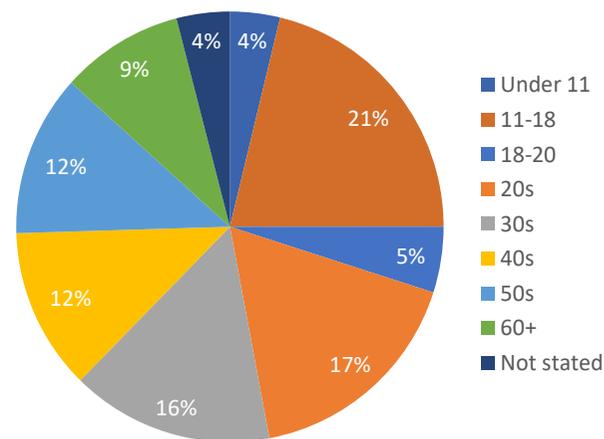
29,500 people attended the 2016 Festival; a 15% increase on 2015 (**target 1a met**). The Festival attracted significantly more women (60%) than men (34%), a trend that has continued for some years (2015: 61% women and 37% men). This year, 1% described their gender as other and 5% gave no answer.

Twenty-five per cent (n=1,263) of attendees said they were members of the general public, 32% (n=1,661) described themselves as professionals (**target**

1c not met), whilst 39% (n=2,007) said they were school or college students (**target 1d met**). Four per cent gave no answer (n=203).

In terms of age of attendees, the breakdown was largely similar to previous years with 30% under 20 (27% in 2015); 33% aged 20-40 (40% in 2015); 24% aged 40-60 (24% in 2015) and 9% aged 60+ (8% in 2015).

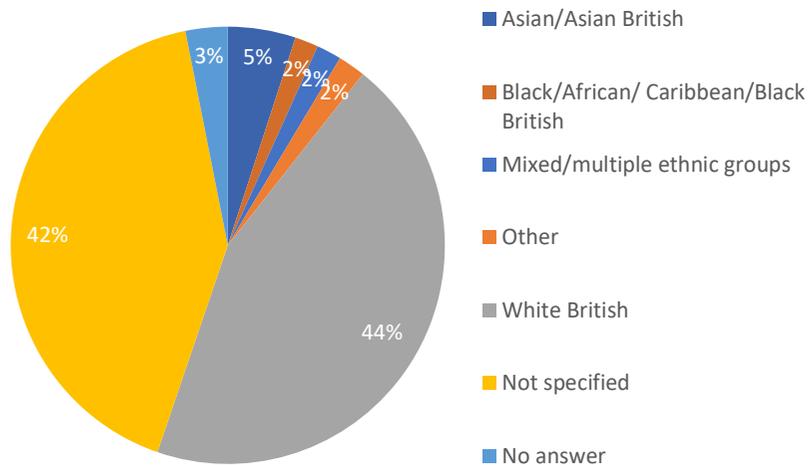
Figure B: Age of 2016 Festival audience (base size = 5,134)



Data collected from attendees about their ethnicity were not as consistent as previous years, with a very large proportion (45%) declining to answer (this was just 1% in 2015). Of those remaining, 44% described themselves as White British (ONS 86%); with 5% Asian/Asian British attendees (ONS 7.5%); 2% Black/African/Caribbean/Black British (ONS 3.3%); 2% mixed/multiple ethnic groups (ONS 2.2%); and 2% describing their ethnicity as other (ONS 1%). From these statistics, it appears that the Festival is continuing to reach an audience which is largely representative of the national population, although attendance from people from Asian and Black ethnic groups has decreased by around 30% since 2015.

Overall, the Festival objective to maintain audience breakdown by age, gender and ethnicity was assessed as partly met (**target 1g partly met**).

Figure C: Ethnicity of 2016 Festival audience (base size = 5,134)



Festival website

The Festival website went live on 1 April 2016. Summary data about website traffic during the period 1 January to 30 November 2016 are outlined below:

- 109,888 page views, including page view data from events pages when the programme went online in September 2016
- Average time on page: 1 minute 8 seconds (in 2015 this was 1 minutes 11 seconds).

There was a peak between April and May when event organisers visited the website to download application forms and view guidance. During September and October, page views increased significantly and remained high until the end of November. Overall there was an increase in page views of 67% in 2016 (**target 3b met**), compared with data for same time period in 2015.

Social media activity

Twitter statistics provided by the Festival team for the period 1 January to 30 November 2016 indicated significant increases since 2015 across potential reach (70%), potential impressions (133%), contributors (65%) and mentions (29%) (**target 4c met**).

Table 4: Summary of Twitter activity

1 Jan - 30 Nov	2016	2015	Increase
Potential reach	4.6 million	2.7 million	70%
Potential impressions	45.3 million	19.4 million	133%
Contributors	4,061	2,457	65%
Mentions	10,183	7,903	29%
Festival week	2016	2015	Increase
Potential reach	3 million	1.7 million	76%
Potential impressions	17.5 million	8.2 million	113%
Contributors	2,172	1,508	44%
Mentions	5,103	4,700	9%

The reach from Facebook advertising was estimated at 219,209 from 8,610 clicks.

Press and media outputs

Statistics provided by the Festival team calculated there were at least 229 media hits tagged across the following channels:

- Online: 206
- Print: 15
- Broadcast: eight (seven radio and one TV).

Press and media mentions increased by 42% on last year's coverage (161 mentions in 2015) with online coverage continuing to be the strongest.

Coverage included 19 national mentions (**target 4a met**), 186 regional (**target 4b met**), 14 international and ten mentions in trade and consumer outlets. International coverage included Russia, Vietnam, USA, Singapore, Saudi Arabia, Dominican Republic, South Africa, Indonesia, Brazil, Chile and Croatia.

Similar to last year, the topics which attracted most media coverage related to children and young people. Two events in particular received most of the overall mentions: University of Manchester's event on babies' use of gestures to communicate ('Art Baby-Music Baby – Language Baby'); and Edinburgh University's event exploring the issues raised by children and young people's use of sexting ('Let's talk about sexting'). Other national highlights included a six-minute local TV feature on 'Reimagining Belfast' (Ulster University), and a

front-page article in the Scottish Times on the use of computers in legal proceedings ('Robots in Wigs': Edinburgh University).

Estimated promotional reach of the 2016 Festival

The estimated total reach via marketing and promotion activities, was at least 4,963,497 and included:

- Website traffic - 109,888 page views
- Twitter and Facebook reach - 4,819,209
- ESRC publications and promotional materials - 34,400.

This exceeded last year's reach of 2,812,958 by 71%, easily meeting the 2016 target to promote to over 1 million individuals via marketing campaign activities (**target 6a met**)

Youngsters taking naked selfies despite knowing the risks

Scoop.it!



From www.newsletter.co.uk - November 3, 2016 4:11 PM

"Many young people choose to share naked selfies despite knowing the risks because they see it as a "normal and fun" part of relationships, a worrying study has shown."

ESRC's insight:
The results of the study will be presented at the Festival of Social Science event in Edinburgh on November 11.

'Alexa, guilty or not guilty?'

Scoop.it!



From futurescot.com - November 15, 2016 2:54 PM

"With an Amazon Echo expert able to predict legal outcomes, could computers replace judges?"

ESRC's insight:
The article highlights the 'Robots in Wigs' event which was hosted by the University of Edinburgh on 9 November as part of this year's Festival of Social Science

Young babies communicate using gestures - but parents don't notice

it



From www.thesun.co.uk - November 9, 2016 1:46 PM

Babies begin to "talk" at just a few months old with gestures that are often missed by parents, scientists say. They share their focus of attention with adults long before they are able to speak by following a person's gaze or showing someone an object.

ESRC's insight:
This research is being presented as part of the ESRC Festival of Social Science.

Reimagining Belfast: sharing the peace walls

it



From www.uktv.co.uk - November 15, 2016 3:00 PM

The host of Northern Vision TV 'Social Point' show at an ESRC Festival of Social Science event 'Reimagining Belfast: sharing the peace walls'.

ESRC's insight:
Reimagining Belfast: sharing the peace walls was an ESRC Festival event, photo credit @ESRCFestival.

6. Outcomes for attendees

Attendees' experiences and outcomes were captured through a paper and online post-event survey. Attendees were asked questions about three main areas:

- Interest in the events attended
- Awareness and recognition of the ESRC and Festival brands
- Outcomes in terms of knowledge, understanding and interest in the topic covered.

Attendee interest in events attended

Figure D shows that attendees rated Festival 2016 events extremely positively, with hardly any negative feedback in almost all areas. Attendees reported events were 'very/fairly' interesting (98%), accessible (98%), educational (97%) and enjoyable (96%). In terms of events being relevant, results were slightly more mixed, with a higher proportion of people saying the events they had attended were 'not at all' relevant (2%) or 'not very' relevant (9%). Results are largely similar to those of last year.

Attendee awareness and recognition of ESRC and Festival brands

Figure E shows that 60% of attendees (63% in 2015) were aware the event was part of the ESRC Festival and 73% (68% in 2015) were subsequently more aware of the ESRC and its work having attended a 2016 event (**target 6b met**).

Figure D - Attendee interest in 2016 Festival events

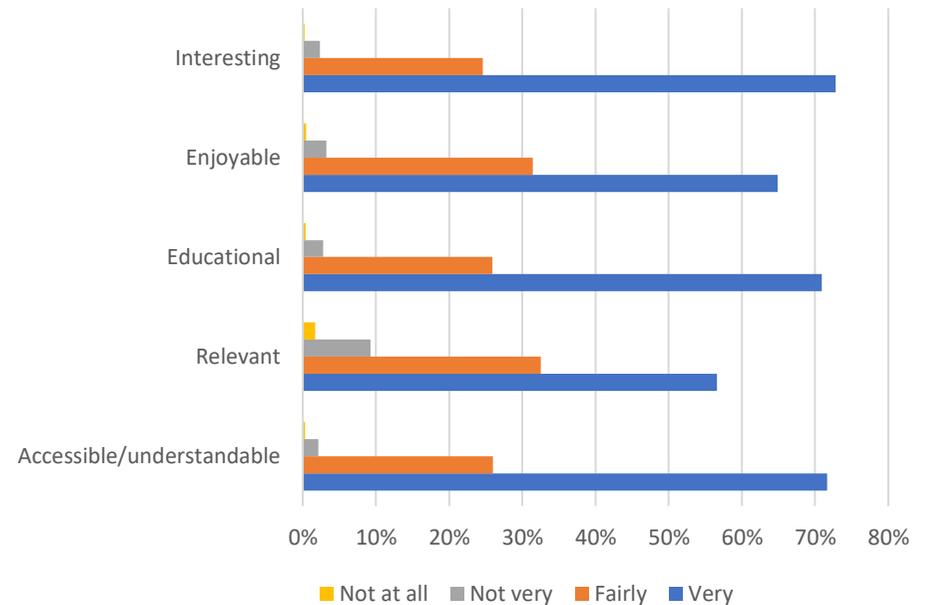
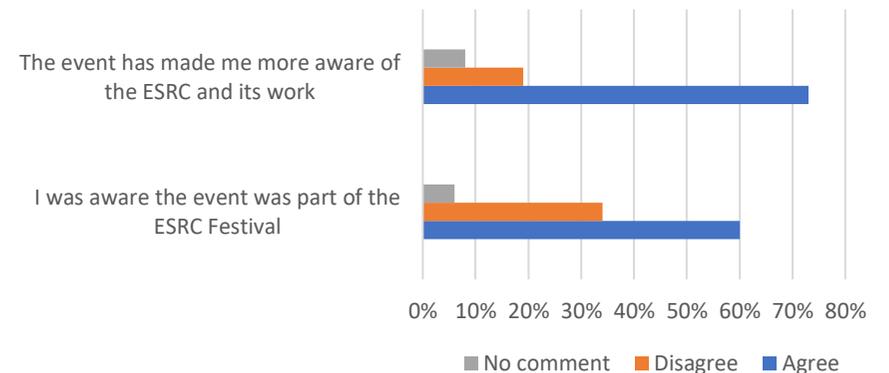


Figure E - Attendee awareness of ESRC and Festival of Social Science brands



"The Festival is fab. This is my first experience of it and I will definitely attend next year."

"I very much enjoyed the opportunity to meet and talk to people about our local community. Good to break down barriers between local residents and students."

"Excellent event to raise awareness and promote public engagement on this topic."

Outcomes of 2016 Festival events for attendees

Audiences were asked whether they agreed or disagreed with a list of statements relating to potential outcomes of the events they had attended.

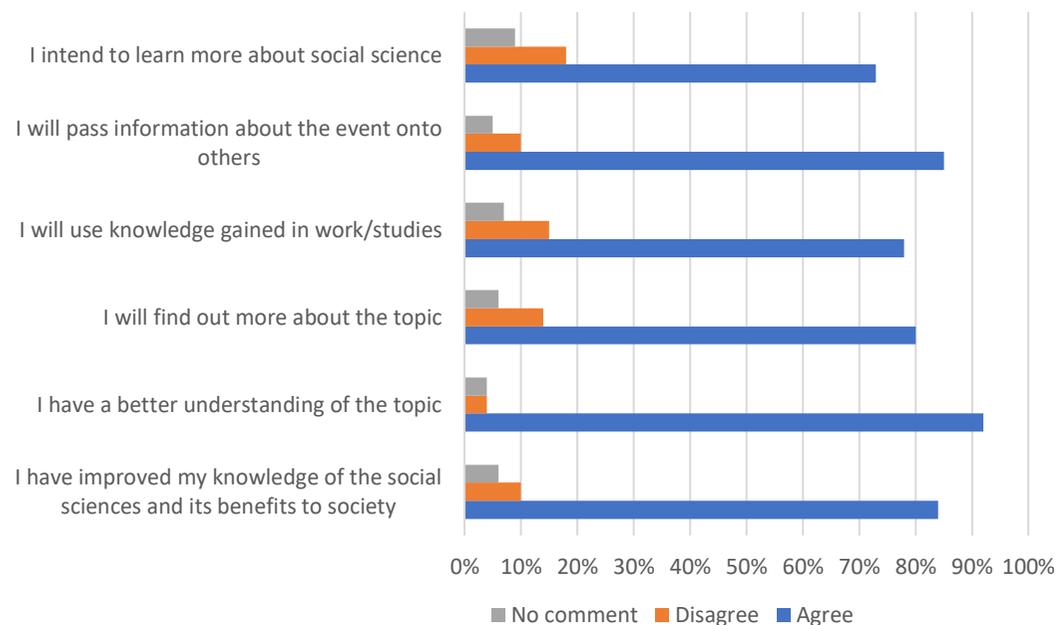
Figure F summarises their responses to these statements and shows that:

- Overall, all attendees were very positive about the difference attending events had made to their knowledge, understanding and interest of the topics covered
- The most popular outcome was a better understanding of the topic of the event, with 92% of attendees agreeing with this statement
- A very high proportion of attendees (84%) felt that the events had also improved their knowledge of the social sciences and the benefits to society (**target 2a met**)
- Similarly, attendees appeared to be motivated by the event to find out more about the topic (80%) and to learn more about social science generally (73%)
- Results from young people showed that 73% intended to learn more about social science having attended a Festival event, only just missing the target of 75% (**target 2c partly met**)
- In terms of using the information gained from the event, 85% of attendees said they would pass it onto others, and 78% agreed they would use it in their work or studies (**target 2b met**).

"I feel really fortunate to have the opportunity to learn about all this stuff before I embark on finalising my choice of university course."

"VERY stimulating event! I will be looking out, but what I have seen has been both educational and enjoyable."

Figure F - Attendee outcomes of 2016 Festival events: knowledge, understanding and interest of the topics covered



"The panel members were excellent. I liked the fact that the Chair asked the same question of each panel member and they gave their individual opinions, and the audience were invited to ask questions at the end. It was thought provoking, powerful and really interesting discussion."

"Thoroughly enjoyable and I was able to network with people I had previously only come across through emails or discussion."

7. Outcomes for organisers

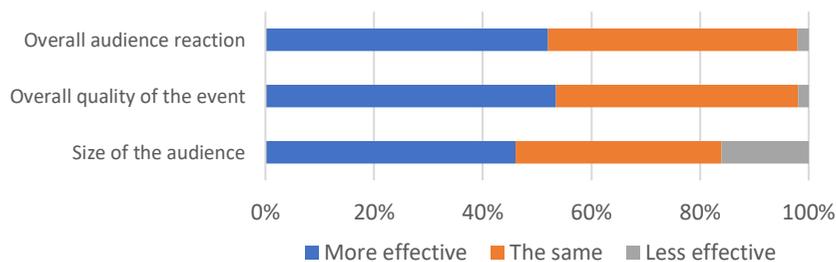
Event organisers were asked about their experiences via an online survey administered by the Festival team. A total of 187 fully completed responses were received indicating a response rate of 68% (53% in 2015). The survey covered the following main areas:

- Effectiveness of events
- Effectiveness of marketing activities
- Outcomes and benefits of the 2016 Festival.

Effectiveness of events

Organisers were asked to consider how effective their event had been in comparison with other events they had run before. Of the 56 who had taken part in previous ESRC Festivals, most responses were split fairly evenly between those who felt their 2016 event had been more effective and those who felt there had been no change. Very few organisers felt their 2016 events had been less effective in terms of audience reaction, audience size or overall quality.

Figure G: Organisers' perceptions of the effectiveness of their events (base size = 56)



Organisers' overall positivity about the success of their events may explain why almost most respondents said they would definitely (81%), or possibly (18%), consider running another Festival event in the future.

Effectiveness of marketing activities

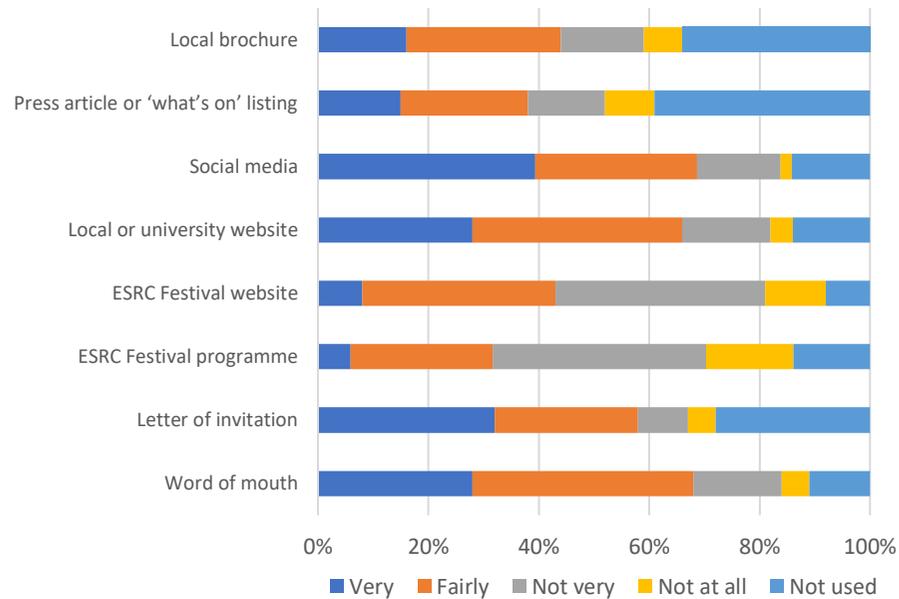
Survey respondents were asked to comment on the effectiveness of promotion and marketing for their events. Figure H shows that word of mouth (68%) and social media (68%) were most frequently perceived as very/fairly effective marketing activities. Local or university websites (66%) and direct letters of invitations were also successful (58%), although both were less well-used. Fewer respondents thought that ESRC marketing (via the Festival website and programme), local brochures, and press/what's on listings were effective. Nonetheless, responses to this question showed that overall, most of the listed marketing activities were well-used by organisers.

"It requires researchers to make connections beyond the usual, and to think about communicating in different ways with different audiences. Taking part is also a chance to share evidence and insights with members of the public: always a

"I thoroughly enjoyed the event. The audience were VERY engaged and happy to discuss, debate, discover - in the true spirit of the Festival!"

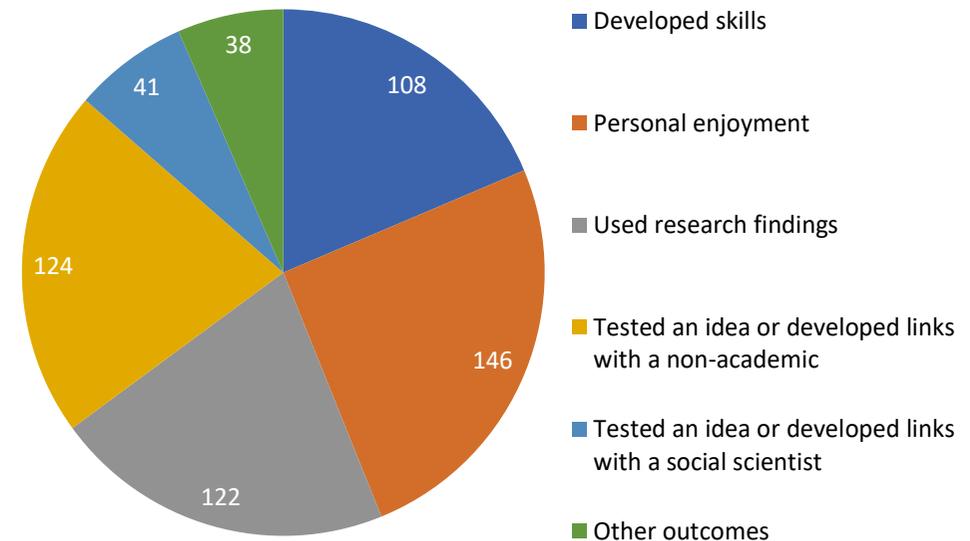
"Strong brand and platform. Established procedures to support the setting up of the event. Effective promotion."

Figure H: Effectiveness of marketing activities (base size = 187)



The balance of outcomes chosen is illustrated in Figure I and shows that a large number of organisers (n=146; 78%) felt they had gained personal enjoyment from taking part in the 2016 Festival. A significant number said that they had tested an idea or developed links with non-academics (n=124; 66%), and used research findings as part of their events (n=122; 65%). Around one-fifth (n=41; 22%) reported that they had also tested an idea or developed links with a social scientist.

Figure I: Outcomes for organisers by number of mentions



Outcomes of the 2016 Festival for organisers

The survey of organisers offered a list of potential outcomes of taking part in the 2016 Festival. Respondents were asked to indicate what they had gained, by ticking as many outcomes as they wished from this list:

- Developed skills
- Personal enjoyment
- Used research findings
- Tested an idea of developed links with a non-academic
- Tested and idea of developed links with a social scientist
- Other outcomes.

“We tested a concept and identified the conditions under which it would be more likely to work. Personal and team learning, networking and promoting an alternative view of nursing as a social science were also benefits from this experience. All (delivering) participants found the event, the training prior to that and the opportunities that opened up extremely beneficial.”

8. Assessment against Festival aims

Through its inputs, activities, outputs and outcomes, the 2016 Festival of Social Science has successfully responded to its overall aims and to the ESRC's relevant business objectives.

Aims of the 2016 Festival of Social Science:

Promote and increase awareness of the social sciences and ESRC research and the contribution they make to the wellbeing and economy of society

Encourage, support and create the opportunities for social science researchers to engage with non-academic audiences

"It's nice to feel part of a large-scale event. Great to have the financial support. Great to remind both research producers and consumers that social science can make people's lives better."

"Great being part of a well thought-of organisation's initiative and good to be associated with the ESRC. I could visibly see members of the public opening their minds to science and finding it accessible and enjoyable."

Findings from the survey of attendees showed that the Festival helped to promote and increase awareness of the social sciences and ESRC research and the contribution they make to the wellbeing and the economy of society:

- Sixty per cent of all attendees said they were aware the event was part of the ESRC Festival and 73% said they now knew more about the ESRC and its work
- Attendees enjoyed events and were motivated to find out more about the topic and to learn more about social science generally
- In terms of using the information gained from the event, 85% of attendees said they would pass it onto others, and 78% agreed they would use it in their work or studies.

The Festival continues to be a cost-effective means of encouraging, supporting and creating opportunities for social science researchers to engage with non-academic audiences in public engagement:

- Through 274 events, held across 51 towns and cities, the 2016 Festival reached 29,500 people directly
- Through social media, website traffic and press and media mentions, the reach of the Festival was extended to around 5 million
- The 2016 Festival offered exceptional value for money and delivered a range of significant and positive outcomes for attendees and organisers.

9. Assessment against Festival objectives and recommendations for 2017

In addition to working to the Festival's overall aims, the Festival team delivered activities against 21 specific objectives under 6 main areas. Of these objectives,

- **Seventeen were met or exceeded**
- **Two were partly met**
- **Two were not met.**

1. Audience numbers, types and geography objectives	Outputs and outcomes	Recommendations
a. Maintain audience attendance at 22,000 -25,000	<ul style="list-style-type: none"> • Audience attendance for 2016 estimated at 29,500, a 15% increase on 2015 (25,500). 	<ul style="list-style-type: none"> • Maintain current levels of marketing and promotion.
b. Stabilise events at 180-200 individual activities	<ul style="list-style-type: none"> • 274 events were programmed, an increase of 25% on 2015 (219 events). The number of events in 2016 more than exceeded the target. 	<ul style="list-style-type: none"> • Maintain MOU volume requirements with partners at current levels. • Aim to stabilise events around 200.
c. Maintain business, policymakers or the third sector attendees at 50%. (specialist interest audience)	<ul style="list-style-type: none"> • 32% of attendees described themselves as professionals; this is higher than for 2015 (30%), but did not meet the target of 50%. • 24% of events were categorised as knowledge exchange activities aimed at a professional audience. 	<ul style="list-style-type: none"> • Increase the number of events funded as specialist interest activities. • Increase marketing and promotion of the Festival to business, policymaking and third sector organisations.
d. Engage with teachers and young people to maintain attendance of young people at 25%	<ul style="list-style-type: none"> • 39% of attendees described themselves as school or college students and 25% were aged 18 and under. • 19% of events were aimed at children and young people. 	<ul style="list-style-type: none"> • Maintain marketing and promotion activities to teachers and young people at current levels. • Encourage more events aimed specifically at children and young people.
e. Increase to 10% the number of events held in London	<ul style="list-style-type: none"> • 4% of events were held in London. 	<ul style="list-style-type: none"> • Look to encourage applications for London based events in the Festival call

f. Increase events in Wales by 50%	<ul style="list-style-type: none"> Events held in Wales more than doubled between 2015 and 2016, increasing from 2% to 9% of total events held overall. 	<ul style="list-style-type: none"> Maintain partnerships with Bangor and Cardiff universities.
g. Maintain audience breakdown by age, gender and ethnicity at current levels	<ul style="list-style-type: none"> Breakdown by age and gender was largely similar to previous years. Breakdown by ethnicity showed that attendance by people from Asian and Black ethnic groups has decreased by around 30% since 2015. 	<ul style="list-style-type: none"> Monitor the reduction in attendance by people from Asian and Black ethnic groups and consider more targeted marketing and promotion if the decline continues. Encourage attendees to complete all parts of the post-event questionnaire so that sufficient demographic data are collected to continue to monitor audience breakdown accurately. Consider offering an incentive to those completing the form.

2. Audience learning and actions objectives	Outputs and outcomes	Recommendations
a. 80% of attendees improved their knowledge of the social sciences and its benefits to society	<ul style="list-style-type: none"> 84% of 2016 attendees felt that the events had improved their knowledge of the social sciences and the benefits to society. 	<ul style="list-style-type: none"> Encourage attendees to continue to complete all parts of the post-event questionnaire so that data on audience learning and actions are captured. Consider offering an incentive to those completing the form. Encourage event organisers to continue to prioritise knowledge exchange and learning outcomes when planning their events.
b. 75% of attendees will use the knowledge gained in their work or study	<ul style="list-style-type: none"> 78% agreed they would use knowledge gained from events in their work or studies. 	
c. 75% of young people are inspired to learning about social sciences	<ul style="list-style-type: none"> Results from young people showed that 73% intended to learn more about social science having attended a Festival event, only just missing the target of 75%. 	

3. Festival website objectives	Outputs and outcomes	Recommendations
a. Ensure the Festival website is live by April 2016	<ul style="list-style-type: none"> The Festival website was updated this year and went live on 1 April 2016. 	<ul style="list-style-type: none"> Problems relating to the search function were not fully resolved and will need to be addressed ahead of the 2017 Festival. Continue to monitor and review the accessibility and navigability of the site, particularly in terms of events listings.
b. 10% increase in page visits during the period 1 April – 30 November 2016	<ul style="list-style-type: none"> 67% increase in page views during period 1 January – 30 November 2016, compared with data for same time period in 2015. 	<ul style="list-style-type: none"> Continue to collect statistics on website traffic, time on page and unique page views. Consider if any other metrics are needed for reporting the use and effectiveness of the website.

4. Press and social media objectives	Outputs and outcomes	Recommendations
a. Press coverage in four nationals (online, print, TV or radio)	<ul style="list-style-type: none"> The 2016 Festival achieved press coverage in 19 nationals. 	<ul style="list-style-type: none"> Continue to conduct media monitoring for future Festivals and to review the effectiveness of this.
b. 10% increase in regional media (online, print, TV or radio)	<ul style="list-style-type: none"> Regional coverage achieved 186 mentions, a huge 745% increase since 2015 where only 22 regional mentions were recorded. 	<ul style="list-style-type: none"> Continue to encourage event organisers to report media mentions via a survey question about this.
c. 10% increase in mentions of #esrcfestival on Twitter	<ul style="list-style-type: none"> 29% increase in Twitter mentions during period 1 January – 30 November, compared with data for same time period in 2015. 	<ul style="list-style-type: none"> Continue to collect statistics on potential reach, potential impressions, contributors and mentions Consider if any other metrics are needed for reporting the use and effectiveness of Twitter, or other social media (e.g. Facebook).

5. Event organisers and partnership objectives	Outputs and outcomes	Recommendations
a. Increase HEI partnerships from 11 to 15	<ul style="list-style-type: none"> 15 HEI partnerships in 2016. 	<ul style="list-style-type: none"> Consider whether new partnerships with HEIs in London and South East England might help with increasing the number of events in those areas. Maintain existing partnerships, especially in Wales, and Northern Ireland where the proportion of events is lower overall.
b. Maintain average of 63% of events run by new organisers	<ul style="list-style-type: none"> 70% of organisers said they were running an event for the first time in 2016. 	<ul style="list-style-type: none"> Maintain existing levels and channels for promoting the call to first-time organisers. Ensure Gov Delivery news announcements are used
c. 50% of event organisers are not current ESRC-funded researchers (ESRC-managed events only)	<ul style="list-style-type: none"> Of the 86 individuals who organised one or more of the 92 ESRC-managed events, 68% were not currently ESRC-funded researchers. 	<ul style="list-style-type: none"> Ensure that this question is included in the survey of event organisers as well as in data collected from ESRC-managed and partner-managed applicants.
d. 650 social science researchers engage audiences	<ul style="list-style-type: none"> 1,400 social science researchers engaged with non-academic audiences through 2016 Festival events. 	<ul style="list-style-type: none"> Consider updating the target?

6. Brand support and awareness objectives	Outputs and outcomes	Recommendations
a. Promote to over 1 million individuals via marketing campaign activities	<ul style="list-style-type: none"> The estimated total reach via marketing and promotion activities, was at least 4,963,497, vastly exceeding 2015's reach by 71%. 	<ul style="list-style-type: none"> Maintain current channels and levels of marketing and promotion. Encourage organisers to promote their events locally and through social media and to use the festival hashtag Consider updating the target?
b. 50% of attendees recognise the event is part of the ESRC Festival of Social Science	<ul style="list-style-type: none"> 60% of attendees (63% in 2015) were aware the event was part of the ESRC Festival. 	<ul style="list-style-type: none"> Continue to encourage organisers to use the logo, banners and other Festival branding that ESRC supply.