17 July 2008

Evaluation of the ESRC Festival of Social Science 2008

Report prepared for the Economic and Social Research Council
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Executive Summary

The ESRC Festival of Social Science is an annual weeklong programme of events held across the UK that are designed to communicate information about the social sciences and how social science research impacts on our lives. The events take a variety of formats, from traditional lectures and seminars, to exhibitions, film screenings and topical debates. The Festival events are aimed at a range of different audiences, including policymakers, business, the media, the general public, and students of all ages. The Festival is centrally coordinated and funded by the Economic and Social Research Council (ESRC), while the majority of the individual events are run by ESRC research centres, groups, programmes, resources, networks and grant holders.

This evaluation of the 2008 Festival of Social Science was commissioned by the ESRC and undertaken by Technopolis Ltd in the period February 2008 – June 2008. The overall aims of the evaluation were to assess the performance of the Festival against its stated objectives, and to gauge its success and impacts in attracting participation and communicating key messages to its audiences. The evaluation has utilised a range of information sources, including feedback questionnaires from over 800 attendees and from 68 event organisers, data on the Festival events, attendance at selected events and interviews with ESRC’s Communications Team and a selection of event organisers.

This year a particular focus of the evaluation has been to consider the longer-term strategic development of the Festival and to investigate options for the development of the Festival, with reference to similar activities carried out by other agencies. In addition to speaking to some of the more experienced ESRC event organisers about the strategic development of the Festival, a programme of telephone interviews was also undertaken with individuals who occupy a central role in organising other science festivals across the UK. The interviews were carried out in order to form an understanding of the structure and organisation of these festivals and their aims and objectives, as well as to elicit any views on the Festival of Social Science and the potential for future collaboration.

The evaluation’s overall conclusion on the ESRC Festival of Social Science 2008 is that it has been a resounding success. Some of the key achievements this year are as follows:

• It has grown for the 6th year running, with 91 events across the UK (an increase of 20% from 2007)
• An estimated audience of over 4,800, an increase from 2007
• Increase in events held outside of London
• Increase in on-line events
• First UK-wide event
• Increased diversity of events and audiences
• Increased range of event formats with greater interaction and more multi-format events
• Reaching new audiences
• 90% of participants rated their event as accessible, interesting, enjoyable, topical and educational
• 90% of audience indicated their knowledge had increased
• 76% had a better awareness of the ESRC
• Two-thirds had increased their understanding of social sciences and the benefits it brings to society
• 63% planned to use the information from the event
Evaluation of the ESRC Festival of Social Science 2008

Organisers contribute both money and time (10 to 40 days) in-kind in exchange for sponsorship and assistance running events

Over 50% of event organisers stated their Festival event was more successful than others run previously

There is a greater alignment between ESRC Festival- and individual event-level objectives

ESRC funded investments felt holding a Festival event was an important element of their ‘informal’ contract with the ESRC

94% of event organisers were satisfied with the range and quality of support provided by the ESRC

The Festival has helped academics to shift from academic research dissemination to incorporate more general publicly relevant events

In conclusion, the 2008 Festival has fully achieved its central goal and delivered on the vast majority of its detailed objectives and outputs. The success of this year’s Festival is a testament to the hard work of ESRC’s Communications Team and the many organisers who staged events. The Festival is run at relatively little cost, particularly given the number of people attending and the length and intensity of the engagement, and many people give freely of their time to ensure that audiences find the experience both enjoyable and instructive. As a result the Festival has delivered excellent value for money.

Summary of Recommendations

ESRC responded extremely positively to the findings of the evaluation of the Festival of Social Science 2007, and took steps to implement many of its recommendations. The main recommendations this year are set out below. It is hoped that ESRC will be able to respond as positively this year, and strive to make next year’s Festival even bigger and better. In order to do this, additional resource will be required, as the Festival cannot continue to grow and still operate effectively within a static budgetary envelope.

Strategy and objectives

- Continue to run the Festival of Social Science on an annual basis, building on the considerable success enjoyed in 2008
- Update the Festival’s logframe carefully in light of planned changes and the results of the evaluation, and take steps to ensure that achievements can be reliably assessed
- Allocate additional resource to the Festival in future, in order to support its continued growth, and look to attract greater levels of input
- Consider the possibility of introducing a thematic focus within and as part of each annual Festival to create a critical mass of events on a topic of public and media interest
- Explore the possibility of developing collaborations with other science festivals around the country as a means by which to expand the outreach of the Festival

Festival organisers

- Continue efforts to attract new organisers and encourage all Investments to contribute to the Festival in some way

Festival events

- Seek to maintain the current good geographical spread of events and set targets based on the minimum number of events in each region

1 A number of more detailed recommendations can be found in Section 3 of this report
• Develop and issue guidance to organisers on the range and suitability of innovative / interactive event formats available
• Develop and communicate guidance on the use of on-line events and how to build in core messages about the social sciences
• Categorise events by social science field or subject as means by which to inform prospective attendees about the full range of subjects and disciplines that form the social sciences
• Continue to co-sponsor other activities as part of the Festival, particularly those that encourage the public and young people to engage in social science research

Promotional activity and media coverage
• Provide all organisers with Festival flyers in sufficient time and in a suitable format to be included in event mailouts, requesting feedback on the number sent
• Further develop ESRC’s central mailing list to increase the proportion of attendees returning in future years
• Further develop guidance on how to reach out to the general public or young people
• Seek to develop closer relationships with LEAs to increase awareness of the Festival and to facilitate involvement of schools in specific events
• More actively pursue ways to attract national media coverage for the Festival and exploit opportunities to contribute to local media coverage

Collaboration and integration
• Develop collaborative relationships with as many other science festivals as possible and explore opportunities for cross-promotion and sharing of good practice

Support to event organisers
• Continue with the provision of funding support to event organisers and use it to support events that contribute to the Festival’s objectives
• Bring the application and decision process for funding support forward by one or two months
• Ensure that event listings are posted on the Festival website as early as possible – at least two months in advance
• Continue to provide strong branding for the Festival and develop the range of promotional items
• Further develop the Social Science: Making a Difference to People’s Lives film to include more compelling case studies

Evaluation of the Festival
• Ensure that future evaluations develop and implement a range of different feedback forms more closely targeted to specific audiences and types of event
1. Introduction

This draft report presents the findings of an evaluation of the ESRC Festival of Social Science (FSS) 2008. Technopolis Ltd carried out the evaluation during the period February 2008 – June 2008 on behalf of the Economic and Social Research Council (ESRC).

1.1 The ESRC Festival of Social Science

The ESRC Festival of Social Science is an annual weeklong programme of events held across the UK that are designed to communicate information about the social sciences and how social science research impacts on our lives. The events are targeted towards a range of different audiences, including academics, policymakers, business, the media, the general public, and students of all ages. The events take a variety of formats, from traditional lectures, seminars and conferences, to exhibitions, film screenings and topical debates. The Festival is centrally coordinated and funded by the ESRC, and its research centres, groups, programmes, resources, networks and grant holders stage the majority of the events.

This section provides a brief summary of the Festival's history and the primary objectives of the 2008 Festival.

1.1.1 History of the Festival

Back in 2003, ESRC first initiated a Social Science Week as a means of supporting its science communication activities and overarching objectives. Since that time the Week has become a key element within the Council's science and society strategy and ESRC's commitment to increase awareness of UK social science to new audiences.

The first Week, in 2003, comprised 25 events, most of which were held in London and were directed to audiences comprising mainly academics and policymakers. Subsequent years have seen rapid growth in the number, diversity and geographical spread of events, and in the size and make up of the audience. There has also been an active policy to try to broaden the appeal of the Week, and to increase participation by the general public and younger audiences.

In 2006, the Week was brought forward from its traditional timing in June to March, to work alongside and within National Science Week. The Week saw a total of 57 different events being staged across the UK, between them attracting an audience of around 3,800 – a significant increase on the 2005 figures.

For 2007, Social Science Week was renamed as the ESRC Festival of Social Science. The Festival ran alongside National Science and Engineering Week (9th – 18th March 07) and attracted more than 4,600 people to its 76 events. The geographical spread of events was much improved, and for the first time events were staged in every one of the English regions, as well as in Scotland, Wales and Northern Ireland. The 2007 Festival also saw an increase in the number of newer event formats (debates, exhibitions, films) and increased levels of participation by young people and members of the general public.

Feedback from attendees at the 2007 Festival was extremely positive, with over 90% of the audience rating events as accessible, interesting, enjoyable and topical, while also being educational. Over 90% stated that they had learned something new at their event, with two-thirds gaining an increased understanding of the social sciences and the benefits research brings to society, and almost three-quarters gaining a better understanding of ESRC and its work.

The evaluation of the 2007 Festival found that it had met all of its key objectives and had delivered excellent value for money.
1.1.2 Objectives of the 2008 Festival of Social Science

During the latter half of 2007 the ESRC’s Communications Team formulated the objectives of the 2008 Festival, using logical framework analysis planning techniques. The 2008 Festival ‘log-frame’ set out the overall goals and broad objectives of the Festival and went on to specify a detailed list of outputs (or mini objectives), linked to ESRC’s wider ‘science and society’ objectives. The logical framework for the Festival also specified targets, measurable indicators and means of verification (to be used to judge whether objectives had been met), along with important assumptions and risks involved. From this analysis, the top-level objectives of the Festival in 2008 were as follows:

• Super Goal: To promote and increase awareness of ESRC and social sciences and its contribution to the wellbeing and the economy of the UK society.

• Goal: To increase awareness, understanding of social sciences and its impact on society amongst ESRC user groups, in particular the public and young people.

The full logical framework for the 2008 Festival is shown in Appendix F, and Section 2.7 of this report provides an assessment of the extent to which each objective has been met, based on the available evidence.

1.2 The evaluation of the 2008 Festival

Technopolis Ltd, a consultancy specialised in the evaluation of research and innovation policies and programmes, was awarded the contract to evaluate the success and impacts of the Festival of Social Science 2008.

1.2.1 Evaluation brief

The central questions for the evaluation related to the effectiveness of the Festival and its performance in achieving its stated goals and objectives. More specifically, ESRC asked the study team to evaluate the following aspects of the Festival:

• Evaluate the performance of the Festival against its specified goals and objectives as set out in the Festival’s logical framework. In particular to review the evidence and arrive at judgments in relation to the success and impacts of the Festival in terms of:
  • Attracting participation by the general public, students, academics, business, policymakers and the media
  • Raising awareness among participants of (i) the social sciences, (ii) social science research and its impacts on society, and (ii) the role and work of the ESRC

• Evaluate the breadth, variety and construction of the Festival in terms of the specific events that were organised and the projects that supported them

• Evaluate the organisation and management of the Festival, including the management support and financial assistance provided by ESRC to event organisers, relationships with other stakeholders, interaction, branding, communications, and so on

• Assess the extent to which recommendations from 2007 have been reflected in the design and implementation of the 2008 Festival

• Investigate options for the development of the Festival in the longer-term, with reference to similar activities carried out by other agencies

• Draw conclusions and recommendations based on the available evidence

A full copy of the evaluation terms of reference is shown in Appendix A.
1.2.2 Evaluation methodology

The evaluation employed a simple methodology, based around the collection and analysis of structured feedback from event participants and from the groups involved in organising the events and managing the Festival.

In collaboration with ESRC’s Communications Team, the evaluators designed two feedback questionnaires to be completed by event organisers and attendees. The questionnaires, which are shown in Appendix B and C respectively, were based around those used to evaluate previous ESRC Festivals / Social Science Weeks, so as to allow comparison of results over successive years.

In the weeks leading up to the Festival ESRC issued these questionnaires to all events organisers with a request that they themselves provide feedback and also collect feedback from all, or as many as possible, of the attendees at their event. ESRC also provided advice relating to the administration of attendee questionnaires in order to maximise the volume of feedback. A total of 839 completed attendee questionnaires were received, covering 54 (59%) of the events and 17% of the estimated audience at the Festival. It should be noted that ~9% of the attendee forms could not be related to a specific event, so it is possible that a larger proportion of the Festival events were covered by the feedback. A total of 68 completed organiser questionnaires were received, covering 58 (64%) of the events.

The other main sources of information and evidence used to conduct the evaluation included:

- An events database provided by ESRC and containing basic information on each of this year’s events, detailing for each the type of event, its location, timing, target audience and contact details for the organiser
- A programme of telephone interviews with the ESRC’s Communications Team (4), a selection of event organisers (12), and Vista Communications (2)
- A programme of telephone interviews with (11) organisers of other science festivals across the UK
- Attendance by the evaluation team at (8) events covering a range of formats, subjects and locations
- Documentation on the media coverage attracted by the Week (where known) as compiled by ESRC’s own press office, and web statistics for the Festival website
- A list of funding applications from event organisers, detailing in each case the ESRC’s decision on funding and the amount of funding requested and agreed. This also provided information about whether Vista support was requested
- Additional paper and web-based written documentation and information resources including the ESRC’s Festival of Social Science web pages, the Festival logical framework, samples of branding and give-aways, and other relevant information

A full list of events attended by the evaluators can be found in Appendix D.

1.3 This report

This report is presented in two further main sections, as follows

**Section 2** presents analysis of the 2008 Week

**Section 3** presents conclusions and recommendations

Supporting information is provided in a series of Appendices.
2. Analysis of the 2008 Festival

This section of the report presents the main findings from the evaluation of the 2008 Festival, and covers the following aspects:

• The make-up of the Festival in terms of the number and types of events that were staged
• The success of the Festival in attracting audiences to those events, and the types of people attending
• The extent to which the events and the Festival as a whole have delivered customer satisfaction
• The impacts of Festival events on their audiences
• The overall management and organisation of the Festival
• The effectiveness of the 2008 Festival in meeting ESRC’s stated objectives

In presenting the results the report shows, where appropriate, relevant Festival objectives and performance targets / indicators taken from the logical framework. A full analysis of the extent to which the Festival’s objectives have been met can be found in Section 2.7.

2.1 Breadth, variety and construction of the Festival

This section provides a summary of the main characteristics of events held during the Festival in 2008, including their number, location and type. It also provides an outline of the people and organisations that ran the individual events. A full listing of the events held as part of the Festival can be found at Appendix E.

2.1.1 Number of events

**Mini objective:** A week of activities celebrating the diversity of ESRC funded research and Social Sciences in the UK

**Indicator:** A programme of 80 varied individual activities

The 2008 Festival of Social Science was the largest to-date with a total of 91 individual events being held over the course of 10 days. Figure 1 presents event numbers from 2003 – 2008, and shows that the steady growth since its introduction in 2003 has continued this year, with 15 more events than in 2007, a 20% increase. The ESRC target that at least 80 individual activities would be staged this year has therefore been met.
2.1.2 Geographical coverage

**Mini objective:** Maintain an even geographical spread of activities

**Indicator:** Maintain 60% of the activities are outside the London area (5% Scotland, 5% Wales, 5% south west, 5% north east, 5% north west, 5% south east, 5% Midlands)

It has been a feature of previous Festivals and Social Science Weeks that events have tended to be concentrated in London, with less activity in other UK regions than is desirable for a national Festival. ESRC efforts to encourage a broader geographical spread of events across all regions of the UK in previous years had been moderately successful, but a sustained effort from ESRC last year meant that the geographical spread of events in 2007 was by some margin the most balanced. Communications from ESRC to event organisers this year again indicated that efforts to stage events in regions other than London would be appreciated.

Figure 2 shows the distribution of events across the UK regions for the 2008 Festival, and also provides the same data for last year’s Festival. It shows that the proportion of events held in London has fallen again this year, from 37% (2007) to 30% (2008) but disappointingly there was also a fall in the number of events in Scotland, Wales and Northern Ireland, reversing good progress that had been made in earlier years. The South West also saw a steep fall in the number of events. However, most of the other English regions, especially those that were not well represented last year have seen an increase in their share of events. The main exception was the North East region, where the share of events fell from an already low base.

The greatest gains in terms of event numbers were seen in the North West and Yorkshire & Humber regions, both of which more than doubled their share of events as compared to last year. There was also an increase in the number of on-line or ‘virtual’ events. This year also saw the first ‘UK-wide’ event in which the Open University invited visitors to its regional offices to participate in a research project exploring the significance of siblings, particularly in childhood and later life.
Last year's evaluation report discussed the fact that an entirely even geographical spread of events is neither feasible or desirable, given that the population is not evenly dispersed across the regions, and nor are the organisers of Festival events. The geographical profile of events in 2007 provided a better match for the population as a whole than was the case in 2006, and 2008 has seen some further improvements, with fewer events in London and a greater number in the Midlands. However, these ‘gains’ have been offset by other changes this year, which means that the geographical distribution of Festival events in those areas matches less well with the population as a whole.

It is also worth recapping on the fact that many organisers’ believe that it is easiest to attract their core target audiences when staging events in London, so some are reluctant to stage events in other locations. Where they have been encouraged to do so there have been some negative consequences in terms of audience numbers. It is also worth noting that while most indicators show growth in the Festival’s scale and diversity, the number of attendees per event has remained broadly the same or fallen slightly in each of the past few years, and this may be a reflection of the fact that a lower proportion of events are now being held in the London area.

Last year’s evaluation suggested that most people attending Festival events will not travel far, so will want to understand which events are going on locally. This year ESRC introduced for the first time a ‘regional flyer’ that allowed prospective attendees to quickly identify the events that were being staged within their region. While this new approach to marketing the Festival has been generally welcomed by organisers it has caused some to reflect on the difficulty of staging a sufficient number of events in every region every year. Some commentators have suggested that the Festival events are spread quite thinly across the UK, and suggested that ESRC might wish to consider focusing Festival events in a smaller number of regions or cities each year, with the geographical focus changing from one year to the next. This may help to give greater critical mass and profile to the Festival, and might help to attract significant interest from local media.
2.1.3 Event formats

**Mini objective:** Maintain a science and society focus to the week with the addition of more innovative public engagement and dissemination activities

**Indicator:** At least 15 events are innovative, interactive events (NEW)

From event descriptions it is possible to determine that the Festival this year involved a more diverse range of event formats than ever before. It is becoming increasingly difficult to allocate events to a single event format as most organisers are now running events that involve two or more different types of session. This year just over half the events were traditional seminars, and debates, but there has been a rise in the numbers of:

- Practical events (involving attendees directly in research experiments or workshops)
- Interactive events, using on-line resources
- Events involving films, theatre, exhibitions, etc.

The greatest change this year has been the number of events that can be described as ‘multi-format’, combining elements such as presentations, films, practical sessions, debates, competitions, and information exchange. These events feature high levels of interactivity and engage their audiences in new and diverse ways. Examples of some of this year’s interactive and multiformat events are given below.

**Timescapes: exhibiting the Young Lives and Times Project [London]**
This first session in a two-day event is aimed at youngsters participating in the Young Lives and Times qualitative longitudinal project and includes a drama workshop, artwork displays and visual recording of experiences during the research.

**DIY energy**
A fun, hands-on session suitable for 12+ years looking at how to harness sustainable energy to charge an iPod. By monitoring the energy generated from devices created in-session we will see how much is generated for the iPod. The event includes opportunities to view wind turbines and to pose questions to a scientist who works with energy technologies.

**Discover economics**
This event is aimed at Mathematics and Economics students in years 10-13. The morning and afternoon sessions will both include actual experiments in the laboratory for experimental economics followed by a presentation and discussion focused around the outcome of these experiments.

**Dragon's Depot: The future of transport in Aberdeen**
Modelled on the popular television programme Dragons’ Den, groups of volunteers will present their ideas to a panel of ‘Dragons’ from the business and academic community on how to solve a particular transport problem in Aberdeen. Audience participation will also be encouraged through the use of an interactive voting system.

**Surveying 2.0 - digital technologies, market intelligence and social media**
This one-day forum explores the impact of digital technologies on social interaction, cultural engagement, and the production of market-led knowledge from network and transactional data. It is structured around on site presentations, case studies and interactive workshops. These will be informed by online engagement of ‘virtual’ participants through blogs, networking sessions and discussion groups.

**Imagine this: Living with Dementia**
This event will help the audience to imagine what it is like to care for someone with dementia. It will use the media of presentation, film and a website, followed by a facilitated discussion to allow the audience to share their personal experiences of living with dementia.
DIY Community Action: Dual centre launch [Chester]

Community engagement is a topical question. Do people want to be active? How much can be expected of them? This lively 24-hour event combines the launch of a new book on community action, workshops and exhibitions, performance and fun, and debate about the Government’s community empowerment action plan.

Learning with your children

Learn about the infant and child research happening in your community at our open day. Talk to the researchers and see our latest studies and findings. Adults and children can look behind the scenes at our equipment and participate in ongoing studies on learning, memory and vision.

Information on organisers’ own categorisations of the activity type for events that were allocated funding support by ESRC (n=68) is available. This information shows that around a third (35%) of the events were ‘single format’, almost half (42%) combined two different activity types, and just less than a quarter (24%) were ‘multi-format’, combining three or more different types of activity. Roughly half of the events involved discussion / debate and almost 40% involved some kind of seminar-based activity. 20% included a hands-on or practical element, and 20% involved a virtual / on-line component. Roughly one in six of the events involved an exhibition and a similar proportion involved film screening or arts / theatre performances.

There is therefore no doubt that the ESRC’s target that at least 15 events this year would be innovative and interactive has been comfortably met.

2.1.4 Event topics

Mini objective: A week of activities celebrating the diversity of ESRC funded research and Social Sciences in the UK

Indicator: A programme of 80 varied individual activities.

The 2008 Festival events were not categorised or advertised according to their subject, meaning that analysis by this variable is not straightforward and not possible to compare from one year to the next. However, it is clear from the event descriptions that this year’s Festival included a very diverse range of events that collectively spanned a very broad range of research fields and topics.

Using the same broad coding system as used by ESRC for its Investments, each of the Festival events was assigned to one of the seven categories shown in Figure 3. Based on this allocation it can be seen that all of the broad subject areas have been covered by several of this year’s events, with sociology, social anthropology, psychology and education featuring particularly strongly. There were also a good number of events this year focusing on management, the environment, and research methods. Many of the events could have been coded to more than one category; in particular the “Statistics, Computing, Infrastructure, Demography and Research Methodology” group could have been applied as a secondary category for a significant proportion of the events this year. The overall conclusion based on the event descriptions, attendance at a sample of events, and feedback received from attendees is that this year’s Festival was the most diverse and varied to date, with more social sciences topics and subjects being featured than in previous years.
### Figure 3
2008 Festival events, by broad topic area (n=90)

<table>
<thead>
<tr>
<th>Topic area</th>
<th>Number of events</th>
<th>Share of events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sociology, Social Policy, Social Work and Social Anthropology</td>
<td>31</td>
<td>34%</td>
</tr>
<tr>
<td>Education, Psychology, Cognition and Linguistics</td>
<td>15</td>
<td>17%</td>
</tr>
<tr>
<td>Management and Business Studies and Innovation</td>
<td>12</td>
<td>13%</td>
</tr>
<tr>
<td>Geography, Environment, Urban/Rural and Transport Studies, Area Studies</td>
<td>12</td>
<td>13%</td>
</tr>
<tr>
<td>Statistics, Computing, Infrastructure, Demography and Research Methodology</td>
<td>9</td>
<td>10%</td>
</tr>
<tr>
<td>Government, Political Science and Law</td>
<td>6</td>
<td>7%</td>
</tr>
<tr>
<td>Economics and Economic Development</td>
<td>5</td>
<td>6%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>90</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

#### 2.1.5 Audiences targeted

**Mini objective:** Maintain a science and society focus to the week with the addition of more innovative public engagement and dissemination activities  
**Indicator:** Maintain at 60% the number of science and society activities

**Mini objective:** Awareness and experience among young people of ESRC research and social science in general is raised  
**Indicator:** At least 10% of events are aimed at <20 year olds

**Mini objective:** To maintain a portfolio of events targeted towards business and policymakers  
**Indicator:** 10 events aimed at this audience will be held and will include: at least one ESRC public policy seminar, and one targeted at business

With an increasing focus on Science and Society, ESRC has sought to increase its influence over the types of events that are run during the Festival by encouraging organisers to stage events aimed towards ‘young people’ and the ‘public’. The 2007 Festival saw the introduction of a new ‘Key’ system indicating the type of audience that each event was considered to be most suitable for. Each event listed in the programme and on the Festival website was assigned to one or more of four categories as follows:

- Key 1: For schools and/or college students
- Key 2: Suitable for a general audience
- Key 3: For people with a specific interest and some knowledge of the topic
- Key 4: For professionals as part of their work

The idea of the key system is that events falling into categories (Keys) 1 and 2 above can broadly be considered to be Science and Society events as they are suited to young people and the general public, while events falling into categories 3 and 4 are for people that are already knowledgeable, interested or working in the subject area. The key system is used on the Festival website and printed programme to help prospective attendees understand whether an event is likely to be suitable for them.

Figure 4 shows the profile of events this year according to the Key system. It should be noted that a small number of events were considered to be suitable for two or more of the audience categories and are therefore represented in more than one segment of the chart. Events advertised as suitable for a general audience (Key 2) were most
common, accounting for just over a third (37%) of the events. Events suitable for school and college students (Key 1) made up a quarter of the total (25%). Overall then it can be said that 62% of the events this year were targeted towards the general public and young people, and that the objective of maintaining at 60% the share of events that constitute science and science activities has been achieved.

Figure 4 Spread of 2008 events, by audience key (n=91)

Event organisers were also asked through feedback forms to indicate the occupational group or groups to which they had targeted their event. The proportion of events targeted towards each type of audience is shown in Figure 5, and the results are compared with the proportions reported during the 2007 Festival. The three most widely targeted audience groups were academics / researchers, the general public and government / public sector. The proportion of events targeting each group in 2008 is broadly similar to last year, though a greater number of the events this year were targeting the general public, school students and teachers. This year also saw small reductions in the share of events targeting business and the media. Nonetheless it is clear that this year’s Festival has maintained a portfolio of events targeted towards business and policymakers.

Figure 5 Target groups for events

<table>
<thead>
<tr>
<th>2007 Festival (n=49)</th>
<th>2008 Festival (n=58)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Groups targeted</td>
<td>Share</td>
</tr>
<tr>
<td>Academics / researchers</td>
<td>53%</td>
</tr>
<tr>
<td>General public</td>
<td>45%</td>
</tr>
<tr>
<td>Government / public sector</td>
<td>45%</td>
</tr>
<tr>
<td>School students</td>
<td>27%</td>
</tr>
<tr>
<td>Business / private sector</td>
<td>33%</td>
</tr>
<tr>
<td>College / university students</td>
<td>27%</td>
</tr>
<tr>
<td>Teachers</td>
<td>18%</td>
</tr>
<tr>
<td>Journalists / media</td>
<td>24%</td>
</tr>
<tr>
<td>Other</td>
<td>14%</td>
</tr>
</tbody>
</table>

(Note, multiple answers allowed)

The majority of Festival events have been targeted towards more than one occupational group, with the average event targeting three different groups. Organisers were therefore asked to select which of the audiences was the primary or main group that their event was targeted towards. The results are shown in Figure 6.
and confirm that the general public (29%), school students (18%) and academic audiences (18%) are the principal groups targeted by Festival events. The ESRC target of at least 10% of events aimed at <20 years old has clearly been met.

Figure 6 Primary target group for events (n=49)

<table>
<thead>
<tr>
<th>Primary target audience</th>
<th>Proportion of events</th>
</tr>
</thead>
<tbody>
<tr>
<td>General public</td>
<td>29%</td>
</tr>
<tr>
<td>School students</td>
<td>18%</td>
</tr>
<tr>
<td>Academics / researchers</td>
<td>18%</td>
</tr>
<tr>
<td>Business / private sector</td>
<td>14%</td>
</tr>
<tr>
<td>College / university students</td>
<td>7%</td>
</tr>
<tr>
<td>Government / public sector</td>
<td>5%</td>
</tr>
<tr>
<td>Teachers</td>
<td>4%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
<tr>
<td>Journalists / media</td>
<td>0%</td>
</tr>
<tr>
<td>No one main target</td>
<td>4%</td>
</tr>
</tbody>
</table>

Finally, organisers were asked whether they had targeted their event more towards a professional audience, the general public or young people. Just less than half (45%) of events were targeted more towards a professional audience, a third more towards the general public (33%) and just less than a quarter (22%) were aimed more towards young people (up to age 20).

Collectively the results in the section show that there continues to be a trend in the orientation of the Festival towards events with a more general appeal and suitable for the general public and young people, while still retaining a proportion of events that are oriented mainly to academics and policymakers. This shift is firmly in line with the objectives and ongoing strategy of the ESRC in relation to the Festival.

The targeting of events towards academics and researchers, in addition to other groups, remains widespread. This is despite encouragement by ESRC that other groups should be prioritised and especially through its refusal to fund any events aimed solely at academics. However, in most cases where organisers indicated that they targeted their event towards academics/researchers, they also listed other audience groups as targets. Only three of the organisers providing feedback selected only academics/researchers from the audience options given. Two of these events did not apply for or receive funding from ESRC, the remaining event was funded, but made clear in its application that the event would target the non-social science research community.

The ESRC set a target of at least 10 events being aimed at business and policymakers. The results above show that 19% of event organisers primary target audience was one of these two groups, which equates to around 17 events.

Given that school students were targeted by 37% of event organisers and were the primary target group for 18% of the events, the ESRC’s target (of at least 10% targeted to <20s) has been comfortably achieved.

2.1.6 Organisers and speakers

**Mini objective:** A week of activities celebrating the diversity of ESRC funded research and Social Sciences in the UK

**Indicator:** Recruitment/involvement of ESRC investments is spread across all subject areas, with at least 60% participation from investments.
Over 60 different groups and organisations were responsible for organising the 91 events held during the Festival. Almost 40% of the events (n=35) were organised by ESRC Centres, Groups, Programmes or networks. ESRC’s Communications Team organised one event. The remaining events were organised by a range of different organisations (universities, institutes, research centres, academies and initiatives) and individuals. Figure 7 presents the number of each type of ESRC Investment currently supported by the Council and the number and share of these that organised events for the Festival. It shows that overall, a third of all investments were involved in staging events in 2008, broadly the same as in 2007 but below the target of 60% participation by investments. The ESRC Research Centres and Groups were most active, collectively running 19 events, followed by the programme and Networks (11 events). ESRC resources staged five of the events this year.

It is likely however, that the figures underestimate the total involvement of ESRC’s investments in helping to organise and run events this year. The data presented are based on the lead organisation and therefore do not include co-organisers, collaborators, invited speakers, and so on, many of which may have been drawn from within ESRC’s investments.

Figure 7  ESRC Investments organising events for the 2008 Festival

<table>
<thead>
<tr>
<th>ESRC Investment</th>
<th>Number currently supported</th>
<th>Number organising events 2008</th>
<th>Share of investments involved in 2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Centres and Groups</td>
<td>28</td>
<td>12</td>
<td>43%</td>
</tr>
<tr>
<td>Programmes and Networks</td>
<td>24</td>
<td>8</td>
<td>33%</td>
</tr>
<tr>
<td>Resources</td>
<td>22</td>
<td>4</td>
<td>18%</td>
</tr>
<tr>
<td>Total</td>
<td>74</td>
<td>24</td>
<td>33%</td>
</tr>
</tbody>
</table>

It is not possible to determine whether there has been 5% involvement by new investments / disciplines due to the lack of clarity in this indicator. However, there have certainly been a large number of new organisers involved this year (see below).

It is also not possible to determine exactly how many of the events involved non-ESRC funded presenters either, as information was not available on all presenters, nor on their sources of funding. However, 12% of the (68) events that applied for and were allocated funding support by ESRC were organised by people and organisations that are ‘external to ESRC’ (i.e. not current grant holders or investments). It therefore seems likely from the available information that the target of 10% involvement by non-ESRC funded presenters will have been achieved.

Organiser Experience

The Festival has attracted a significant number of new organisers this year (64% of those providing feedback), which indicates that ESRC’s efforts to increase the Festival’s organiser base have been very successful. In 2006 and 2007 most of the organisers had been involved in running Festival or Social Science Week events.

There is still a reasonable level of continuity in the organiser base, though, with just over a third of the organisers having run Festival or Social Science Week events in previous years. This provides a good indication that organisers have been satisfied with their involvement in the Festival and the support that they have received and are willing to get involved in future years.
While most organisers were new to the Festival, most were not ‘first-timers’ at staging these types of events. 56% of this year’s organisers had run similar events in the last 12 months. These organisers had run an average of five events each in the last year.

2.2 Success and impact of the Festival in attracting participation

**Mini objective:** Maintain an accurate picture of the audience mix in terms of age, occupation and existing awareness of the week or social sciences

The following sub-sections use feedback questionnaire data to examine the audiences that actually attended the Festival, in terms of their number, age, gender, ethnicity, and occupation. It also looks at the forms of marketing used to promote the events and the perceived effectiveness of different techniques in attracting attendees. It also examines related issues such as the levels of repeat attendance and the effectiveness of cross-promotion between different events.

2.2.1 Number of attendees

**Goal:** To increase awareness, understanding of social sciences and its impact on society amongst user groups, in particular the public and young people

**Indicator:** Audience attendance across the week is increased to 5,000, an increase of over 10% from 2007

Organiser estimates put total attendance figures at 2,864 people for 54 of the events, or an average of 53 attendees per event. By grossing-up this figure to all 91 events, estimated total audience figures this year are in excess of 4,800². This broad estimate of total attendance numbers suggests that the new target of 5,000 attendees for 2008 was, if not met, very close to being achieved.

Average audience sizes at events have been falling over the past couple of years, with this year’s average (53) down 13% on the 2007 figure (61). However, the greater number of events means that total audience numbers this year are slightly up on last year’s estimate of 4,627, continuing the long-term growth in the Festival’s out-reach. Figure 8 presents total estimated audience figures since the Festival was first run (as Social Science Week) in 2003.

Figure 8 Estimated number of attendees each year, 2003-2008

![Number of Festival/Social Science Week attendees](image)

There was a fairly broad spread of audience sizes across the Festival events, as follows:

- 1 – 19 attendees 17%

² 91 events at 53 attendees each totals 4,826.
Two thirds of the events that attracted 100 or more participants were targeted mainly to the general public, and the other third were directed mainly towards professional audiences. Average audience sizes were largest at events aimed at the general public (~70). Events aimed at a professional audience averaged ~50 attendees, while events aimed mainly at young people attracted an average audience of ~40 attendees per event.

A number of online or ‘virtual’ events have been particularly successful in attracting good levels of participation. For instance, The Great Land Use Debate attracted around 100 contributors, with an additional 4,500 ‘hits’ on the blog as visitors came to read the debate. Such events will tend to involve ‘lighter’ engagement, but they also offer the potential to reach a much larger audience. As the use of on-line activities increases, there may be a need to treat these events separately in terms of how they are included within the evaluation and how their impacts are measured (including their audience numbers and depth of engagement).

Based on feedback provided by event organisers, audience sizes were felt to be ‘as expected’ for just over half of the events (57%), and ‘better than expected’ for a further 13% of the events. In the remaining cases (almost one third) organisers reported that attendance levels were lower than expected. Feedback from organisers suggested that a lack of time in the run up to the Festival for promotion and competition from other FSS and NSEW events had contributed to lower than expected turnouts. Other organisers described difficulties in getting schools to fit Festival events into their timetables, and indicated that several months lead-time is needed to achieve this. Others mentioned that earlier and stronger promotion of the Festival would help in attracting the general public. Finally, some organisers indicated that they would appreciate further guidance on how to attract the general public and younger audiences.

### 2.2.2 Age of attendees

**Purpose:** The ESRC user groups, in particular the public and young people are better informed and more aware of social sciences

**Indicator:** 20% of the audience are made up of young people (under 20 years).

**Indicator:** Maintain 60% of attendees between 20-40 yrs (NEW)

Based on the details provided in attendee feedback forms it is possible to give an indication of the age profile of Festival attendees. Figure 9 shows the distribution of the audience by age-band and shows that the Festival has managed to attract a broad spread across the different age groups, with the proportion gradually decreasing as the age bands increase.

One-quarter (24%) of the Festival audience was under 20 years of age, so the specific target of 20% of the audience being made up of this age group has therefore been met. This confirms that the ongoing encouragement given by ESRC to organisers to develop events aimed at young people continue to be successful.

The target of maintaining 60% of attendees between 20-40 years should in fact have been set at 40% (last year’s figure was 42%) but either way this specific target has not been met. The share of the audience in their 20s and 30s fell to 35% this year, and there has been small corresponding increases in attendance by each of the older age groups (40s, 50s and 60+). While the target for 20-40 year olds has not been met the Festival clearly attracts a broad range of age groups and obtains broadly equal levels of attendance across them.
At last year’s Festival eleven events in total returned completed attendee feedback forms from audience members less than 20 years of age. This included eight events organised by ESRC investments and grant-holders and three youth debates organised by ESRC’s Communications Team. Due to last year’s success in encouraging organisers to stage events aimed at young people ESRC elected not to run its own events targeted at young people this year and focused instead on further encouraging ESRC’s research community to do this. These efforts appear to have paid off, as this year the number of events providing feedback from audiences under 20 years of age jumped to 19, a 73% increase from 2007.

### 2.2.3 Gender of attendees

The gender profile of attendees at the 2008 Festival was reasonably well balanced and similar to that seen in previous years, with 45% of the audience male and 55% female. Analysis of individual events suggests that almost all attracted a mixed audience, and most were reasonably balanced in terms of gender. However, a small number of events attracted a predominantly female audience and these seem to account for the overall difference between female and male attendance.

Looking at the gender and age profiles together reveals that the under 20s were predominantly male (62%) while attendees in their 20s and 30s were predominantly female (65% and 68% respectively). The older age groups were much more evenly split in terms of gender balance.

### 2.2.4 Ethnicity of attendees

The reported ethnic profile of attendees is presented in Figure 10, and shows that non-white ethnic groups made up 13% of the total audience numbers (based on feedback forms received), the same figure as last year.
Office for National Statistics data (2001) shows that nearly 8% of the UK population are non-white, which would suggest that non-white ethnic groups are well represented at Festival events compared to the population as a whole.

2.2.5 Occupation of attendees

The 2008 Festival attracted attendees from a wide range of occupational backgrounds. The major groups this year were academics / researchers, accounting for 22% of attendees, college / university students (19%), school students (15%) and government / public sector (15%). A breakdown of the occupational profiles of attendees at the 2008 and 2007 Festivals is shown in Figure 11. It shows that attendance by the major groups is little changed this year.

Figure 11 Occupational profile of attendees

<table>
<thead>
<tr>
<th>Occupation</th>
<th>2007 Festival (n=835) Proportion</th>
<th>2008 Festival (n=831) Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic / researcher</td>
<td>22%</td>
<td>Academic / researcher</td>
</tr>
<tr>
<td>College / University student</td>
<td>21%</td>
<td>College / University student</td>
</tr>
<tr>
<td>School student</td>
<td>16%</td>
<td>School student</td>
</tr>
<tr>
<td>Government / public sector</td>
<td>18%</td>
<td>Government / public sector</td>
</tr>
<tr>
<td>Business / private sector</td>
<td>8%</td>
<td>Business / private sector</td>
</tr>
<tr>
<td>Teacher</td>
<td>6%</td>
<td>Teacher</td>
</tr>
<tr>
<td>Journalist / media</td>
<td>1%</td>
<td>Journalist / media</td>
</tr>
<tr>
<td>Other (mainly charity, NGO, retired, unemployed)</td>
<td>8%</td>
<td>Other (mainly charity, NGO, artist, retired, unemployed)</td>
</tr>
</tbody>
</table>

2.2.6 Attendance by the general public and students

Section 2.1.5 reported on the proportion of events that were targeted to the general public. Attendees providing feedback at events were asked to indicate whether they attended the Festival event (a) in a professional capacity, (b) as a member of the general public, or (c) as a school / college student. The results indicate that 40% of this year’s audience attended in a professional capacity, 29% were members of the general public, and 31% were school / college students. This again indicates a good
level of variety within the audience base, and confirms the general trend towards a greater science and society focus for the Festival is being achieved.

Figure 12 cross-references whether an event was targeted mainly at a professional, general public or young audience, with the capacity in which the audience at the event were attending. It shows that

- In cases where events were targeted primarily towards professionals, 73% of attendees did indeed attend in a professional capacity
- In cases where events were targeted primarily towards the general public, 50% of attendees did indeed attend as members of the general public
- In cases where events were targeted primarily towards young people, 73% of attendees indicated that they attended as school or college children

The make up of attendees at events does therefore largely correspond to the main target audience of the organisers. In particular, where events are targeted at professionals or young people, then a largely professional audience or largely young people attend. Events targeted towards the general public are more likely to be attended by the general public, however the association is less strong, with a mix of professionals and young people making up half of the numbers.

It is also encouraging news that individual events are attracting a broad range of different groups, and in particular that members of the public and young people are attending even when an event is not specifically targeted at these groups. It is unclear as to what the ‘optimal’ balance between the three main audience groups might be for future Festivals. However, the results show very clearly that efforts over the past few years to make the Festival more attractive to the general public and young people have been largely successful.

Figure 12  Organiser target audience by type of attendee (n=637)

<table>
<thead>
<tr>
<th>Organisers' target group</th>
<th>Attendance capacity</th>
<th>Total attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professionals</td>
<td>Professional capacity 73%</td>
<td>General public 14%</td>
</tr>
<tr>
<td>General public</td>
<td>29%</td>
<td>50%</td>
</tr>
<tr>
<td>Young people</td>
<td>16%</td>
<td>10%</td>
</tr>
</tbody>
</table>

2.2.7 Marketing and promotion of events

Organisers were asked about the routes they had used to market their events, and the responses obtained are shown in Figure 13. The first thing to note is that organisers typically employ a wide range of marketing techniques. In fact, on average organisers used six of the nine methods listed. The most widely used promotional tools were word of mouth (90%), the ESRC Festival printed programme (90%) and letters or emails of invitation (82%), while ESRC's regional flyer and the Festival website both appear to have been used by 79% of the organisers. These figures are slightly surprising as one might have expected the flyer, which was distributed to organisations earlier and in greater numbers than the programme, would have featured more strongly as a means of promotion. It may be that there was some confusion over the different types of marketing (particularly between the programme and the flyer) when responding to this question.

Of the given methods, the least frequently used were the National Science and Engineering Week programme and website, though it is likely that some organisers were simply not aware that their event had been included in those forms of marketing.
Some organisers used promotional methods other than those listed, including dedicated event websites, blogs, local media campaigns, direct telephone marketing, and local radio.

Figure 13 Use of different forms of promotion in marketing events (n=68)

<table>
<thead>
<tr>
<th>Types of promotion</th>
<th>Proportion of organisers using this method</th>
</tr>
</thead>
<tbody>
<tr>
<td>Word of mouth</td>
<td>90%</td>
</tr>
<tr>
<td>ESRC Festival printed programme</td>
<td>90%</td>
</tr>
<tr>
<td>Letter or email invitations</td>
<td>82%</td>
</tr>
<tr>
<td>ESRC Festival regional flyer</td>
<td>79%</td>
</tr>
<tr>
<td>ESRC Festival website</td>
<td>79%</td>
</tr>
<tr>
<td>Event flyer / poster / newsletter</td>
<td>75%</td>
</tr>
<tr>
<td>Press article or what’s on listing</td>
<td>69%</td>
</tr>
<tr>
<td>NSEG programme</td>
<td>47%</td>
</tr>
<tr>
<td>NSEG website</td>
<td>44%</td>
</tr>
<tr>
<td>Other forms of marketing</td>
<td>19%</td>
</tr>
</tbody>
</table>

2.2.8 The effectiveness of marketing and promotion for events

Organisers were also asked, where a type of promotion was used, how effective they felt it was in marketing their event, along a four point Likert scale from ‘very effective’ to ‘not at all effective’. The results are shown in Figure 14 below in order of descending effectiveness (very or fairly combined).

Figure 14 Effectiveness of different forms of promotion (n=68)

<table>
<thead>
<tr>
<th>Type of promotion</th>
<th>Effectiveness</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Very</td>
</tr>
<tr>
<td>Letter or email invitations</td>
<td>57%</td>
</tr>
<tr>
<td>Event flyer / poster / newsletter</td>
<td>43%</td>
</tr>
<tr>
<td>Word of mouth</td>
<td>34%</td>
</tr>
<tr>
<td>Other forms of marketing</td>
<td>50%</td>
</tr>
<tr>
<td>Press article or what’s on listing</td>
<td>15%</td>
</tr>
<tr>
<td>ESRC Festival printed programme</td>
<td>18%</td>
</tr>
<tr>
<td>ESRC Festival website</td>
<td>23%</td>
</tr>
<tr>
<td>ESRC Festival regional flyer</td>
<td>13%</td>
</tr>
<tr>
<td>NSEG programme</td>
<td>3%</td>
</tr>
<tr>
<td>NSEG website</td>
<td>0%</td>
</tr>
</tbody>
</table>

Note n varies for each type of promotion, depending on which were used

Making direct contact with a known audience through letters or emails of invitation is rated as the most effective form of promotion with over 90% describing it as very effective or fairly effective. Word of mouth and event flyers, posters or newsletters were considered very or fairly effective by four out of five organisers. Three quarters indicated that the other forms of marketing they had used (dedicated event websites, blogs, local media campaigns, etc.) had been very or fairly effective, and half considered press articles and listings to have been useful forms of marketing.

The Festival website, printed programme and regional flyer were considered by many to be less effective forms of promotion, having been reported as not very or not at all
effective by a majority of the organisers that expressed an opinion. Of the three the printed programme was considered to be most useful.

The NSEW programme and website were considered to be the least effective of the forms of promotion listed, with less than 10% of organisers considering them to be fairly or very useful.

Although the Festival programmes and website were not considered the most effective forms of marketing many events, they appear to be useful sources of information once people have been notified about the events and the Festival. One might expect organisers to consider their directed and targeted promotional activity to be more effective than general Festival-level promotion organised by ESRC, but that does not mean that the latter is not a widely used and useful source of information about the Festival.

All of the organisers interviewed confirmed that they considered their own marketing as the most effective means of promotion and attracting an audience. This was especially the case where the organiser’s marketing consisted of directed, targeted contact such as personalised invitations or email mail outs to members of their own mailing list. Most organisers spoken to also used email bulletins and their own (and others’) websites to market their event – methods that were generally felt to be reasonably effective means of attracting an audience.

In comparison, the central ESRC marketing was not seen as a very effective form of marketing for individual events. Many of the organisers commented that they thought it unlikely that the brochure and other central forms of marketing had attracted anyone to their event and in particular, doubted that the Festival brochures were ever really looked at. Two organisers highlighted that the brochures were probably not the right medium for advertising events to potential audiences as it was generally too late to be telling people about other events and the extent to which people would go to two very different events in two different locations was probably limited. This is not to say that organisers felt that the events should not fall under a clear branded central umbrella – just that this should not be the major focus of marketing efforts for the individual events.

2.2.9 How attendees first heard about events

Attendees were asked how they first heard about the event that they attended. The results are shown in Figure 15 and broadly support organisers’ thoughts on the effectiveness of different forms of promotion, with attendees most commonly hearing about events via word of mouth, a letter or email of invitation or another form of marketing than those listed, which in most cases was through a friend, colleague, or through their school / teacher (so predominantly word of mouth). Together these three forms of targeted promotion accounted for 80% of the attendance at the Festival this year.

The remaining forms of marketing, despite being fairly widely used, were only cited by a relatively small proportion of attendees as having been the means by which they first heard of their event. However, given that over 4,800 people attended Festival events, any form of marketing that has attracted even 1% of the total has been useful.

Further analysis revealed some differences between the ways in which the three main audience groups (professional, general public, young people) first heard about events. Professionals were most commonly alerted through a letter or email of invitation (39%), word of mouth (23%) or event flyers / posters / newsletters (13%). The main routes for ‘general public’ attendees were word of mouth (40%), letters of invitation (18%) or press articles (13%). The main routes by which young people heard about their event were ‘other’ (35%) because most had found out through their teacher, school or college, by word of mouth (30%) or by letter of invitation (26%).
Figure 15 How attendees first heard about the event (n=792)

<table>
<thead>
<tr>
<th>Types of promotion</th>
<th>Proportion of attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Word of mouth</td>
<td>30%</td>
</tr>
<tr>
<td>Letter or email invitation</td>
<td>29%</td>
</tr>
<tr>
<td>Other forms of marketing</td>
<td>22%</td>
</tr>
<tr>
<td>Event flyer / poster / newsletter</td>
<td>10%</td>
</tr>
<tr>
<td>Press article or what’s on listing</td>
<td>5%</td>
</tr>
<tr>
<td>ESRC Festival printed programme</td>
<td>2%</td>
</tr>
<tr>
<td>ESRC Festival regional flyer</td>
<td>1%</td>
</tr>
<tr>
<td>ESRC Festival website</td>
<td>1%</td>
</tr>
<tr>
<td>NSEW programme</td>
<td>1%</td>
</tr>
<tr>
<td>NSEW website</td>
<td>0%</td>
</tr>
</tbody>
</table>

These findings confirm that the feedback received from organisers is broadly correct, in terms of the effectiveness of different forms of marketing.

2.2.10 Attendance at Festival events in previous years

**Goal:** To increase awareness, understanding of social sciences and its impact on society amongst user groups, in particular the public and young people

**Indicator:** 80% of the audience is new to the week. 20% returned (took part last year)

The majority of attendees at this year’s Festival (86%) had not attended an event in previous Festival or Social Science Weeks, while 11% had. The remaining attendees were unsure. These figures confirm that the ESRC's target of 80% of the audience being Festival 'first-timers' has been met.

These results demonstrate the Festival’s ability to reach a very large number of new people every year. Given that the overarching objective of the Festival is to promote and increase awareness of the ESRC and social sciences and the impact that social science research has on society, a very high turnover in the audience is arguably a good thing. However, the flip side to this is that at most 14% of last year’s audience attended events this year, meaning the target of getting 20% to return has not been met.

2.2.11 Knowledge about the Festival

**Mini objective:** Maintain a creative and distinctive brand

**Indicator:** 70% of the audience were aware that a particular activity was part of the whole week through branding, etc.

In order for the Festival to be an effective vehicle for increasing awareness about the ESRC and the social sciences, it is helpful if attendees are aware that the event that they are attending is part of a wider body of activities with that central theme. Efforts have been made to encourage organisers to use Festival branding when promoting as well as staging their events. Despite these efforts, less than one third (31%) of attendees signalled that they had been aware, prior to attending their event, that it was part of the ESRC Festival. This figure is, disappointingly, lower than last year’s figure of 38% and indicates that more organisers could do more to ensure that the Festival and its other events are promoted alongside their own events. Having said this some organisers have commented that they did not receive copies of the printed programme and regional flyer in sufficient time to include it in their mailouts (letters or emails of invitation). Provision of these materials by ESRC further in advance of the Festival
should help, and circulation of pdf versions of the printed programme and regional flyer could enable organisers to email this information to attendees ahead of time.

It is not possible to provide a clear indication of the proportion of attendees that were made aware of the Festival at their event. This is because in asking the question “are you now aware that this event is part of the Festival?” the feedback forms automatically make attendees aware of that fact. However, feedback from attendees\(^3\) shows that event organisers are actively using Festival branding, and attendance at a number of events by the study team enabled confirmation that most event organisers / speakers have promoted the Festival and the ESRC through the use of banners, promotional items and by talking directly to their audience about the Festival and the support provided by ESRC. It can therefore be assumed with confidence that, on leaving the events, most of the attendees would have been aware that the event was not a stand-alone exercise but part of a wider Festival organised by ESRC.

### 2.2.12 Attendance at other Festival events

**Mini objective:** Maintain a creative and distinctive brand  
**Indicator:** 20% attended more than one activity in the week (NEW)

The vast majority (92%) of attendees providing feedback had not attended any other Festival of Social Science events earlier in the week (6% had attended other events and 2% were unsure). In addition, only 10% reported that they intended to go to another 2008 Festival event later in the week, with a further 18% unsure whether they would. These figures are unchanged from last year.

The timing of the event in question will obviously either limit the proportion that had attended (for early events) or intended to attend (for late events) other events. However, in total only 13% of attendees had attended and/or expected to attend another event during the week. The ESRC’s target of 20% of the audience attending more than one activity in the week has not quite been met. This may be due to any number of factors, such as

- The geographical dispersion of events
- Other events may not be of interest
- Lack of availability of time / resource to attend more than one event
- A lack of effective cross promotion

It is certainly not surprising that if many attendees were not aware of the wider Festival they would not have been able to attend or plan to attend other Festival events. Of the 257 attendees who were aware that their event was part of a wider Festival, one quarter (26%) had attended or intended to attend another event during the week. This is double the proportion among all attendees and almost four times the proportion for those that were not aware. These are essentially the same results as last year, and confirm again the importance and value of cross-promotion and the reason why all organisers should be further encouraged to include Festival information when promoting their events.

### 2.3 Success and impact of the Festival in delivering customer satisfaction

Event organisers and attendees were asked through feedback questionnaires to provide information about their level of satisfaction with various features of the event they organised or attended. This section examines attendees’ ratings of the events, their satisfaction levels and suggestions as to how individual events and the Festival as

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\(^3\) See section 2.5.5 for further information
2.3.1 Attendee ratings of the event

**Goal:** To increase awareness, understanding of social sciences and its impact on society amongst ESRC user groups, in particular the public and young people

**Indicator:** 80% found the activities useful and learnt something new

**Goal:** The ESRC user groups, in particular the public and young people are better informed and more aware of social science

**Indicator:** Maintain 20% of young people feel that they learnt something new and will be able to use in their studies/work

Attendee feedback on the Festival events was extremely positive overall, building on the success of previous Festivals / weeks in delivering high levels of ‘customer satisfaction’. The feedback form asked attendees to rate their event against five criteria, and the results are shown in Figure 16 below. The results are excellent overall, with over half of the ratings on each of the criteria being ‘very’ positive, and most of the remainder being ‘fairly’ positive. The results are even better than last year, with roughly 10% more ‘very’ ratings on each criterion than was achieved by the 2007 events. The ESRC and individual event organisers should be applauded for consistently managing to stage events that:

- Are relevant and ‘up to date’ (topical)
- Engage their audience (interesting)
- Provide a learning component (educational)
- Are pitched at the right level (accessible / understandable)
- Are fun (enjoyable)

Further analysis revealed that low ratings (not very or not at all) were assigned by just 12% of attendees, and less than 2% gave a low score across more than two of the criteria. This means that only a small group can be considered in any way dissatisfied and in most of these cases only in respect of one or two of the given measures. These results suggest that ESRC’s objective of ensuring that 80% of attendees find the events useful and learn something new at them has been fully achieved. Further analysis revealed that 95% of young people under 20 found their event to be very or fairly educational.

Figure 16  Attendee ratings of the events (n=808)
2.3.2 Attendee satisfaction with different aspects of the events

Attendees were also asked to indicate their satisfaction with various aspects of the event. The results are presented in Figure 17 below and reveal that over two thirds of attendees (69%) regarded the event they attended as 'very' satisfactory overall, while a further 29% regarded it as 'fairly' satisfactory. All of the specific event aspects were given positive ratings by at least 94% of the attendees that expressed a view, and over 60% of ratings assigned were very satisfactory.

It is perhaps worth noting that the greatest number of low ratings concerned the amount of time given for discussion, questions, or debate. This ought to be something that could be remedied fairly easily.

Figure 17 Attendee satisfaction with event features (n=794)

2.3.3 Will attendees return next year?

Almost half (44%) of the attendees providing feedback said that they would definitely attend another Festival event in future years and 52% said that they possibly would. This is a further positive reflection on the quality of the events that were organised this year, and bodes well for future growth in the Festival. It should be acknowledged though, that based on past experience most of the attendees that state that they will definitely attend another event in future do not come back the following year. Consistently only around 11% of the audience at the Festival has attended in previous years, only around a quarter of those that state each year that they plan to return. It is not clear why follow-on attendance is lower than one might expect or hope, but ESRC attempts to ensure that all Festival attendees are given the option of joining ESRC’s central mailing list so that they can be notified about the Festival and other ESRC events on an ongoing basis.

2.3.4 Attendee suggestions for improving events

Event attendees were asked to provide any comments or recommendations they had concerning the event or the Festival more generally. Roughly 160 specific comments were received from 147 attendees (approximately 16% of all those providing feedback), and these have been summarised below.

1. **Plaudits (n=34)**

Many of the comments were not suggestions, but rather statements of satisfaction or comments that highlighted some of the positive features of events. Many comments simply stated that the event was excellent, enjoyable, well organised, interesting or
informative. However, other comments were more detailed, and the four below give a flavour of these:

Great format to the event, structured well to allow painted discussion but plenty of free flowing discussion too. Flexible and accommodating to lots of ideas from participants on the topic

My daughter thoroughly enjoyed participating in the event and was sorry not to come to see the pictures today.

An excellent evening, providing a stimulatory fusion of theory with practice

This was a valuable insight into musicians’ development, coupled with some wonderful performances. And very good to hear some of the research participants feedback on the project

2. Structure and content (n=46)
Attendees asked for: better organisation / structure / management of the event (11); a more balanced representation among presenters or on debating panels (10); a more in depth analysis of the issues (6); events that are more interactive, lively, and engaging (6); higher quality, clearer presentations (4); a better quality DVD with improved sound or subtitles (4); more follow-up / information after the event (4); clearer answers to questions (2);

3. Venue and facilities (n=27)
Attendees asked for: improved sound or working microphones (10); some (or more) refreshments (7); better signposting at venue (3); better lighting (2); fewer technical problems (2); a more comfortable room temperature (1); more chairs (1); better parking facilities (1)

4. Timing of events (n=18)
Attendees asked for: more time for questions, comment and discussions (13); a longer event generally, or spread over 2 days (4); event held at a more convenient time of day (1); coordination of events to avoid clashes (1)

5. Materials provided (n=16)
Attendees asked for: copies of the event’s slides to be provided on the day in the packs (8); delegate lists (2); more information in advance of the event (2); shorter / more relevant questionnaires (2); name badges (1); better pens (1)

6. Promotion and advertising (n=14)
Attendees asked for: better promotion of the events and Festival in general – suggesting greater use of local press, radio and TV and of university departments (10); more advance notice about events (3); more events (1)

In addition to the above comments, this year’s younger audience provided some more colourful suggestions, as follows:

Get 2 fly honey’s presenting the event

Have fit dancers

Play Phat beats

As was the case last year, a large number of recommendations and comments have been provided, but in most cases only by a few people at each event. This, combined with the very positive feedback received overall, suggests that organisers are staging well-organised and enjoyable events and are getting most elements right. The number of positive comments received has increased significantly this year, and the number of negative comments about the venue and facilities has fallen significantly.

Based on the comments above, event organisers should take note of the following in preparing for future Festival events:

- For debates / discussions it is important to ensure that there is a varied and well-balanced range of people and organisations represented on the panels
• Avoid the temptation to over-simplify events when targeting them to the general public and young people
• Ensure that attendees are able to clearly hear what is going on
• Ensure that the events are as interactive as possible and that events aimed at young people include a practical (participatory) component
• Provide refreshments whenever possible and particularly during events lasting more than a couple of hours
• There is a need for earlier and more widespread advertising of events
• Event organisers and presenters should ensure that copies of slides are included in attendee’s information packs

2.3.5 Organiser satisfaction with events

Organising a Festival event is voluntary, and the organisers who agree to do so put a great deal of time and effort in to ensuring that their events are not only successful in their own right but also relevant to the Festival objectives. Organisers are increasingly asked by ESRC to stage lively and engaging science and society events, using less traditional formats and reaching out to new audiences. Interviews with organisers suggest that planning, promoting and running an event can consume anything from 10 to 40 person days of effort, as well as several thousand pounds in associated costs.

Organisers were asked to provide satisfaction ratings concerning a number of aspects of their event. The spread of results for each of these aspects is shown in Figure 18 below. Almost all (98%) of organisers were very or fairly satisfied with their event overall, and 84% were very satisfied. Events also performed very well overall on each of the six specific features or aspects that organisers commented on, with at least 94% of events given a positive (very or fairly satisfactory) rating. This year the quality of the speakers and the presentation / content of the events were the most highly rated features, followed by audience participation and feedback. Organiser satisfaction levels were higher than last year on every single aspect, suggesting that the increased science and society focus is going hand in hand with increasingly successful and rewarding events.

Event organisers were asked how their 2008 Festival event compared to events they had run in the previous 12 months in terms of three different aspects. Figure 19 presents the results. Festival events appear to perform very well in terms of overall audience reaction, with over half of event organisers stating that their Festival event was more successful in this respect than other events they have run. Most organisers rated the overall quality of their Festival event and the size of its audience as the same as other events they have run. However, where there were differences, Festival events were more likely to be of higher quality and attract larger audiences.
Every single organiser who provided feedback said that they would either definitely or possibly like to run another Festival event in the future. Of these, over two-thirds (69%) said that they definitely would. This is good news, and should help to ensure future growth and success for the Festival.

All of the organisers that were interviewed were generally satisfied with the event that they organised and ran, with those running events - or events as part of the Festival - for the first time clearly very pleased with their success. One organiser mentioned very specific features that resulted in a positive experience:

“The fact that the event was hand-on, that it involved computers and that it revolved around a game were all important success factors for an event with young people. It is likely that these elements would also work well for a wider general public audience.”

The main issue for some seemed to be the lower than expected audience, or not having representatives present from certain groups. Few specific comments were made by organisers on how their event could have been improved, though a small number pointed out that in retrospect they could have been better advertised or publicised (2), held at a different time or in a different location that better suited the target audience (2), or were more targeted to ensure that certain specific groups were represented in the audience (2).

2.4 Success and impact of the Festival in raising awareness of social sciences & ESRC

The ‘supergoal’ of the Festival is to promote and increase awareness of ESRC and social sciences, and this section presents the available evidence as to the extent to which this has happened. It begins by looking at the degree of alignment between this objective and the motives organisers had for running their events in 2008, as well as looking at the motives of attendees. It then goes on to report on attendees’ self-reported awareness levels about ESRC and the social sciences both before and after attending their event. Finally it looks at the level of media coverage attracted by the Festival and its events in an attempt to gauge the contribution of media activity to raising awareness beyond the direct participants.

2.4.1 Organisers’ motives for running events

Staging a Festival event is voluntary and organisers are not paid directly for doing so. Therefore, close alignment between organisers’ own ‘event-level’ objectives and ESRC’s broader objectives for the Festival as a whole is not automatically guaranteed. The ESRC has sought to provide event organisers with clear and specific guidance on the Festival objectives, as well as some of the specific changes that are being sought in order to improve the mix of events and audiences. ESRC also offers some financial support towards the cost of staging events that contribute to the Festival’s objectives, and does not do this for events that are less well aligned.

Event organisers were asked to indicate the primary objective(s) of their events. Figure 20 presents the results and shows that the objectives of the 2008 event organisers

<table>
<thead>
<tr>
<th>Event aspect</th>
<th>Less successful</th>
<th>The same</th>
<th>More successful</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall audience reaction</td>
<td>9%</td>
<td>39%</td>
<td>52%</td>
</tr>
<tr>
<td>Overall quality of the event</td>
<td>7%</td>
<td>65%</td>
<td>28%</td>
</tr>
<tr>
<td>Size of the audience</td>
<td>16%</td>
<td>63%</td>
<td>21%</td>
</tr>
</tbody>
</table>
were fairly wide-ranging, while also being highly aligned with ESRC’s objectives for the Festival.

Figure 20 Primary objectives of Festival events (n=68)

<table>
<thead>
<tr>
<th>Objective</th>
<th>Proportion of organisers</th>
</tr>
</thead>
<tbody>
<tr>
<td>To increase awareness and understanding of a specific social science subject or topic</td>
<td>72%</td>
</tr>
<tr>
<td>To communicate information about your own organisation / group and its work</td>
<td>54%</td>
</tr>
<tr>
<td>To introduce social science to a new / wider audience</td>
<td>43%</td>
</tr>
<tr>
<td>To increase awareness and understanding of the social sciences in general</td>
<td>34%</td>
</tr>
<tr>
<td>To disseminate the results of your own research</td>
<td>28%</td>
</tr>
<tr>
<td>To provide a forum for networking</td>
<td>28%</td>
</tr>
<tr>
<td>To encourage greater participation in social science by young people</td>
<td>26%</td>
</tr>
<tr>
<td>To communicate information about the ESRC and its work</td>
<td>22%</td>
</tr>
<tr>
<td>To increase the take-up or application of research findings (research into practice)</td>
<td>15%</td>
</tr>
</tbody>
</table>

The organisers’ objectives for most events are to raise awareness of a specific social science subject / topic and communicate information about their own organisation / group. Increasing awareness of the social sciences more generally and introducing the social sciences to a wider audience are primary objectives of less than half of the events. However, at 43% and 34% of events respectively, the share of organisers pursuing these goals is higher than ever before. These results suggest that year on year there is a greater alignment between event-level and Festival-level objectives. The greater number of young people and members of the general public attending this year also demonstrate this improved alignment.

Amongst those organisers interviewed there was a general agreement that as organisations in receipt of ESRC funding there was a legitimate expectation from ESRC that its investments would support the Festival where possible by staging events, although of course this is not obligatory. The extent to which the interviewees felt pressure to contribute varied, often with the size and profile of the investment, but those who had organised an event generally felt that this was an important element of their ‘informal’ contract with the Research Council.

For some, running an event for the Festival fitted well with their overall programme of work, because it offered the chance for feedback (especially from a wider audience), to engage others in debate or because they had reached an appropriate stage for wider presentation and dissemination for example. Others mentioned that they saw running an event as an opportunity to gain publicity and raise the profile of their organisation, demonstrating and increasing interest and awareness of their research.

A number of interviewees pointed out that they run events anyway throughout the year and that the support, funding and opportunity to operate under the banner of the Festival were attractive reasons to either run an extra event, or to amend the content/timing of an event to run as part of the Festival. It was also seen by a couple of organisers interviewed as the opportunity to do something different or to reach out to new or additional audiences. One organiser went as far as to say “I want to get students involved in economics at an earlier stage, because it is not part of the national curriculum and is not usually encountered until university. I want to give the experience earlier so that more people choose the subject and develop the next generation of social scientists”.
Running a successful event in previous years as part of the Festival was also often key to continued participation.

2.4.2 Audience motives for attending events

Attendees were asked to state their primary reason for attending the event, and the results are presented in Figure 21. It can be seen that most attendees are seeking to either gain information relevant to their work or research (43%) or through a general or personal interest in the topic (34%). These figures are unchanged on last year and indicate that regardless of whether people attend in a professional or personal capacity, most are seeking information and hoping to learn something from the event. Most of the remainder indicated that their school, college or employer had sent them (14%), which suggests that in these cases there was less of a personal motive to attend. Only 3% of attendees saw the event primarily as a networking opportunity.

Figure 21 Attendees’ primary reasons for attending events (n=830)

<table>
<thead>
<tr>
<th>Primary reason</th>
<th>Proportion of attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>To gain information relevant to my work / research</td>
<td>43%</td>
</tr>
<tr>
<td>General / personal interest in the topic</td>
<td>34%</td>
</tr>
<tr>
<td>Sent by my school / college / employer</td>
<td>14%</td>
</tr>
<tr>
<td>Other reason</td>
<td>6%</td>
</tr>
<tr>
<td>Potential networking opportunity</td>
<td>3%</td>
</tr>
</tbody>
</table>

Other reasons given for attending included:
• Family or personal connection to the event topic or the organiser
• The event looked interesting
• To have fun

2.4.3 Attendees pre-existing awareness of ESRC and social science

**Goal:** To increase awareness, understanding of social sciences and its impact on society amongst ESRC user groups, in particular the public and young people

**Indicator:** Maintain that 50% are new to ESRC

The feedback forms completed by event attendees asked participants to indicate their level of pre-existing knowledge of ESRC, social science and the event topic. The results are given in Figure 22 and show a broad spread of understanding within the response group. Before the event, most attendees considered themselves to be fairly or very knowledgeable about the event topic, the social sciences in general and the contribution of social science research to society, with between 19% and 25% stating that they were very knowledgeable. This suggests relatively high levels of awareness among the attendees with respect to the social sciences. However, in each case between 32% and 40% also considered themselves to be 'not very' or 'not at all' knowledgeable about these things, so the events are clearly attracting a broad mix of people with different levels of knowledge about the social sciences.

Prior levels of knowledge about the ESRC itself were noticeably lower, as has been the case in previous years, with only 11% considering themselves very knowledgeable and two-thirds (67%) claiming low or no knowledge of ESRC prior to attending their event. This means that the target of 50% of the audience being ‘new to ESRC’ (or at least with little prior awareness of ESRC) has been met.
Figure 22  Attendees’ level of knowledge prior to attendance (n=843)

<table>
<thead>
<tr>
<th></th>
<th>Not at all</th>
<th>Not very</th>
<th>Fairly</th>
<th>Very</th>
</tr>
</thead>
<tbody>
<tr>
<td>The topic that formed the focus of the event</td>
<td>9%</td>
<td>23%</td>
<td>45%</td>
<td>23%</td>
</tr>
<tr>
<td>The social sciences in general</td>
<td>8%</td>
<td>26%</td>
<td>44%</td>
<td>21%</td>
</tr>
<tr>
<td>The contribution social science research makes to society</td>
<td>9%</td>
<td>31%</td>
<td>41%</td>
<td>19%</td>
</tr>
<tr>
<td>The ESRC and its work</td>
<td>42%</td>
<td>25%</td>
<td>22%</td>
<td>11%</td>
</tr>
</tbody>
</table>

2.4.4 Extent to which events have raised awareness of ESRC and the social sciences

**Goal:** To increase awareness, understanding of social sciences and its impact on society amongst ESRC user groups, in particular the public and young people

**Indicator:** 80% found the activities useful and learnt something new.

**Goal:** The ESRC user groups, in particular the public and young people are better informed and more aware of social science

**Indicator:** Maintain 20% of young people feel that they learnt something new and will be able to use in their studies/work

Attendees were asked whether they felt that as a result of attending the event their awareness of ESRC and social science had increased. The results are shown below in Figure 23, and indicate that the Festival has generated widespread learning benefits, not just about the specific topics covered by the events (88%) but also about the ESRC (76%), social science (69%) and the benefits that research brings to society (66%). These figures are slightly higher than last year, a further indication of the fact that the Festival is becoming more and more successful at reaching out to and conveying key messages to new audiences. These findings further confirm that the ESRC’s objective of at least 80% of the audience learning something new has been successfully achieved.

Figure 23  Extent to which events have increased attendees’ knowledge / awareness (n=780)

<table>
<thead>
<tr>
<th></th>
<th>Agree</th>
<th>Disagree</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>It has increased my knowledge of the topic covered by this event</td>
<td>88%</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>It has raised my awareness of the ESRC and its work</td>
<td>76%</td>
<td>13%</td>
<td>10%</td>
</tr>
<tr>
<td>It has raised my awareness of the social sciences in general</td>
<td>69%</td>
<td>14%</td>
<td>18%</td>
</tr>
<tr>
<td>It has raised my awareness of the benefits social science brings to society</td>
<td>66%</td>
<td>19%</td>
<td>15%</td>
</tr>
</tbody>
</table>

The ESRC set a specific target that 20% of young people (under 20) attending the Festival would feel that they learnt something new. Feedback from 183 young people this year indicated that over 80% had increased their awareness of the social sciences, the ESRC and its work and the topic covered by the event. Over 70% had an increased awareness of the benefits that social science research brings to society. Therefore ESRC’s target has been fully achieved.

Attendees were also asked whether by going to the Festival event their interest in social science had increased. More than half (51%) felt that it had, while the remainder were split evenly between those that were unsure (24%) and those that
stated it had not (25%). 56% of young people (under 20) stated that they were more interested in the social sciences as a result of attending the event.

2.4.5 Expected use of information

| Goal: To increase awareness, understanding of social sciences and its impact on society amongst ESRC user groups, in particular the public and young people |
| Indicator: 60% would use the knowledge they gained (NEW). Maintain 20% of young people feel that they learnt something new and will be able to use in their studies/work |

Attendees were asked to indicate which of a given list of actions they expected to take following their attendance at an event. The results are presented in Figure 24 and show that the vast majority of attendees plan to take each of the specified actions. Almost two thirds (63%) stated that they definitely expect to use some of the information gained from the event in their work or studies and a further 22% said that they might do. This finding indicates that the ESRC's target of 60% of attendees using the knowledge they have gained at the event has been met.

More than half of the attendees expect to share information from the event with colleagues (58%) seek out further information on the subject (57%), and most of the remainder indicated that they possibly would. Over a third of respondents (36%) also reported that they would make further contact with people they met at the event, with a further third (36%) seeing this as a possibility. The data also shows that 96% of respondents will definitely or possibly undertake at least one of the given follow-up actions.

These figures suggest that the impacts of the Festival are not limited to what happens during the events themselves and that significant follow-up use of information, sharing of information and networking will be taking place in the subsequent weeks and months. These figures are also more positive than those achieved in previous years, and provide further proof that the Festival's ongoing growth is going hand in hand with higher levels of success in delivering ESRC objectives.

<table>
<thead>
<tr>
<th>Actions expecting to take following the event (n=773)</th>
<th>Yes</th>
<th>Possibly</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>I will use the information from the event in my own work / studies</td>
<td>63%</td>
<td>22%</td>
<td>15%</td>
</tr>
<tr>
<td>I will pass the information from the event to my colleagues</td>
<td>58%</td>
<td>31%</td>
<td>11%</td>
</tr>
<tr>
<td>I will seek out further information on the event topic</td>
<td>57%</td>
<td>25%</td>
<td>18%</td>
</tr>
<tr>
<td>I will make further contact with people I met at the event</td>
<td>36%</td>
<td>36%</td>
<td>29%</td>
</tr>
</tbody>
</table>

ESRC set a specific target that 20% of young people (under 20) attending the Festival would feel that they learnt something new and would be able to use this information in their own studies/work. Feedback from 185 young people confirmed that just over half (52%) expected to use the information from the event in their future studies, so this objective has been met. Over a third (38%) also expected to share the information with their friends, and just under a third (32%) expected to seek out further information on the topic. A smaller proportion (19%) expected to make further contact with other people they met at the event.
2.4.6 Media coverage

**Mini objective:** Coverage of the week and individual activities is achieved in the national and regional media

**Indicator:** Press coverage is achieved across the national and regional media for the week and individual events – with at least 100 articles.

**Indicator:** Placed coverage is achieved in Guardian, Times Higher, The Times and the Financial Times.

Attendance at Festival events is not the only way in which people can be made aware about the ESRC and the Festival of Social Science. The greater the volume of media coverage the Festival and its events can generate - before, during and after the event - the more the public will be made aware of the Festival, and the greater the likelihood that they will find out more, either through Festival attendance or through other routes.

Alongside its media campaign, ESRC sought to determine the levels of media coverage generated by organisers prior to the Festival itself. The Communications Team asked organisers to copy them in on all press releases that were issued and any media coverage that was received for individual events. One month after the Festival, ESRC was able to provide details of 57 media items that featured either the Festival as whole or one or more of the individual events. Copies of the majority of these items have been provided to the evaluators and an overview and discussion of these is provided below.

**Media coverage of the Festival**

ESRC provided details of 11 features that covered just the Festival as a whole. All of these appeared in the weeks before the festival, over the period 29th February to 4th March 2008 (although in most cases, these features are still accessible). These items were all internet-based media that appeared on online news service sites and blogs, as follows:

- www.intute.ac.uk – UK university-run web resource
- www.politics.co.uk – specialist UK politics news website
- www.researchresearch.com – policy news website for the research world
- www.taxcase.blogspot.com – online blog
- www.lockergnome.com – blogging network
- www.eurekalert.org – online global news service, operated by the American Association for the Advancement of Science
- www.alphagalileo.org – online resource for European research news
- www.technewswatch.co.uk - unknown
- www.medicinenewstoday.com – online health news site
- www.pediaknowledge.com – general news website
- www.sourceuk.net - news and information service for UK Public Service Managers

ESRC have informed the evaluators that the press release appearing on politics.co.uk was paid coverage, but that the remainder of the coverage was free.

Most of the features relating to just the Festival consisted of the ESRC FSS 2008 press release, or an abbreviated version with a link to the full press release. The ESRC press release briefly explains the importance of social science to our lives and the type of work that ESRC funds, it also introduces the Festival and the kinds of issues that will be covered by events. A link to the Festival website and contact details for the press
office are also provided. The press release was sent to everyone on ESRC’s mailing list, resulting in it being featured in a number of different places.

Last year ESRC also notified the evaluators of 11 features covering the Festival as a whole, so this year’s coverage is at a normal level. In 2006 the total was higher, with 30 features on Social Science Week 2006. However, the majority of these were focused on National Science Week events and made only passing reference to Social Science Week 2006. The number of ‘dedicated’ features this year is therefore similar to those attracted over the past two years. The press team commented that they were happy with the level of features for the Festival as a whole this year, and have highlighted in previous years that it is more important that the individual events receive good levels of media coverage.

The logical framework for the Festival continues to carry a target that placed coverage will be achieved in the Guardian, Times Higher, The Times and the Financial Times. However, ESRC’s Communications Team did not appear to be pursuing this target due to staff changes and this will need to be addressed for 2009.

**Media coverage of individual events**

ESRC provided details of 45 media items covering individual Festival events this year. This was a decrease on the 101 media items attracted by last year’s events. However, 30 of the features appearing in 2007 were accounted for by just six media features, with each covering all five of the events run by the Royal Anthropological Institute. Taking this into account, the decrease in recorded coverage of events between 2007 and 2008 is minimal, though the total achieved is still significantly below the target level of 100 features.

Most of the features mention that the event is part of the ESRC Festival of Social Science and include details in the notes of how to get further information on the Festival.

Although the press team have confirmed that they have provided a full list of all known coverage, it is likely that there are a number of media items that occurred, but that have not been notified to ESRC. It is therefore expected that the figure of 45 media items to a somewhat under-representation of the true extent of the coverage occurring across the country.

Of the 45 reported features in 2008, nearly two-thirds (65%) appeared before the event (including 3 features that appeared on the first day of week-long events), 11% appeared on the day of the event and 24% after. This is a similar distribution to previous years.

All of the known coverage appeared on Internet sites, with the exception of just two pre-event articles that appeared in local newspapers:

- **The Media Express and Echo (Exeter)** - For the event ‘Stocks and Docks ’08’ – A free public event at a Gallery in Exeter bringing together artists and scientists to share ideas and engage with one another’s work. The event consisted of film screenings, talks and debates
- **The Southern Daily Echo (Southampton)** - For the event ‘Climate Change: A Deliberative Forum for Young People’ – A debate for 15 to 18 year olds on responsibility for tackling climate change, opened by John Denham (Secretary of State for Innovation, Universities and Skills and Southampton MP) and involving a panel of experts.

Both of these articles mentioned that the event was taking place as part of the ESRC Festival of Social Science, explained the purpose and content of the events and provided details on venue and times.

The evaluators were not made aware of any of the events or the Festival as a whole being covered in the national media (i.e. newspapers, television or radio), with one exception that was uncovered through interviews. An FSS organiser appeared on BBC
Breakfast to discuss and publicise their event. However, despite the fact that the event was funded as part of the Festival of Social Science, it was also part of National Science and Engineering Week and it was this that was mentioned during the interview.

By comparison, in 2007, there were 20 local newspaper or magazine features, 5 national newspaper or magazines features (3 online), 1 local and 1 national radio feature, and 74 blogs and other internet features. The internet-based focus of event coverage has been increasing over the years and is now at its highest level, up from three-quarters of event features last year.

The media features covered a total of 23 individual events, representing 24% of the total number taking place, slightly narrower coverage than in 2007 (36% of events). The evaluators were not made aware of any media features for the remaining 68 events. Three events attracted 4 features each, while a further three events attracted 3 each. These 'high coverage' events were as follows:

- CSI Preston – Crime Solutions in Preston (examining crime solving techniques)
- Stocks and Docks 08 – Convex-Concave: lenses in common (sharing practice between artists and scientists in a community setting)
- Surveying 2.0 - digital technologies, market intelligence and social media (the impact of digital technologies)
- Climate change: a deliberative forum for young people (offering views on climate change)
- Creating wealth from knowledge (seminar exploring capturing innovation value through knowledge investments)
- The great land use debate (online debate on rural land use)

Four of these six events were targeted mainly at a general audience or school/college students. The other two were mainly targeted at those with a specific interest and some knowledge.

The website politics.co.uk was a key source of coverage for individual events, with press releases on the site for 11 of the events held this year. In all but one of these cases, the event coverage on the site was paid for. The press team explained that they use one paid advertising avenue per year and that this year they had decided to focus this effort on the politics website, to which they subscribe. The politics site describes itself as the leading specialist UK politics news website, which attracts more than 100,000 unique visits every month from MPs, journalists and politically aware members of the public. Its content can also be found in both Google news and Yahoo! News.

The press team are generally pleased with the level of coverage achieved this year and commented that, with the number of events and the amount of resources available, it is somewhat inevitable that not all events will receive coverage. It is also felt that some events are less suitable for, or less able to attract press coverage than others.

The communications team offers assistance to all organisers, particularly in writing press releases. They offer their support towards those events that are most likely to attract press coverage and require additional assistance. This is based largely on an assessment of the topics of the events and whether they are thought likely to attract press interest because of their topicality (e.g. climate change) or interesting nature (e.g. crime solving techniques). Also, there may be a focus of ESRC effort on events that are doing something different (e.g. an online event) or those that are likely to attract a big audience.

As is evident from this year’s list of clippings, the press coverage for events tends to be mainly local. This is felt to be partly a result of the relatively small, localised nature of many of the individual events being run. The press team commented that if an event is of high topicality, with national figures attending, then this may attract national
press, but this is not often the case. However, the press team and others have also been keen to point out that the importance of local coverage should not be underplayed. Although, as a whole, the Festival is national and being run by a national organisation, for the success of the events and therefore of the Festival as a whole, local/regional coverage is very important, not least in encouraging event attendance. It is also in many ways easier to achieve local press interest and coverage, especially for the individual organisers themselves. Therefore, even though the ESRC may often focus its attention on achievements in national-level media, it is appropriate to assess the success of the Festival differently and give greater weight to other forms of media and more localised coverage.

The organisers that were interviewed were asked to confirm whether there was any media or press coverage of their event. The majority said that there had been none, or that the only coverage was through their own press releases appearing on their own and related organisations websites (i.e. marketing as opposed to coverage). Four interviewees did point to particular pieces of press coverage, most of which had not been notified to the evaluators by the Communications Team at ESRC, as follows:

- **You and your lifestyle** – interview on local radio
- **Great land-use debate** – coverage in Guardian online and Times online, as well as a broadcast on Farming Today
- **Globalisation of innovation** – a mention in the Economist
- **Dragon’s depot** – coverage in local paper

These findings suggest that the figures presented above significantly underestimate the true level of press coverage achieved this year, and signal that ESRC should endeavour to find better ways to capture this data.

Based on organiser feedback forms and interviews the balance of opinion seems to be that there should be greater coverage of the Festival and individual events in the media. Several organisers would like to see more focus, effort and support from ESRC in this area, although not everyone agrees that national coverage is important. The following comments serve to illustrate the kinds of views put forward:

"The Festival does not currently get the press interest that, say, the BA festival has. This is partly because of the subject (no robots or rockets), partly because of the small nature of many of the events and partly a number of other reasons that make it difficult to attract interest. The expectations of ESRC for press and media interest and coverage are too high and are unrealistic compared to what is being offered. If ESRC do want to push for greater levels of press interest and coverage, it may be worthwhile considering putting time and effort into one or two large-scale events that involve a number of organisations and attract a range of audiences."

"I would question the focus on ‘national’ elements, such as national publicity for the Festival, because it is constructed of what are, largely, local events. The administrative time and effort spent on festival-level activities might be better spent on local action. There may be a need for ESRC to shift the focus of its activities towards greater support and assistance with achieving local advertising, local press coverage, etc.""

### 2.4.7 Internet traffic

**Mini objective:** Maintain and update the mini website

**Indicator:** The week’s website achieves a 50% increase in hits from 2006

As part of the re-branding of Social Science Week as the ESRC Festival of Social Science in 2007, the Festival web pages were re-designed, with improvements to the navigation and overall look of the mini-site, which occupied its own space within ESRC’s main ‘Society Today’ website. This re-branded website has remained for the 2008 Festival, with the overall look and feel maintained from last year, but with a few
improvements made. In particular, the layout and design of the ‘what’s on’ section was re-worked so that visitors could view event lists by region or date.

The website went live for organisers in October with information on running an event and downloadable application forms made available at this time. The public site, containing information on the Festival programme and events went live on 11th February 2008, just four weeks before the start of the Festival.

**ESRC Web Tracking**

An external company (Amaze) responsible for managing the ESRC website provided statistics on visits to the main Festival web pages for the period 1st October 2007 – 31st March 2008, broken down by month. The number of visits (across the month and on average each day), plus the number of page views per month was provided and is summarised in Figure 25 below.

**Figure 25  Festival Website Statistics**

<table>
<thead>
<tr>
<th></th>
<th>Oct 07</th>
<th>Nov 07</th>
<th>Dec 07</th>
<th>Jan 08</th>
<th>Feb 08</th>
<th>Mar 08</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall visits</td>
<td>5,807</td>
<td>4,772</td>
<td>4,541</td>
<td>5,378</td>
<td>6,987</td>
<td>8,484</td>
</tr>
<tr>
<td>Average visits per day</td>
<td>185</td>
<td>157</td>
<td>144</td>
<td>172</td>
<td>240</td>
<td>273</td>
</tr>
<tr>
<td>Overall page views</td>
<td>12,907</td>
<td>9,044</td>
<td>9,426</td>
<td>13,962</td>
<td>20,381</td>
<td>19,614</td>
</tr>
</tbody>
</table>

The Festival website received a relatively consistent number of visits over the first four month period before the public information went live, which one can assume was largely accounted for by those involved in organising Festival events. During this period between one and two hundred visits to the site were made on average each day.

Once the public information went online and the week of the Festival approached, the number of visits increased, to nearly 7,000 overall in February and nearly 8,500 in March. Average visits per day and overall page views also increased significantly over this period compared with January.

In previous years, for comparison, around 2,000 visitors were attracted to the site during March 2006 and 1,368 visits were recorded in March 2007 (though there were some concerns raised over the accuracy of these figures). This would suggest that there has been a significant increase in the number of visits to the site this year (an approximately four-fold increase on two years ago if we take the month of March as an example), meaning that the ESRC’s objective of a 50% increase in web hits from 2006 has been achieved.

Further detail has also been provided on web traffic at the level of individual site areas, which relate to the six navigation tabs on the Festival website. The number of visits to these areas over the October 2007 – March 2008 period is shown in Figure 26 below.

**Figure 26  Festival Website Statistics – individual areas**

<table>
<thead>
<tr>
<th>Website Areas</th>
<th>Oct-07</th>
<th>Nov-07</th>
<th>Dec-07</th>
<th>Jan-08</th>
<th>Feb-08</th>
<th>Mar-08</th>
</tr>
</thead>
<tbody>
<tr>
<td>ESRC Society Today FSS 2008 home page</td>
<td>3,097</td>
<td>2,823</td>
<td>2,689</td>
<td>3,345</td>
<td>5,224</td>
<td>6,807</td>
</tr>
<tr>
<td>Organise an Event</td>
<td>1,019</td>
<td>828</td>
<td>251</td>
<td>402</td>
<td>168</td>
<td>300</td>
</tr>
<tr>
<td>- Event Organisers' Guide (sub-area)</td>
<td>371</td>
<td>242</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>What’s On</td>
<td>499</td>
<td>345</td>
<td>398</td>
<td>558</td>
<td>1291</td>
<td>1113</td>
</tr>
<tr>
<td>About the Festival</td>
<td>366</td>
<td>276</td>
<td>243</td>
<td>394</td>
<td>516</td>
<td>381</td>
</tr>
<tr>
<td>Contact the Team</td>
<td>315</td>
<td>202</td>
<td>218</td>
<td>307</td>
<td>266</td>
<td></td>
</tr>
<tr>
<td>News</td>
<td>313</td>
<td>245</td>
<td>226</td>
<td>330</td>
<td>359</td>
<td></td>
</tr>
</tbody>
</table>
As one might expect, there was considerable activity in the organisers’ area of the website (‘organise an event’) in October and November, when the initial planning stages of the Festival were taking place and the deadline for applications at the end of November was drawing near. This section of the site continued to be visited throughout the remainder of the period shown in the table, but at a much-reduced level after November.

In comparison, the ‘what’s on’ section, which is aimed predominantly at potential audiences, received its largest number of visits in February and March, just before or during the Festival. In these months, there were 1,291 and 1,113 visits respectively to this area. The 300-500 visits per month to the ‘what’s on’ area in the period before this part of the website actually went live to the public raises a question over the extent to which the statistics are accurate, or the extent to which visits represent ‘public’ visitors (as opposed to organisers). Of course, it may be that large numbers of outside visitors were visiting the ‘what’s on’ section only to discover that the 2008 information was not there (yet). If so, this represents something of a missed opportunity, as almost inevitably some of these visitors will have given up looking before the information became available.

Other areas of the website (‘about the festival’, ‘contact the team’ and ‘news’) received a consistent but relatively low number of visits across the period, in the order of a few hundred visits per month each.

Although more extensive and informative web data has been collected this year, there are still a few irregularities in the detail that are of concern. More detailed breakdowns showing information on visits to pages of event listings for individual Festival days suggests that some dates received no visits, while others received several hundred, but only during one month (and not always the month of the Festival). These figures do not seem plausible and so have not been shown here, but they do raise concerns over the accuracy of the dataset overall. ESRC/Amaze should seek to clarify the causes of such irregularities to ensure that web statistics are providing a reliable and informative overview of activity in the future.

Google Analytics

A Google Analytics report also provided to the evaluators by ESRC provides an alternative source of information on web traffic. This data source, by comparison, suggests that there were only 7,516 visits to the Festival website over the whole period October 07 – March 08, with 4,352 absolute unique visitors and 25,361 page views.

Despite the significantly lower activity reported by this data source, it does also provide interesting additional information about the sources of this lower volume of traffic. For instance, they suggest that around half (55%) of visits came from referring sites, most commonly from teachers.tv (1,025 referrals), the main ESRC site (808) and viper (236). The remainder of visits were sourced relatively evenly between search engines – especially Google – (24%) and direct traffic (21%). Visitors were also found to come from 87 different countries, predominantly the UK, but also of particular note, the US (239 visits).

It is a shame that there continue to be question marks over the accuracy of visitor data this year. The extent to which the website is used by potential audience members is an important piece of information for the Festival and its future development, especially if ESRC seeks to reduce its reliance (and expenditure) on printed programmes. This would mean that the Festival relies more heavily on the website as the primary source of information on events and the principal means of contact with the Festival for potential event attendees. In such an event it is clear that information on Festival events would have to posted on the website much earlier, and certainly no later than early January each year, and an improved picture of Website usage would have to be gained.
2.5 Management and coordination of the Festival by ESRC

This section of the report deals with the overall management of the Festival by the ESRC. The Festival is an activity that is planned, coordinated and managed by the ESRC’s Communications Team, a small group of individuals based in Swindon. In order to make the Festival happen they carry out a wide range of activities, including:

- Planning the Festival and formulating its objectives
- Encouraging ESRC investments and grant holders to organise and stage events
- Assessing applications and providing financial assistance to event organisers
- Providing central coordination of the Festival, through the development of the printed programme, website, and the provision of branding and promotional materials to event organisers
- Providing dedicated support to organisers in the lead up to and during the week of events. The support takes a variety of forms including assistance with marketing and promotion, press releases and media coverage, finding venues and speakers, bookings and registration, etc.
- Organising and co-sponsoring selected events, and coordinating the Festival with National Science and Engineering Week
- Planning and commissioning an external evaluation of the Festival

Each of these elements is described in more detail below, and feedback from organisers and attendees is presented where available.

2.5.1 Planning the Festival and formulating its objectives

The Communications Team begins the planning of each annual Festival almost as soon as the previous year’s Festival has completed. An evaluation is carried out immediately following the Festival, either internally or by an external contractor, and ESRC uses evidence on the results of the previous Festival and the conclusions and recommendations set out in the evaluation report as the basis for planning the next year’s Festival.

In the past few years, key decisions have had to be taken very early in the planning cycle, such as the exact dates when the Festival will run and whether to integrate it within National Science and Engineering Week. The basic strategy for the forthcoming year is then laid out and a budget secured. The ESRC then carries out an in-depth planning process, using logical framework analysis techniques to formulate a detailed set of objectives and targets for the forthcoming Festival. These objectives and targets are based on a clear understanding, gained through the previous year’s evaluation, of how the preceding Festival has performed and what event organisers and attendees have advised for the future. This body of evaluation evidence, coupled to the ESRC’s science and society and science communication strategies, provides the framework for the detailed planning. Section 2.7 provides a detailed analysis of the 2008 Festival objectives and performance targets and presents evidence as to the extent to which each has been reached.

Once the basic plan and objectives for the forthcoming Festival are in place, the ESRC’s Communications Team begins the process of communicating with prospective event organisers and developing the central Festival services and resources.

2.5.2 Communicating with event organisers

In September 2007, slightly earlier than in the previous year, ESRC sent a total of 395 emails to a broad range of people to notify them about the 2008 Festival and to ask whether they would be interested in staging an event. The email was sent to

- Organisers involved in the 2007 Festival and the 2006 Week (n=104)
ESRC Investments, large grant holders, and venture award holders (n=190)

Knowledge transfer contacts in related organisations (n=59)

Other Directors and interested parties (n=42)

The email introduced the 2007 Festival and encouraged all recipients to consider whether they would be prepared to stage an event. Subsequent reminder emails and letters were sent out every 2-3 weeks, with many containing further information on the Festival and its objectives, and on the support that is available to organisers. Various proformas (application forms, etc.) were sent by ESRC during October, November, December and January in relation to the funding application process (reminders and results) and the range of event support and on-line resources available.

Almost all (96%) of the event organisers providing feedback (n=53) indicated that they were very or fairly satisfied with the communications and notices from ESRC’s Communications Team, with just a couple of people stating that they were not very happy. Most organisers reported that lines of communication were good, and that they had received regular information, updates and offers of help from ESRC’s Communications team. Those who were not so happy with the support tended to feel that the space of time between the funding decisions (December) and the Festival itself (March) was rather short, meaning that communications and event organisation activity effectively had to be squeezed into the two month period following the Christmas / New Year holidays and the Festival itself. Many organisers mentioned that more time to plan and advertise their event would be welcomed, and in fact, ESRC is looking to bring the planning for the Festival forward in order to allow more time between the development of the programme and the Festival itself.

2.5.3 Provision of funding support to event organisers

Details of the funding support system

As already indicated, in 2007 ESRC introduced new funding arrangements aimed at encouraging organisers to plan events that contribute as directly as possible to the Festival’s objectives. This funding regime continued with a few minor amendments this year. Funding guidelines and application forms were made available to prospective organisers of events online in October 2007, and a deadline for funding applications set as 23rd November, giving organisers two months to apply.

The guidelines explained that the Festival is evolving and is being repositioned as a key element of ESRC’s science in society strategy. They stated that the ultimate aim over the coming three years was to create a much more even geographical spread of activities and a high proportion (70%) of events with a ‘science in society’ focus (i.e. more engagement and interactivity with the general public and new audiences, in original and imaginative formats). However, around 30% of events should still be made up of those aimed at other audiences, such as business and policy makers.

The guidelines also made clear that the funds available to support events were to be awarded in a “much more strategic fashion… with preference to those events which are consistent with the Festival’s strategic aims and objectives”. However, the guidelines also acknowledged that change would occur over a number of years, and that for 2008 the intention was to “encourage change without discouraging anyone from holding an event”. Those unsuccessful in applying for funding would, the guidelines stated, “still be welcome to hold their event and have it published in the Festival programme”.

The funding application itself asked for information on the location, target audience, activity type (format) and a description of the event. Applicants were also asked the amount of funding sought (up to a maximum of £2,000) and a breakdown of how the funding would be used. In addition, where the activity fell under one of the strategic objectives for the festival, applicants were asked to outline any additional resources
they would like to apply for and state how the resources would be used. Finally, applicants were asked whether they would be seeking help from Vista Communications, the conference firm retained by ESRC to support affiliated organisers.

In total 84 requests for funding were received by ESRC from 76 different applicants. A total of £162,655 in financial assistance was applied for in total, averaging £1,936 per application (n=84). Although the average application was similar to last year (£1,800), the larger number of applicants meant the total request was over twice the £75,800 applied for in 2007. The total request this year also included £7k of additional resources requested by those activities coming under one of the strategic objectives.

Applications were judged against the following six criteria:

- Consistency with the Festival’s strategic objectives and aims
- Awareness of public concerns and a topical relevancy
- Targeting of particular audiences, particularly the public and young people
- An effort to reach groups outside of the Greater London geographical area
- Innovative and interactive events (newly introduced this year)
- Realistic costing estimates

All applications that fell within the correct remit were awarded funding. Those who had requested more for a young people’s event were also, where possible, given additional money. The applications were assessed and funding decisions arrived at within two weeks of the closing date, so organisers in most cases knew that they had the ‘go ahead’ for their event during early December, three months ahead of the Festival.

For both the funded and non-funded events, event holders were offered the services of Vista and were asked to complete the Vista application form in addition to a programme proforma. Both of these forms went together to organisers on 7th December, with the corporate information needs form sent a week later. The majority (90%) of forms were returned by the 19th December deadline.

Costs to ESRC of financial contributions

Funding totalling £116,365 was awarded in respect of 69 different events this year, with an average award of nearly £1,800 per event. Expenditure in this area has increased slightly from 2007, in line with the greater number of events supported. Three of the applications in 2008 received funding in excess of £2,000. These events were all targeted at school and/or college students, and received an average of £2,580 each.

Those rejected were either targeted solely at academics, were not being held within the festival dates, or were not considered to be within the Festival remit. Feedback was given to all applicants as to why they were not successful. This is not standard ESRC policy, but was thought to be helpful as part of helping the ESRC community learn why they had been unsuccessful and assist them should they choose to apply for funding for a Festival event in the future. Those rejected for funding were still welcomed to hold an event under the Festival banner.

Feedback on the financial support system

From discussions with organisers it is clear that a significant amount of ‘unpaid’ time goes into organising events for the Festival. Estimates put time input of organisers and others involved in preparing events at somewhere between 10 and 40 days, with some early activity around applying for funds etc and then event preparations from early on in the new year through to the week of the Festival. However, this time input was generally not seen as an issue, given that the Festival is a one-off event. The amount of additional monetary costs, above and beyond any funding from ESRC to run the event,
varied considerably from none, to tens of thousands of pounds (where more than one event was organised), on top of the cost of staff time.

Where organisers received funding from ESRC, these were used to cover a wide range of costs, including travel expenses, marketing and publicity, venue hire, catering, prize money, administration, speaker costs. A couple of the organisers highlighted that they had been helped by not having to pay for a venue. Some of those organisers interviewed did supplement the funding received from ESRC with similar or lower levels of funding sourced from elsewhere.

The majority (83%) of the organisers from whom feedback was received had applied for financial support from ESRC, and 85% of these reported that they were satisfied with the new arrangements. Most organisers interviewed reported not designing their event specifically in response to the guidance about funding, though they also often felt that the event fitted well with the guidance anyway. Where amendments were made, this was generally something that the organiser was interested in doing anyway, but the funding regime provided further encouragement (e.g. to hold an event online, to involve schools, to increase outreach).

Some organisers saw the financial support offered by ESRC as useful and appreciated, but not critical to run a one-off event. Most, however, felt that the financial support was essential to their decision to go ahead with the event, even though they were willing to put the time and effort into the preparation. Many organisers struggle to find the money needed to pay for outgoings associated with staging the events (e.g. venue hire, printing costs, advertising, refreshments), and feel that the funding from ESRC helps to ensure that events are not run ‘on a shoestring’ and can have a more professional feel. Only two of the organisers interviewed said that they might be both willing and able to run similar events as part of the Festival without the funding support, but did feel that this would be difficult and would be more of a burden.

In terms of suggestions for possible improvements to the application and funding systems, a few individual points were made by organisers interviewed, as follows:

- Run the calls for events / funding application process earlier in the year to allow more time between the funding decision and the Festival (mentioned several times)
- ESRC needs to give proper consideration to the costs of effective marketing
- Consider whether it is appropriate that funds can only be used to cover the costs of professional external assistance with event organisation, and not internal resources (that may be more useful and less time and cost intensive)
- Continue to be relatively flexible about the types of events that can run as part of the Festival to cover what is appropriate to the individual organisers
- Consider a greater role for funding in steering the festival
- Consider whether criteria are applicable for all potential organisers and whether they want to penalise certain organisers because they are not as appropriate to the overall aims of the wider festival
- Provide more information on how to claim costs back from ESRC and on when payments will be made, and allow more time for expense claims

From the findings it seems that the funding support continues to be an important contributor to the overall success of the Festival, to its science and society focus, and to its future growth.
2.5.4 Central coordination, printed programme, and Festival website

<table>
<thead>
<tr>
<th>Mini objective</th>
<th>Maintain and update the mini website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indicator</td>
<td>80% found the website useful and usable</td>
</tr>
<tr>
<td>Mini objective</td>
<td>A creative flyer outlining events via region is created</td>
</tr>
</tbody>
</table>

In the months leading up to the Festival, The ESRC’s Communications Team develops the Festival brand, printed programme and website. Information on events is collected from organisers and used by ESRC as the basic content for a printed programme, the Festival website, and for the first time this year a ‘regional flyer’ that listed the events by region.

The 2008 **Festival website** provides information aimed at both organisers and potential attendees to the Festival. The site carries the orange, green and blue Festival branding, along with the ESRC and Festival logos throughout and is laid out in six sections that can be accessed via a horizontal tab bar, as follows:

1. The ‘Home’ page provides a welcome to the Festival and a brief explanation
2. The ‘About The Festival’ section provides a slightly more detailed explanation on the Festival itself and contains a link to the National Science and Engineering website.
3. A ‘What’s On’ section is the main area providing information for prospective attendees. The page provides further information on the Festival, focusing on its broad geographical coverage, diverse range of event types and topics, and its suitability for a broad range of audiences. It provides links that allow visitors to browse event descriptions by date or by region, the latter being supported by a clickable map of the UK regions. Downloadable (pdf) versions of the Festival printed programme and regional flyer are also accessible from the ‘What’s On’ page. When following links (event date/region) through to individual event listings, visitors are presented with a short description of each event, along with its Venue, date and time, audience Key, and who to contact for further information. Links to individual event websites or pages are also provided where available.
4. The ‘Organise an Event’ section provides a large amount of information on the package of support that is offered by ESRC to those organising events. It is subdivided into five main parts:
   - An ‘event organisers guide’, covering information on the Festival, the kinds of activities that take place, the benefits of participating, the help available, how to take part, and a checklist for a successful activity. In addition, organisers are given links to downloadable Festival and ESRC logos and to a comprehensive ‘Press Pack’, which provides guidance on how to publicise Festival events
   - Downloadable ‘activity funding guidelines’ and ‘application forms’ that need to be completed by organisers (there are two forms, one for those applying for financial support and one for those that are not)
   - Access to the wider ESRC ‘communications toolkit’ which is situated on ESRC’s main “Society Today” web pages, and which includes ‘Ten Top Tips for successful events’
   - A downloadable guidance document, newly introduced this year, entitled ‘Top tips to public engagement for the ESRC Festival of Social Science’. This six-page guide provides advice on how to select the right venue, how to advertise the event, how to target the event effectively to different types of audience, and how to present your event. The guidance draws heavily on established good practice in event management and also on feedback given by organisers and attendees of previous Festival events
The ESRC Festival of Social Science video, which is downloadable in either .mpg or .wmv formats and either as a single file or in five separate parts (each relating to a specific case study).

5. The ‘news’ section of the website provided Festival news, reviews and press releases (relating to the Festival and to 15 individual events).

6. The final section of the website provides details on how to ‘Contact the Team’ in the event of any queries about the Festival.

The printed programme, in its 2008 format, was a 26-page booklet (24cm x 17cm), carrying the brightly coloured blue, green and orange Festival branding and ESRC and Festival logos. The booklet carried a forward from Ian Pearson MP, Minister of State for Science and Innovation, and welcome from ESRC. It contained an index listing all event titles by date and page number. The remainder of its pages were filled with summary descriptions of the Festival events, organised by date and in each case showing information on its time, venue, target audience key, and a ~50 word description. A telephone number, email and/or website address to use for further information were also included, as was the name of the event organiser (organisation). At the back of the programme, multi-day and virtual (on-line) events were listed. The programme contained several pictures and graphics on each page, in most cases depicting people engaged in some kind of socially relevant activity.

The regional flyer was introduced for the first time this year, and is a six-page gate-folded leaflet that is approximately 21cm x 15cm when closed. It contains the same blue, green and orange Festival branding and logos as the main printed programme, and devotes three of its six pages to listing activities and events by region. In each case the event title, location (city) and date are shown, but recipients have to visit the Festival website to find more detailed information on the events.

Figure 27 shows the feedback received from event organisers on the Festival website, printed programme and regional flyer. Just over four out of every five organiser were either very or fairly satisfied with each of the items, with 14-15% of organisers either not very or not at all satisfied. The Festival printed programme received the most positive feedback, while the website attracted most criticism.

<table>
<thead>
<tr>
<th></th>
<th>Very</th>
<th>Fairly</th>
<th>Not very</th>
<th>Not at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Festival website</td>
<td>31%</td>
<td>55%</td>
<td>9%</td>
<td>5%</td>
</tr>
<tr>
<td>The Festival printed programme</td>
<td>52%</td>
<td>33%</td>
<td>15%</td>
<td>0%</td>
</tr>
<tr>
<td>The Festival regional flyer</td>
<td>38%</td>
<td>47%</td>
<td>13%</td>
<td>2%</td>
</tr>
</tbody>
</table>

The main body of comments received from organisers related to the Festival website, and focused on the fact that the event listings were only posted a few weeks before the Festival. Organisers would like to see this information made available much earlier in future. One or two other (negative) comments were received about the website, focusing on its general appearance (not suitable for a young audience; flashing lines on the home page are not attractive or helpful). If ESRC is going to rely less on printed programmes in future and use the website as the primary means by which it broadcasts information about the Festival it might consider further ways to develop the website and should certainly ensure that event listings are posted as early as possible.

2.5.5 Festival branding and promotional materials

**Goal:** To increase awareness, understanding of social sciences and its impact on society amongst user groups, in particular the public and young people.
**Indicator:** The Festival’s publicity material including the March Edge is circulated to over 25,000 individuals organisations.

**Indicator:** 5% of the Festival audience indicate they are interested in future involvement – subscription to the edge, society today, A level briefings etc.

**Science in society mini objective:** Incorporate and promote key messages about social sciences to a general audience

**Indicator:** 50 per cent of all events display the giving social sciences voice video.

### Branding and promotional material

ESRC sent organisers information regarding publicity material for events, which included a collection of branded items and give-aways. The range of materials was produced using environmentally friendly and recycled materials. Organisers were each sent a ‘Materials Form’ to complete, which asked questions about the audience groups targeted, the expected number of attendees, and the number of each type of promotional materials they required. The items available were as follows:

- Pens
- Memory sticks
- A6 pads
- Eco-bags
- ESRC knowledge transfer information
- Other (to be specified)

The form also indicated that all event organisers would be sent:

- A copy of the Festival DVD entitled ‘Social Science: Making a Difference to People’s Lives’ (single play or looped version), which should be shown at events
- Copies of the ESRC’s corporate magazines
- A branded Festival exhibition banner (2’ x 8’)
- Organiser and attendee evaluation (feedback) forms

In addition, the form specified that events targeted solely towards young people would be supplied with additional items targeted to a young audience. Organisers were also provided with several hundred regional flyers at the end of January and then 20+ copies of the Festival printed programme in the week before their event.

In previous years a standard volume of promotional items was sent to each event organiser, and this led to a small (3 or 4) number of complaints from organisers that they had received too many or not enough items. The Materials Form was introduced for the first time this year in order to ensure that an appropriate volume of branded materials and give-aways were supplied to each event. This change appears to have been successful as the number of such complaints received fell this year to just one.

Providing greater opportunity for organisers to select the number and range of (most of) the branding material and give-aways appears from interviewee comments to have been a positive move. Other than the inevitable problem of often not knowing the exact size of the audience (and therefore having too few or too many items), there appeared to be a general acceptance for some degree of ESRC/FSS branding and promotion. Though one organiser was keen to point out that the organisers have their own brand to promote and that it is important to strike the right balance between the different sources of branding/promotion.

Attendees were asked to indicate which handout materials were provided to them at the event they attended. The results are shown in Figure 28 below, and indicate that only some of the events provided the promotional materials at their event. Overall,
82% of attendees reported that at least one of the four main types of promotional material was provided at their event. At the events attended by the evaluators most organisers displayed the banner and most made some of the promotional materials available to attendees.

Figure 28 Handout materials provided to attendees (n=852)

<table>
<thead>
<tr>
<th>Handout materials</th>
<th>Proportion of attendees reporting availability at their event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promotional items (pens, notepads, etc.)</td>
<td>61%</td>
</tr>
<tr>
<td>Copies of ESRC magazines and other publications</td>
<td>51%</td>
</tr>
<tr>
<td>Festival of Social Science printed programme</td>
<td>48%</td>
</tr>
<tr>
<td>Copies of slides used in the presentations</td>
<td>29%</td>
</tr>
<tr>
<td>Other</td>
<td>11%</td>
</tr>
</tbody>
</table>

Given that ESRC sent all event organisers each of the first three materials listed in the exhibit above it is disappointing that the results for these are not a little higher. Not all events included the use of slides, so the lower figure there is not so surprising. However, a considerable number of attendees commented on their feedback forms that they would have liked copies of the slides shown at the event but these were not made available. This is something that should be easy to rectify in future.

Some organisers did not just rely on the material provided by ESRC but provided their own promotional items. A number of attendees described receiving items including biographies of speakers, CDs, flyers / leaflets, money, mouse mats, T-shirts, balls, and a range of further information on the event topic or on the organisation(s) running the event.

When asked how satisfied they had been with the Festival branding material and promotional items provided to them by ESRC, 80% of the organisers stated that they were either very or fairly satisfied. Overall there does appear to have been a more positive reaction this year, at least from those organisers interviewed, about the branding and give-aways provided. The eco-bags in particular seem to have been a positive addition as they offer a practical way to collect and transport the other material provided. Organisers tend to respond positively to the range and novelty of promotional items and it would therefore seem appropriate for ESRC to continue to provide this service and to refresh the items on offer on a reasonably regular basis.

One in five of the organisers indicated that they were not very or not at all satisfied with the Festival branding material and promotional items, though relatively few specific comments were received to explain why. The comments that were provided focused on the volume of promotional material supplied (too much, too little), the banner (too large, too small), and the time at which the promotional material was provided (too early, too late). Some of these comments were surprising as ESRC has taken steps to ensure that organisers can now specify the types and quantities of promotional material required and also where and when they would like it to be delivered. It is not clear what if anything ESRC might do differently next year to address these kinds of comments.

**DVD – Social Science: Making a difference to people’s lives**

Last year ESRC produced a short film on DVD called **Social Science: Making a Difference to People’s Lives**, to be shown at Festival events. The seven-minute film was professionally produced and featured an introduction about the ESRC and the social sciences and featured four real-life case studies of how social science research is making a difference:

1. **One of the most pressing issues facing society at the moment – the environment**
Councils across the country need to reduce the amount they send to landfill sites and recycle a lot more. Research by Leeds Metropolitan University for the ESRC has enabled government to look at the way local authorities work together and has helped Staffordshire County Council find markets for new types of waste.

2 Social Science research helps us to find better ways of working with new technology

Research helped the Child Exploitation and Online Protection Centre to understand how to protect children from the dangers of online chat rooms and to configure their operational response in a way that’s more effective. Academic research identified that a particular group of children were at the greatest risk - the 11-15 year olds are most likely to have private access to a computer and 1 out of 12 of them will go off-line and meet people in the real world that they first met online. Research evidence allowed CEOPC to concentrate resources to get the best results for children, law enforcement and parents.

3 Social Science has an impact on the way we live and work

The ESRC’s Future of Work programme was part of a body of research in the 90’s that helped to bring in new rights for employees to ask for flexible working. Research showed that if you give your employees more choice as to where and when they work, this is liable to mean you find it easier to attract and keep good people.

4 Social Science research can affect Government Policies

The Institute of Fiscal Studies looks at how those policies can affect you and me, as well as business and the Government’s finances. The DVD gives an example of a direct impact - a policy called the education maintenance allowance that was launched in 2004, where £30 is given each week to 16 year olds to stay in full time education. This was piloted and evaluated by the IFS who discovered that it increased the proportion of children staying on in full-time education by 6 percentage points, with the biggest impacts amongst poor socio-economic groups. The research also found that it was more effective to pay the money directly to young people, rather than their parents. The policy was rolled out nationally, reflecting some of the findings that were made in looking at the pilot.

There are indications that this year the video was shown at a much larger number of events than was the case last year, following a request from ESRC that all organisers show it in some way, whether that be in a ‘sit down and watch this’ form or simply playing in the background as people arrive or leave the event. It is not possible to determine, however, exactly how many events showed the DVD.

Mixed views were received from some organisers and attendees about the DVD, with rather more negative comments than positive ones. A small number (4 or 5) organisers and attendees indicated that younger audiences had found the film boring, and some organisers indicated that the DVD did not suit their event format. Last year the evaluation recommended that ESRC should seek to develop the DVD and in particular:

- Say more about the social sciences in general terms (i.e. what kinds of subjects are covered).
- Feature more compelling examples of how ESRC–funded research will help to solve important issues facing society
- Provide a slightly more in-depth insight into areas of social science research but still in an understandable way

The DVD should not be a one-off, but be developed and improved on an ongoing basis in order to improve the relevance and potency of the examples given. The addition of subtitles would be a welcome improvement for events where it is to be played in the ‘background’ (e.g. at exhibitions).

Email updates

ESRC set a target this year that 5% of the Festival audience would be interested in future involvement – subscription to the edge, society today, A-level briefings, etc. The feedback forms distributed at events asked attendees whether they would be interested in receiving email updates about other public events that the ESRC is involved in. In response, over 350 people supplied their name and email address (42%
of those who returned a completed feedback form). This number of people constitutes about 7% of the estimate audience this year, and therefore the ESRC’s target of 5% has been met.

2.5.6 Assistance to event organisers in planning, promoting and running events

Support provided by ESRC’s Communications Team

The Communications Team provides a range of support to assist event organisers with running their events. It provides telephone and email support throughout the year, giving advice on planning, promoting and running events. In addition, ESRC’s Communications team provides on-line support via a range of information resources and tools on the Festival and ESRC corporate websites, which are detailed in Section 2.5.4 above.

Take-up of support services

Organisers were asked to indicate which support services they used this year, and the results are shown in Figure 29. Almost two-thirds (63%) took up the offer of telephone or email support and almost half (47%) utilised the on-line resources, such as event organiser guides, top tips to public engagement and press packs. Only a minority asked for help with planning and organising (27%) or promoting and marketing their events (39%). Take up of support services by organisers was slightly lower this year, which may reflect growing confidence and experience within the organiser base.

Figure 29 Support services used by event organisers (n=54)

<table>
<thead>
<tr>
<th>Support services</th>
<th>Proportion of event organisers using this service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Telephone / email support from the ESRC</td>
<td>63%</td>
</tr>
<tr>
<td>On-line resources (organisers guide / press pack / top tips)</td>
<td>47%</td>
</tr>
<tr>
<td>Assistance to help you promote and market your event</td>
<td>39%</td>
</tr>
<tr>
<td>Assistance to help you plan and organise your event</td>
<td>27%</td>
</tr>
</tbody>
</table>

Ratings of support services

Those who had used each support service were asked how satisfied they were with it. The results are shown in Figure 30 and reveal fairly high levels of satisfaction overall. Almost all organisers were either very or fairly satisfied with the telephone /email support and the on-line resources. For the first time this year a significant proportion of organisers expressed low levels of satisfaction with the assistance they had received in relation to event planning and organisation, and event promotion and marketing, though no comments were provided that would explain these low ratings.

On a more positive note, 94% of organisers stated that they were either very or fairly satisfied with the overall range and quality of support provided. On the whole then, it can be concluded that most organisers are satisfied with the support overall but there remains room for improvement.

Figure 30 Satisfaction with support services used (n=54)

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The organisers interviewed confirmed that they were generally satisfied with and appreciative of the support provided by ESRC. Most got the assistance that they required and were positive about the quality of the support and the knowledge and competence of the people providing it. A number had run a number of events before and required little specific assistance, but appreciated the regular personal contact and offer of help and assistance should it be required. Three interviewees also highlighted that they appreciated someone from ESRC making the effort to turn up to their event and provide feedback.

Comments by interviewees on improvements to the support offered to organisers generally focused on the desire for greater levels of assistance with marketing activities, especially in relation to achieving press and media coverage. Those organising events for young people also highlighted the particular difficulties in attracting this type of audience and would appreciate greater specific support in this area. These organisers have pointed out that getting schools to sign up for events is time-consuming, difficult, requires a long lead time, and is often unsuccessful. Some more active central support from ESRC would therefore be welcomed.

**Vista Communications support**

ESRC has again this year employed Vista Communications to offer support to Festival event organisers. All organisers, regardless of whether they received funding or not, were eligible to receive assistance with (i) general advice and guidance, (ii) booking venues and speakers, (iii) building a guest list, and (iv) the production and despatch of promotional materials. In addition, the company assisted ESRC in organising and running its own flagship event during the Festival (Global Uncertainties).

As part of the application process, organisers (regardless of whether they were applying for funding or not) were asked to provide an initial indication as to whether they might require the assistance of the conference firm and if so, in what capacity. Approximately 35 initial requests were received, the majority of which (c. 20) asked for assistance with building guest lists, contacting delegates and general publicity and promotional activities. Other common requests were for general advice and guidance (11), assistance with finding or booking suitable venues and facilities (8) and making contact with the press or encouraging coverage of the event (7). Many of the initial requests focus on the requirement for additional expertise and assistance in achieving more general publicity, attracting a more ‘general public’ audience and making the event more appropriate, accessible and successful for this group.

Following decisions on funding, ESRC sent out a more formal request to all organisers to specify in more detail the assistance that they required from Vista. The form used for this purpose was developed for the first time this year on the suggestion of, and with assistance from, Vista. The form explained in more detail the types of support that were on offer, why these were important considerations and therefore why organisers might seek assistance.

Vista reported receiving formal requests for assistance from a total of 17 centres and organisations, with these requests including finding a venue, identifying speakers, assistance in drafting material, and – most commonly – database compilation. All 17 respondents were contacted by Vista to further clarify the support that could be
offered. A range of advice and assistance was supplied, with Vista providing substantial assistance to 12 of the events. The assistance provided was as follows (with the numbers in parenthesis indicating the number of events for which this type of assistance was undertaken):

- Undertaking or assisting with database compilation (sourcing a wide range of contacts, including trade unionists, labour market researchers and academics, schools previously involved with ESRC, publicity companies, local care agencies, local large employers, press and media outlets, local authorities, civic societies, etc) (8)
- Drafting, arranging and sending out mailouts (4)
- Sourcing, or assisting with finding venues (3)
- Arranging for distribution of opinion poll and survey (2)
- Advising on advertising or distribution of press releases (2)
- Arranging exhibition (1)
- Arranging for the delivery and storage of materials (1)
- Sourcing speakers – Vista arranged for the local MP to attend the event in Southampton which attracted local newspaper coverage (1)
- Advising on press and public liaison (1)

Almost half (43%) of the organisers that provided feedback this year indicated that they had used support services from Vista Communications and over half of these (57%) viewed the support positively, indicating that they were either very or fairly satisfied. Only three organisers commented directly on Vista support, with one very positive comment, one negative comment and one plea that organisers be given more time to consider whether they need to use Vista’s services and in what ways.

2.5.7 ESRC-run and co-sponsored events

| Mini objective: To maintain a portfolio of events targeted towards business and policymakers |
| Indicator: At least one ESRC public policy seminar, and one targeted at business |
| Indicator: At least one ESRC corporate debate is held on an area of strategic importance to ESRC, attracting named speakers and an audience of 100 |

**ESRC corporate event**

In previous years ESRC has itself organised a number of events in order to provide the Festival (or Week) with a corporate launch event and one or more other events, usually targeted to school children and designed to improve the ‘science and society’ focus of the Festival. Last year’s evaluation report recommended that ESRC reconsider whether it was necessary to continue staging its own events, particularly in light of the growing number of science and society events that were being run by ESRC investments and grant holders, and it was suggested that the resources might be better spent on other elements of the Festival. ESRC has responded positively to this suggestion and was itself directly involved in the organisation and staging of just one event as part of the Festival this year.

‘Global Uncertainties’ was organised by the ESRC and the Centre for the Analysis of Risk and Regulation, and comprised two events, both debates, which were held at the Royal United Institute for Defence and Security Studies in London on Wednesday 12th March 2008. The two debates considered the impact of wide-ranging global challenges including: terrorism, conflict, competition for the world’s resources, health, poverty, environmental degradation, information, risk and financial crime. The event
was targeted to and attended by a fairly senior professional audience including NGOs, politicians, business and academics.

The first event (afternoon) was opened with an address from Ian Pearson, Minister for Science and Innovation, who highlighted the importance of encouraging engagement of the public with the social science research and addressing these issues in a public arena. Speakers included the Chair of the ESRC, the BBC news security correspondent, the Head of Global Advocacy and Policy at Christian Aid, the Head of Research at Oxfam, the Director of the ESRC Centre for Social, Technological and Environmental Pathways to Sustainability, the UNESCO Professorial Chair in HIV/AIDS, Education and Security in Africa. Following the presentations was a 45-minute discussion period for questions from the audience.

The second event, in the format of an evening seminar, focussed on information, risk and financial crime. Speakers for the second event represented the ESRC Centre for Analysis of Risk and Regulation and the Systems and Innovation Group at the London School of Economics, the Crime and Justice Research Group at the University of Cardiff, BT Design and Goddard LLP.

The cost to ESRC of running the Global Uncertainties event was significantly less than it cost ESRC to stage four events last year - three sixth form debates and a launch event. Most of the money saved has been used to provide funding support (up to £2k) to a larger number of non-ESRC organised events this year.

Co-sponsorship of Ready to Learn? The Experiment (Teachers TV)

Some of resources freed up by only running one event this year were used by ESRC to provide co-sponsorship to Teachers TV. Teachers TV is a free channel for everyone who works in schools and is available on digital television 24 hours a day. Programmes are available for all key stages for primary and secondary school, as well as the early years and further education. A broad variety of subjects are covered encompassing the whole curriculum as well as programmes, which focus on issues facing the school community. Programmes are designed for the use of those in all roles in education including teaching assistants, trainee teachers, administrative staff and governors among others. They can be used in the classroom and are designed to be entertaining for pupils.

The co-sponsorship funding provided by ESRC (~ £10,500) supported ‘Ready to Learn’ The Experiment, a major piece of education research designed to investigate the impact of factors such as diet, sleep, and exercise on children’s (5-16 years old) readiness to learn. The experiment was designed to find out whether things such as how much sleep a child has the night before school, whether a child ate breakfast or not, and how much exercise a child has before school have an effect on the child’s ability to learn. The study was also designed to encourage schools, teachers and children to take part in research and learn about experiments and results. More than 78,000 children at 682 schools took part, making it the largest ever experiment of its kind.

The study was carried out by Teachers TV and the Tavistock and Portman NHS Trust during March 2008. The results of the experiment have been written up and can be accessed from the Teachers TV website (http://www.teachers.tv/node/24686).

The ESRC Festival was branded on the Ready to Learn pages of the Teachers TV website, and featured a link through to the Festival’s homepage. As reported in Section 2.4.7, the Festival homepage achieved over 1,000 visits that had originated from the Teachers TV website, suggesting that this particular form of cross-promotion has been highly successful, at least as measured in these terms.

2.5.8 Integration with National Science and Engineering Week

Mini objective: Integration with National Science and Engineering Week is reintroduced
Indicator: ESRC sponsors BA activities and achieves joint branding and recognition

As indicated above, The Festival is designed to run alongside and within the British Association’s National Science and Engineering Week, and this dictates the timetable for the Festival each year. The level of integration between the two entities has varied from year to year, with no collaboration/integration in some years and a high level of collaboration/integration in others.

The value of the cross-promotion and co-sponsorship of NSEW activities are hard to gauge. As is the case each year, one or two organisers questioned the need to run the Festival alongside National Science and Engineering Week, given the level of competition between events for both attendees and press coverage during the week. As was pointed out in previous evaluations the cost:benefit ratio appears reasonably finely balanced, and therefore more should be done in future to seek out further possible ways in which joint branding and recognition could be achieved, in order to ensure a higher ratio of benefits to costs.

2.6 Strategic development of the Festival

This year a particular focus of the evaluation has been to consider the longer-term strategic development of the Festival. ESRC asked the evaluation team to speak to some of the more experienced organisers of Festival of Social Science events, primarily drawn from the ESRC’s investments, and also to the people responsible for managing other science festivals around the UK. The findings from these discussions are summarised in this section of the report.

2.6.1 Feedback from Festival of Social Science event organisers

One of the main objectives of speaking with Festival organisers was to canvass their views on the future strategic direction of the Festival. This section synthesises the feedback received under a small number of headings.

The Objectives of the Festival

Amongst the organisers interviewed, there was good general awareness of the overall objectives of the Festival, which are to promote and increase awareness and understanding of ESRC, the Social Sciences, and the contribution of both of these to the wellbeing and economy of the UK society. There was also general agreement that these objectives were appropriate for the Festival and worthwhile continuing with.

The extent to which organisers could provide comments on the Festival as a whole – in terms of how it is contributing to these objectives, the extent to which it is achieving them, etc – was limited, due primarily to a low awareness amongst organisers of the Festival beyond the limits of their own individual events. Organisers generally felt that they did not have a good understanding of what the Festival ‘looks like’ and did not feel closely engaged in general with the wider nationwide programme of events. For example:

“I have little idea about the rest of the Festival. I have never sat down and looked at what other events are going on and certainly wouldn’t have time to attend any other events”

One organiser pointed out that, given this position of organisers, it is perhaps not surprising that the audience also typically sees only ‘an individual Festival event’, rather than ‘a Festival of events’.

It was felt by organisers that events (and everything that goes with them – branding, DVD, publicity, marketing, etc.) were successful in raising the profile of ESRC with the audience in question, but that there was limited impact beyond these attendees. This, it was felt, would require the Festival to attract more people to attend events or for more events to be run. Or, for a much wider impact, there would need to be greater emphasis on achieving press and media coverage that could take messages well beyond those who attend the events and more into the public domain.
Similarly, there was felt to be a reasonable level of achievement by events in terms of promoting and increasing awareness of Social Science (mostly of a particular topic) and the contribution of Social Science research to society, but the extent to which this is true may vary considerably by event, especially in relation to the type of audience attracted.

Some events were felt to be more closely tied to and targeted towards the overall objectives than others. A couple of organisers highlighted an issue regarding the extent to which the objectives of the Festival were as relevant or applicable to the activities of some organisations. Where the research being undertaken is not closely linked to, or aimed at, the public, then the audiences that they would want to interact with through Festival events would tend to already be aware of ESRC, of the social sciences and their contribution.

A couple of organisers highlighted that there are other important things that the events do, such as promoting the individual investments and disseminating information on their research, and that these elements are not reflected in the overall Festival objectives. Concerns were also expressed that the specific aims of organisers are being sidelined in comparison with ESRC's own agenda for the Festival. However, such concerns do not appear to be warranted as promoting research and the investments are regarded by ESRC as an important part of what the Festival does, and this is not likely to change.

**Targeting audiences – the public and young people**

Amongst organisers interviewed there was a general awareness that ESRC is (increasingly) trying to encourage wider dissemination of research, especially to a general audience, and that the Festival was perceived as a key and potentially important route through which this could be achieved. There was general agreement that this was a positive aim and that the Festival and individual organisers should be seeking a wider audience, especially as the research is being done with public money (and therefore it is good to show the public what is being done and to be accountable) and that a selling point of Social Science is that it is relevant to everybody. There was also a general feeling that there had, over the years, been a gradual shift away from just academic research dissemination to incorporate more general publicly relevant events within the Festival. One organiser commented:

> "People in investments are starting to become aware of the direction of ESRC and others in wanting greater levels of dissemination and public interaction and they are starting to realise that more effort needs to be put into dissemination."

There was general agreement that it is important to introduce and interest young people – ‘the next generation’ - to Social Science through the Festival, but that this is a particularly difficult audience to run events for and requires very specific targeting and skills both in terms of marketing and event organisation.

Despite the importance of these target audiences, some interviewees highlighted that it can be difficult to get organisers, investments and speakers to be involved in events for a general public / young audience and that there may need to be greater encouragement for them to do so. Such wider dissemination is more difficult and challenging, may contribute less to the core aims of centres and investments and may be perceived as of less use or interest to those involved in organising or running the events. These issues will all act as barriers to further movement of the Festival in this direction, unless further incentives or support can be provided.

Some organisers also highlighted their belief that it is not always possible to run events that are suitable for wider audiences. One organiser commented that the topics of the events that they run depend on the research that is currently being performed or published by their group at the time of the Festival, and that there are fluctuations over time in terms of how topical, interesting or appropriate this research may be for a general audience. The view coming from some organisers is that they are not against attracting or targeting certain audiences per se, but wouldn't want to be forced into a
situation where organising a Festival event means that you have to target it to the general public and/or young people. Some examples of the comments given are as follows:

“We are not really dealing with areas that are appropriate for young people. There are some possibilities with the general public, but this is only at the edges of what we do”

“It is hard to make our stuff interesting to general public and young audiences. They would find it dull, while policy makers would find it interesting”

ESRC acknowledges that not all areas of research are suitable for dissemination to the general public and young people and has indicated that other audiences, such as policy makers and businesses, are legitimate target groups for Festival events. Indeed ESRC has included specific targets within the Festival logframe to ensure that these audiences are included. However, there does appear to be growing concern amongst organisers that the Festival is evolving towards an exclusive focus on the general public and young people. For this reason it would be appropriate for ESRC to allay such concerns and provide new guidance to event organisers as to the kinds of audiences that events can (or can not) be targeted towards.

The future of the Festival

Organisers interviewed during this evaluation often found it difficult, especially when put on the spot, to discuss more strategic issues relating to the Festival, such as its current direction and where it might head in the future. Many were able to provide constructive comments on possible improvements to the management or organisation of individual events, or to provide suggestions on practicalities, but few were able to talk in any depth about the Festival more broadly or provide ideas and comments on how it might progress. However, a few general ideas were put forward relating to the future of the festival and these are detailed below.

Alternative formats

One common thread running through the suggestions from many of the organisers was the potential benefits of changing the Festival format being used, most commonly towards a more theme-based approach and on a more localised level. This is partly in reaction to the perceived disjointed nature of the Festival events and Festival coordination currently, which cause problems for branding, presence and interest. Some thoughts and suggestions from organisers in relation to such a change have been paraphrased below:

• The Festival goals are nice, but they are also quite ‘wooly’. With clearer objectives based around a theme, such as ‘promoting and increasing awareness of how social science plays a role in relation to the environment’ (which would still be contributing to the existing objectives), it would allow the individual centres and networks of ESRC to play to their strengths and showcase their work for the festival

• If the ESRC really wants to get particular objectives achieved, it may need to come down a level and focus more on Social Science ‘themes’ and organise the festival around these. This may result in organisers of individual events doing more to raise awareness around this theme (i.e. the work that is going on here and its impact)

• The ESRC could, two or three times a year, pick a broad social science theme that was felt could grab the interest of the press, the public and the body politik. Each theme could form the focus of a mini festival, with involvement by whichever investments were relevant to that theme. With a more concentrated and focused Festival, there could be more control and input by ESRC on the content and format of events and their ability to contribute towards ESRC’s objectives. For most people, the current messages being pushed are broad and irrelevant - they want substance and concrete things
• Putting on a few smaller festivals, built around one theme may be worth thinking about – especially as it may do better at interesting the press and make it easier to put in context for the general public
• The Festival could be more attractive to the general public if it was organised in topical themes. It may also be easier to advertise, brand and write about
• In terms of general public, they are so amorphous, and therefore need much more targeting. With a theme, like 'women - showcasing research affecting women’s lives that has come out over the last 20 years', or ‘ethnic minority communities’, ‘age’, etc. I can imagine more targeted work being done for parts of the general public that have a particular interest or stake
• It is a problem that it is so spread across the country – it might be better to pick certain cities and have a lot of things happening in one area. If you build a reputation you can expand
• To help develop the sense of a ‘whole Festival’, there should perhaps be consideration of the necessity of the Festival to be nationwide and for a large number of events to be run at the same time. There may be benefits to a smaller number of events being held in a select few places (which rotate over time). For example, many universities already run their own research festivals and ESRC may benefit from tapping into this type of Festival model. This would allow more focus and a better use of resources

However, some important issues were identified by organisers in relation to the potential of any move to a smaller, more ‘themed’ festival format. For example:
• There are issues to consider in terms of whether it would be possible to pick themes that would fit with a number of investments’ and centres’ work and whether people would be prepared to contribute
• You may have issue with disenfranchising investments that are not relevant to the theme - how likely is it that a number would be willing/able to contribute to a theme?
• It would take a lot more central direction to make it successful. One advantage of the current model is that only requires a small central team and can draw on resources around the country through its programmes instead

Broadening the Festival’s appeal and reaching out to new audiences
In order to be more successful in broadening the appeal of the Festival and reaching out to a more general audience, organisers made a number of specific suggestions, as follows:

Subject Choice
• Public attendance is largely based on how topical and interesting the issue is
• One problem for social sciences is that it tends to be ‘soft’. ESRC should think about which areas are more suited to having a bigger impact on the public
• There are ways to have a bigger impact with social science, but you need to spend time thinking more creatively, picking a suitable topic and applying a method of delivery that is most appropriate
• Focus on providing a general public context to what is being presented in the events. If you make topics relevant to people, they would take an interest. For instance, a project about the mathematical modelling of flooding should be an event ‘about where you live and your house being flooded’
• If something is close to your heart, then you will attend, so use topicality, and then you can engage a general audience in social science, ESRC, impacts, etc.
• There is a need to focus more on the effects and impacts of the research

Event Format
• Think about the events that can be web-based or hands-on
• Could use the internet more, organised around ‘did you know’ soundbite themes, picking out ‘sexy’ facts about society, putting on exhibition, on startling bits of information that have come up through ESRC projects.
• Provide opportunities for the public to voice its opinion
• Hands on events are good, but more applicable to some work than others.
• With ‘researchers in residence’ (getting researchers into secondary schools), this spreads because schools want to do what each other are doing and thus creates the demand

**Location**
• Events need to be truly open to the public
• You may need to go out to the people. The BA achieve influence over public understanding by having events in a town centre and people passing and being interested
• When seeking a general audience, location is important

**Press coverage**
Improvements to the level and quality of press coverage were seen by organisers as a key way in which the Festival could achieve greater out-reach and encourage the general public to attend events. However, there is also a strong awareness that this is not easy and that there is a lot of competition for press space. One or two central, large, public events may be one route to help to focus attention on the Festival and achieve national media coverage. Ensuring that each Festival is ‘themed’ in some way would also increase media interest. The local events could then concentrate on achieving a wider spectrum of local coverage.

It should be noted that ESRC does already provide guidance on all of the areas above (subject, format, location and press coverage) and encourages organisers to follow these good practices, especially in an effort to broaden the Festival’s appeal and reach out to new audiences.

**Influence / control of ESRC over the events**
There was a feeling amongst some of those organisers interviewed that the ESRC should not dictate too much as to the content, format, etc of the events being run as part of the Festival, especially in a ‘one size fits all’ way. They felt that organisers needed some control, freedom and flexibility to put on an event that was suitable and appropriate for them. Some mentioned that guidelines currently in place for those wishing to run an event as part of the Festival are adequate and these should be no more than ‘guidelines’, while there should continue to be a relaxed and open brief sent out to potential organisers. One organiser raised the question of how many events you would actually have running as part of the festival if you forced one issue, or one audience too much. Another gave the following related comment:

“At the moment it is easy and low budget getting the investments to run events, but our agenda is not for the general public and young people and it is not appropriate for us to do those kind of things. There would need to be more like 60% organised events by ESRC external relations team to specifically target these audiences.”

It would appear that re-orientation to knowledge transfer to the general public and children is a big shift and one that is still not always part of the brief of investments. The brief of the people running the programmes doesn’t necessarily match with reaching out to the general public or young people. There is a need to make investments aware that wider dissemination is a long-term direction, that ESRC and others will continue to push for, and that organisations need to make efforts to shift in this direction.

**Conclusions**
The main conclusion arising from the interviews is that there is no strong consensus among the current organiser base as to how the Festival should be developed in the future. There appears to be general support for the ‘science and society’ direction that the Festival is taking, but resistance to ESRC pushing these changes too far. Attracting the general public and young people is something that some organisers are able and willing to do, but not all feel that this is appropriate and there are concerns that some organisers will walk away from the Festival if further pressure in this direction is applied. If the Festival is going to be successful in reaching out to the public and young people some organisers have suggested basing it around one or more topical themes that are more likely to attract a general audience and grab media headlines. However, there are inherent risks in such a change, and the potential costs and benefits of changing the approach would have to be carefully weighed.

2.6.2 Lessons from other Science Festivals

Telephone interviews were conducted with individuals who occupy a central role in organising or coordinating eleven other science festivals or series of events, across the UK. Ten of the festivals were found on a listing on the British Council website ([http://www.britishcouncil.org/science-uk-festivals.htm](http://www.britishcouncil.org/science-uk-festivals.htm)). The eleventh, Bristol Festival of Nature, was recommended by one of the original interviewees and so was included in the study. The interviews were carried out as part of this evaluation in order to form an understanding of

- The structure and organisation of other festivals, in particular regarding the number of staff and organisations involved and how the festivals were financed
- The general aims and objectives of the festivals, and what measures were in place to ensure these were met, and how the festivals were evaluated
- Knowledge and views on the Festival of Social Science, and whether other festivals would be interested in collaborating with the ESRC in future

The information obtained through the interviews is summarised below.

Background information

Most of the science festivals run events based on natural sciences or science and technology. However, most have a broad remit to include topics at the edge of conventional scientific areas, and often will include events that fall within the general scope of the social sciences.

All of the festivals contacted are based within a specific geographical region; within a city or a city and surrounding areas. Many mentioned that this was an advantage in terms of marketing generating awareness of the festival in and around the area in question.

The festivals consulted all took place at a particular time of year and varied in duration between 5 days to 2 weeks. However, the Royal Society and Royal Institution are different in that they put on events throughout the year at their venues. A third of the city-based Festivals are held during National Science Week.

All of the festivals and events aim to attract the general public and many also put on events for schools or have outreach programmes in schools. Some also hold events for scientists or a professional audience. All of the festivals intend to reach the general public without bias and attempt to put on a range of different types of events. Most aim to reach new audiences who are not currently engaged in science, with events for families, school children, and adults from disadvantaged areas or ethnic minorities. One festival organises events for members of the public who already have a keen interest in the sciences.

Quantitative information gathered on the festivals is shown in Figure 1 (below). Interviewees provided information on: the location of the festival, when it takes place, the number of attendees, the number of events, how long it has run for, the number of
people involved in running the festival and the cost of the festival. This information demonstrates the high audience figures for many of the festivals due to ample publicity and established reputations (discussed below).
### Figure 31 Background data from Science Festival Organisers

<table>
<thead>
<tr>
<th>Name of festival</th>
<th>Area covered</th>
<th>When it takes place</th>
<th>Number of attendees</th>
<th>Number of events</th>
<th>How long it has run for</th>
<th>Number of people involved in running the festival</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brighton</td>
<td>Brighton and Sussex</td>
<td>School events in January</td>
<td>54,000</td>
<td>150 public events</td>
<td>4 years</td>
<td>1 + extra staff for part of the year</td>
<td>£40,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Public events in February</td>
<td></td>
<td>15 school visits</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bristol</td>
<td>Bristol</td>
<td>Weekend in June</td>
<td>23,000</td>
<td>100</td>
<td>5 years</td>
<td>18 +</td>
<td>£70,000</td>
</tr>
<tr>
<td>Cambridge</td>
<td>Cambridge</td>
<td>Science week</td>
<td>30,000</td>
<td>130</td>
<td>15 years</td>
<td>50+</td>
<td>£130,000 +</td>
</tr>
<tr>
<td>Cheltenham</td>
<td>Cheltenham</td>
<td>5 days in June</td>
<td>19,000</td>
<td>130</td>
<td>7 years</td>
<td>12 +</td>
<td>£450,000</td>
</tr>
<tr>
<td>Edinburgh</td>
<td>Edinburgh + touring schools</td>
<td>Easter holidays + Spring/summer school terms</td>
<td>50,000 to festival 66,000 school children</td>
<td>37 talk 1500 school events</td>
<td>20 years</td>
<td>11 +</td>
<td>-</td>
</tr>
<tr>
<td>Manchester</td>
<td>Greater Manchester</td>
<td>October half term</td>
<td>50,000</td>
<td>250</td>
<td>1 year</td>
<td>30+</td>
<td>£100,000 +</td>
</tr>
<tr>
<td>Oxford</td>
<td>Oxfordshire</td>
<td>Science week</td>
<td>6,500</td>
<td>29 during festival 80 throughout year</td>
<td>15 years 2 with Science Oxford</td>
<td>13 +</td>
<td>-</td>
</tr>
<tr>
<td>Royal Institution</td>
<td>Venue in London</td>
<td>Year round</td>
<td>25,000 Schools events 30,000</td>
<td>120</td>
<td>Since 1799</td>
<td>5</td>
<td>£200-300 per event</td>
</tr>
<tr>
<td>Royal Society</td>
<td>Venue in London</td>
<td>Year round, Plus summer exhibition</td>
<td>Lectures 1-300 Exhibition 3500</td>
<td>15 Lectures + Exhibition</td>
<td>10 years</td>
<td>8</td>
<td>Exhibition £110,000</td>
</tr>
<tr>
<td>Wrexham</td>
<td>Wrexham</td>
<td>Before Easter</td>
<td>10,000</td>
<td>56 general public 12 Business 57 schools</td>
<td>10 years</td>
<td>15-20</td>
<td>&gt;£100,000 + staff</td>
</tr>
<tr>
<td>York</td>
<td>North Yorkshire</td>
<td>Science week</td>
<td>15,500</td>
<td>50</td>
<td>11 years</td>
<td>30 +</td>
<td>£30,000 + staff</td>
</tr>
</tbody>
</table>
Organisation of the festivals

Most of the festivals spoken with are organised and run by a collaboration of organisations in various forms. In most cases a lead organisation steers and coordinates the festival while partners put on events or assist with organisation. Some of the festivals are collaborations between a number of organisations. For example, the Bristol Festival of Nature is organised by the Bristol Natural History Consortium, which is made up of 9 partners, and the Wrexham Science Festival and Oxfordshire Science Week are each organised by a collaboration of 5 partners.

There are various types of lead organisation arranging the festivals including; private companies, educational charities, a museum, and a university communications department.

The Edinburgh and Cheltenham science festivals are run by organisations that also coordinate the cities’ other festivals such as the Music, Jazz, Art, Literature and Fringe festivals among others. The staff organising these festivals include fundraisers for sponsorship, marketing staff and education outreach teams, who work across the different festivals in each city.

The range of collaborative partners supporting the festivals include: universities, higher education institutes, county councils, economic development agencies, museums, science centres, research councils, the Welcome Trust, the BBC, businesses, and government departments.

Financing the festivals

All of the festivals or events receive help in funding from sponsors. For festivals that involve a group of partners, individual partners fund their own events. In some cases the partners (other than the lead organisation) contribute to central funds or provide in-kind services and staff time. In some cases festivals work with as many as 60 partners.

Sponsors are often local development agencies, arts councils, local businesses, trusts and foundations such as the Welcome Trust. Core funding in most cases is provided by the local council and development agencies. Having a main sponsor was suggested to be an advantage in order to put a name on the headline for publicity purposes. In two cases about 20% of funds came from festival income where some events, usually workshops, were ticketed. Organisations with their own venues, such as the Royal Institution raise revenue from hiring out the venue.

The costs of the different festivals vary from over £30,000 to over £450,000, however, the way costs were measured by different festivals also varied. Only four of the festivals included staff costs in their figures. Furthermore, the degree of in-kind services and staff provided from partners are in addition to the costs noted by most of the festivals.

Event organisation

Most of the festivals have staff that organise the events. Where a collaboration of partners is involved partners will arrange and pay for their own events. It is rare that events run by collaborating organisations are funded from the central budget and their staff costs are usually not covered. Three of the festivals have steering groups consisting of experts, media, academics and scientists, who propose the themes of the festival or possible events and provide contacts.

Where central organisers are coordinating partners, in most cases the joining partners will be free to put on the events they choose in the format that they choose, particularly when they are self financing. It is generally the case that the partners are well aware of the aims and objectives of the festival and the target audiences the festival intends to attract. In this way it is assumed they will take festival objectives into account when designing their event. In cases where a formal proposal is required the Festival Director will consider these individually, however formal assessment
criteria and selection criteria do not feature strongly. Where proposals are required or a form of submission of intended events, any changes that are required by the central organisers will occur through informal processes and events are considered on a case-by-case basis. Central coordinators will also consider the events in terms of the overall programme and may make changes in order to prevent duplication of similar events and ensure that the overall programme contributes to the festival's aims.

The organiser or central coordinators provide logistical support to all those putting on events, and usually provide marketing for the event as part of marketing for the overall festival, for example in the festival brochure. Logistical support will include general advice, providing contacts, and often it will involve help in finding a venue and appropriate marketing of the event. Support was often given in kind or through help with marketing and other activities. This was often judged according to the varying needs of the event organisers in terms of their experience and facilities.

Most festivals find that partners come forward and are keen to put on events due to the strong reputation of the festival, particularly festivals that have been running for several years, and partners are well aware of the advantages of running events in terms of marketing and publicity opportunities. Competition between organisations also drives the propensity to put on events.

Most of the festivals also actively seek new events and new partners. This is particularly the case when festivals are following a specific theme one year or when they wish to take the festival in a new direction. Where festivals have been running for a long time it is thought that continuing to attempt to address new issues, or supply different formats of event is necessary in order to maintain the audience and attract new visitors.

Many festivals also put on events specifically for schools or school children or have outreach events, which tour schools. These are usually organised by dedicated teams and require considerably more resources and time, both in terms of funding extra staff and creating and formatting the events.

Advertising

Most of the festivals produce a printed programme detailing all the events that will take place. Some printed and produced as many as 80,000 copies. Programmes and leaflets are often distributed around schools, local businesses, cafes, pubs, libraries and other public spaces. Some festivals use posters and street banners. Many festival events featured in local “What’s on” magazines or local free newspapers, and in events listing for the venues, for example museums. This was considered particularly useful marketing, as was advertising in relevant press and newsletters or publications of interested organisations, for example the New Scientist, Time Out and even on the London Underground.

Many interviewees said that local press and broadcast media were among the most successful forms of advertising, particularly those that were able to advertise on the local or regional news. Involving a celebrity was said to bring attention from the media, and interviewing speakers on the radio was also said to be a successful strategy. One interviewee said that gaining media interest for free is possible when a festival is new, but it is difficult to maintain this interest once the festival is established.

Marketing on the Internet was highlighted as a cheap and easy way to reach a wide audience. In this way collaborating organisations can all advertise the festival on their respective websites. One festival featured on many weblogs. Electronic mailing lists were ranked among the most successful marketing tools, and many festivals also use traditional (postal) mailing lists.

Word of mouth and personal invitation ranked as the most successful forms of marketing according to two of the festival’s evaluations.

Flyering, particularly in schools was said to be the most successful form of advertising for festivals particularly targeting a younger audience. Flyers were distributed in
schools, local businesses, offices, tourist information offices, and cafes. It was also suggested that this could be used as a cheaper alternative to producing a full printed programme. One interviewee from an established festival said that they no longer felt that distributing a full programme was cost effective and would be considering different strategies for the future, such as distributing a flyer, which directs people to a full programme on-line. One of the festivals produced a shortened version of the programme shortly before the festival highlighting key feature events.

Only one festival mentioned that they had used a Public Relations company, and for the first time this year, in order to more effectively target their audience.

It was also suggested that the Festival of Social Science might be at a disadvantage in generating publicity for events nationwide - all of the festivals interviewed were concentrated in one geographic location and organisers believe that this makes it much easier to generate local media attention.

**Festival objectives**

All of the festivals have specified aims and objectives. In most cases directors have set these objectives or a steering group has been consulted. In most cases the objectives of the festival have changed little since the outset of the festival.

Most of the festivals are aiming to promote understanding and engagement of the general public with science. Several are particularly interested in targeting young people; disadvantaged groups and members of society who would not normally chose to attend science events.

The festivals most interested in engaging school age children and young people were aiming to promote the sciences as subjects to study in further education. This was particularly true for festivals with outreach programmes aiming to engage members of the public from areas that did not have tradition of participating in higher education. One science festival was initiated in response to poor teaching of science and poor curriculum in schools at key stage 3. The festival aims to attract families and teach children by teaching and engaging their parents.

The aims and objectives of the festivals have remained constant with only one or two examples of slight development. For example, one interview described how the festival had become more focussed on the educational aspect of science.

**Past and future trends in festival development**

Four of the festivals indicated that they have grown considerably since their outset. These were the older, more established festivals. Growth referred to: number of attendees, number of events, broader range of events in terms of topic, format and audience, size or number of locations and geographical spread, number of partners involved in organising the festival. These festivals and most of the other festivals expected to grow or continue to grow in the future, particularly in terms of the number of attendees and number of events.

Three of the festivals have undergone or will soon undergo significant restructuring by changing hands and restructuring the financial basis by which the festivals are run.

**Evaluation**

All of the festivals interviewed had in place a system of evaluation. In every case the evaluation included a feedback form, which was completed by attendees during the event(s) they attended. Some festivals also employed on-line links to electronic version of the feedback form. Qualitative information was gathered in some cases via on-the-spot interviews, or interviews using the feedback form. One festival also used vox pops to collect on the spot feedback from festival attendees.

The feedback forms collected information on the demographic of the audience, asked how attendees had heard about the event in order to feedback to the festival’s publicity strategy, and also asked attendees questions regarding enjoyment and relevance of the
event they attended, and in some cases about their interests in order to inform potential future events.

Festivals, which work collaboratively with partner organisations, had separate feedback forms for these organisations. Indeed, most tended to gain feedback from their partners informally through regular meetings as well as e-mail and face-to-face contact through the organisation process.

**Views on the Festival of Social Sciences**

When asked about the Festival of Social Science, around half of the interviewees had heard of the festival but knew little about it and had no specific observations. Many of the interviewees expressed an interest in potential collaborations with the Festival of Social Science. Most of the festivals had previously held events on topics that fall within the scope of the social sciences. Most of the interviewees said they would include social science events in their festival, particularly if the topics in questions related to themes that overlapped with the natural sciences. Potential areas of overlap suggested included education and behavioural change, in particular relating to science in society. Interviewees were divided equally as to the advantages and disadvantages of linking social science with the sciences. Not all of the interviewees understood the social sciences to be a part of science, which may explain this division of views.

**Lessons and conclusions**

A number of common strategies were seen as advantageous by the festivals interviewed, and may be useful in considering the future direction of the Festival of Social Science.

Many of the other science festivals interviewed have the advantage of taking place in a concentrated geographic location. This is an advantage in terms of publicising both individual events and the festival as a whole. Collaboration with festivals that are established in certain cities may provide the Festival of Social Science with an opportunity to take advantage of local knowledge and local publicity.

All of the festivals had some form of central marketing, including a programme of the festival’s events, which were distributed. Many of the festivals described following themes for each year and attempting to cover hot topics and issues of particular interest to the general public, or the particular target audience. Following themes also provided a publicity message. Running themes of topics that link to current issues in the public domain and topics of interest to the general public proved especially useful for securing media interest.

Festivals interested in engaging young people had direct outreach to schools, either through touring events within schools or hosting events and inviting schools to attend. It was acknowledged that collaborations with schools and LEAs is ‘hard won’ and can be costly to forge and maintain. However, they appear vital if the festivals are to secure strong involvement by school children. Interviewees suggested that if the Festival of Social Science wishes to attract large numbers of young people it would be helpful for ESRC to play a role in initiating contact with local education authorities, and through this the recruitment of schools for Festival events.

Most of the festivals were organised by a collaboration of organisations with a small number of staff coordinating the overall festival. In this way collaborating partners contributed finances, events, or in-kind services and staff time. The ESRC may benefit from collaborating and generating support from other institutions such as learned societies or through generating more in-kind support from ESRC funded programmes.

Finally, many of the festivals interviewed expressed an interest in future collaboration with the Festival of Social Science.
2.7 Achievement of the 2008 Festival objectives

2.7.1 Achievement of objectives and targets

Figure 32 presents the objectives (column 1) and associated measurable indicators (column 2) from the Festival logframe. A third column has been added, which reports whether each objective was achieved based on the evidence from the 2008 results. Based on these results, the 2008 Festival has achieved its central goal and delivered on the vast majority of its detailed objectives and outputs. The Festival has successfully promoted and increased awareness of ESRC and the social sciences amongst all of ESRC's user groups, and in particular the public and young people. The Festival was larger than in previous years, with a broader mix of events in a wider range of locations around the UK than ever before. It also reached more people, with greater participation by the general public and young people.

Figure 32  Achievement of 2008 Festival objectives

<table>
<thead>
<tr>
<th>OBJECTIVES</th>
<th>MEASURABLE INDICATORS</th>
<th>2008 RESULTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Super goal: to promote and increase awareness of ESRC and social sciences and its contribution to the wellbeing and the economy of the UK society</td>
<td>Audience attendance across the week is increased to 5,000, an increase of over 10% from 2007</td>
<td>Achieved: Estimated attendance of 5,000+</td>
</tr>
<tr>
<td>Maintain that 80% of the audience is new to the week.</td>
<td></td>
<td>Achieved: 86% of the audience was new to the week</td>
</tr>
<tr>
<td>20% returned (took part last year)</td>
<td></td>
<td>Not achieved: 11% of the audience took part last year, which would mean that roughly 12% of last year's audience returned</td>
</tr>
<tr>
<td>Maintain that 50% of the audience are new to ESRC</td>
<td></td>
<td>Achieved: 61% of attendees rated themselves as 'not at all' or 'not very' knowledgeable about ESRC and its work before the Festival.</td>
</tr>
<tr>
<td>80% found the activities useful and learnt something new</td>
<td></td>
<td>Achieved: 94% of attendees found the event they attended very or fairly educational. 88% said attendance had raised their knowledge of the social science topic covered at the event.</td>
</tr>
<tr>
<td>60% would use the knowledge they gained (NEW)</td>
<td></td>
<td>Achieved: 63% would definitely use the knowledge they gained in their work / studies. 96% would definitely or possibly take further action following the event (e.g. use the information, pass it on, seek out further information, contact other attendees)</td>
</tr>
<tr>
<td>5% of this audience indicate they are interested in future involvement – subscription to the edge, society today, A level briefings etc</td>
<td></td>
<td>Achieved: 42% of attendees completing feedback forms signed up to receive email updates about future ESRC events and activities (7% of the total Festival audience in 2008)</td>
</tr>
<tr>
<td>The Festival’s publicity material including the March Edge is circulated to over 25,000 individuals organisations.</td>
<td>Partly achieved: The regional flyer was sent to all Edge subscribers (4,600), libraries (1,800) and tourist boards (50). The Edge magazine was being re-branded this year and so was not circulated (the re-brand was decided after the logical framework was developed).</td>
<td></td>
</tr>
</tbody>
</table>
### OBJECTIVES

**Purpose:** The ESRC user groups, in particular the public and young people are better informed and more aware of social sciences

<table>
<thead>
<tr>
<th>MEASURABLE INDICATORS</th>
<th>2008 RESULTS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>20%</strong> of the audience are made up of young people (&lt;20 yrs)</td>
<td><strong>Achieved:</strong> 24% of attendees were under 20 years old.</td>
</tr>
<tr>
<td>Maintain <strong>20%</strong> of young people feel that they learnt something new and will be able to use in their studies/work</td>
<td><strong>Achieved:</strong> 95% rated their event as very or fairly educational. Over 80% agreed that their knowledge of the topic of the event, the ESRC and the social sciences had increased. 52% of under 20s stated that they expect to use the information gained at the event in their work / studies</td>
</tr>
<tr>
<td>Maintain <strong>60%</strong> of attendees between 20-40 yrs (NEW)</td>
<td><strong>Not achieved:</strong> 35% of attendees were in their 20s and 30s, a slight decrease on (the 40%) last year.</td>
</tr>
</tbody>
</table>

### OUTPUTS (mini objectives) – General

**A week of activities celebrating the diversity of ESRC funded research and Social Sciences in the UK**

| A programme of **80** varied individual activities | **Achieved:** 91 events were held, with varied content, formats, and target audiences collectively celebrating the diversity of ESRC funded research and social sciences in the UK. |
| Recruitment/involvement of ESRC investments are spread across all subject areas. With at least **60%** participation from investments. | **Unclear:** Recruitment / involvement was spread across all main subject areas but it was only possible to confirm that ~33% of investments organised events. Actual involvement may be higher |
| **5%** of involvement from new investments/different disciplines (NEW) | **Achieved:** Increase in participation by new investments and different disciplines of more than 5% |
| **10%** involvement of non-ESRC currently funded presenters (NEW) | **Achieved:** No information on whether presenters were or were not ESRC funded. However, >10% of events were organised by non-ESRC funded organisations so it is almost certain that this objective was met. |

| Maintain an even geographical spread of activities | **Partly achieved:** Share of events outside London increased to 70%. A broad geographical spread across the UK was achieved, but some regions were below target |
| **70%** of the audience were aware that a particular activity was part of the a whole week through the branding etc | **Unclear:** 31% of attendees were aware prior to the event that it was part of the 2008 Festival. Number aware after the event is expected to be very high but no precise figures available |

| A creative flyer outlining events via region is created | **Unclear:** 13% of attendees had attended or planned to attend another Festival event |
| The week’s website achieves a **50%** increase in hits from 2006 | **Achieved:** The available data suggests that there has been a four-fold increase in hits on the Festival’s website (March 08 versus March 06) |
| **80%** found the web site useful and usable | **Achieved:** 86% of organisers were very or fairly satisfied with the Festival website. |

<p>| Maintain and update the mini website. | <strong>Achieved:</strong> 86% of organisers were very or fairly satisfied with the Festival website. |
| Press coverage is achieved | <strong>Unclear:</strong> There were 56 media items |</p>
<table>
<thead>
<tr>
<th>OBJECTIVES</th>
<th>MEASURABLE INDICATORS</th>
<th>2008 RESULTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week and individual activities is achieved in the national and regional media.</td>
<td>across the national and regional media for the week and individual events – with at least 100 articles.</td>
<td>notified for the 2008 Festival and its events, a significant decrease on 2007. However, evidence suggests that many press items are not being captured in the official statistics.</td>
</tr>
<tr>
<td></td>
<td>Placed coverage is achieved in Guardian, Times Higher, The Times and the Financial Times.</td>
<td>Not achieved: ESRC did not place any coverage in these publications, although some items may have appeared.</td>
</tr>
<tr>
<td>Maintain an accurate picture of the audience mix in terms of age, occupation and existing awareness of the week or social sciences is obtained</td>
<td>10 events aimed at this audience will be held and will include: at least one ESRC public policy seminar, and one targeted at business</td>
<td>Partly achieved: Feedback suggests that 17 events (19%) were targeted primarily at business or government / public sector. ESRC ran one public policy seminar but did not run one targeted at business.</td>
</tr>
<tr>
<td>Maintain a portfolio of events targeted towards business and policymakers.</td>
<td>Maintain at 60% number of science and society activities</td>
<td>Achieved: 62% of the events were targeted towards the general public or school / college students (using key system). 67% of events targeted the general public or schoolchildren. These two groups were the primary target audience for 55% of events.</td>
</tr>
<tr>
<td>OUTPUTS (mini objectives) – Science in society</td>
<td>At least 15 events are innovative, interactive events (NEW)</td>
<td>Achieved: Most events contained an interactive element and many events took innovative formats.</td>
</tr>
<tr>
<td></td>
<td>At least one ESRC corporate debate is held on an area of strategic importance to ESRC - attracting named speakers and audience of 100</td>
<td>Achieved: ESRC’s ‘Global Uncertainties’ event was a corporate debate in an area of strategic importance, attracting named speakers and an audience estimated at &gt;100.</td>
</tr>
<tr>
<td>Awareness and experience among young peoples of ESRC research and social sciences in general is raised</td>
<td>At least 10% of events are aimed at &lt;20 year olds</td>
<td>Achieved: 23% of events were suitable for school and / or college students (key system). 37% of events were targeted to school students. School students were the primary target audience for 18% of events.</td>
</tr>
<tr>
<td>Incorporate and promote key messages about social sciences to a general audience</td>
<td>50 per cent of all events display the giving social sciences voice video.</td>
<td>Unclear: Many events displayed the ‘Giving social sciences voice’ video but this was not tracked systematically so no precise figures are available.</td>
</tr>
<tr>
<td>Integration with national science week is re-introduced</td>
<td>ESRC sponsors BA activities and achieves joint branding and recognition</td>
<td>Achieved: The Festival ran alongside National Science and Engineering Week with cross promotion, joint branding and recognition and co-sponsorship of a BA activity.</td>
</tr>
</tbody>
</table>
2.7.2 Availability of ‘means of verification’ information

Figure 33 shows whether each ‘means of verification’ item within the logframe was available this year. The table confirms that all of the key pieces of data and planned activities were in place, along with a number of other items not specifically mentioned (such as organiser feedback questionnaires). Some items were not put in place this year, but have not adversely affected the ability of this evaluation to verify whether each of the outputs and objectives in the logframe has been achieved.

Figure 33 Availability of ‘means of verification’ information

<table>
<thead>
<tr>
<th>Means of Verification</th>
<th>Availability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full professional evaluation covering all aspects of the Festival from strategy, planning, implementation and the Festival itself</td>
<td><strong>In place:</strong> through this evaluation.</td>
</tr>
<tr>
<td>Feedback questionnaires from event organisers and attendees.</td>
<td><strong>In place:</strong> ESRC collected forms from organisers. 839 completed attendee questionnaires (covering 54 events) and 68 completed organiser questionnaires (covering 58 events)</td>
</tr>
<tr>
<td>Monitoring of subscription services</td>
<td><strong>In place:</strong> ESRC collects subscriptions to the Edge magazine.</td>
</tr>
<tr>
<td>Postcards returned to ESRC (NEW)</td>
<td><strong>In place:</strong> Though this was done through event feedback questionnaires, rather than using postcards</td>
</tr>
<tr>
<td>Data collected from mailing lists.</td>
<td><strong>Unclear:</strong> It is unclear whether this data is available.</td>
</tr>
<tr>
<td>Analysis of full programme data</td>
<td><strong>In place:</strong> ESRC database containing information on each event, detailing location, timing, target audience and contact details for the organiser. Database on funding applications and funding decision.</td>
</tr>
<tr>
<td>Interviews with event organisers, ESRC, BA and guests.</td>
<td><strong>In place:</strong> A programme of telephone interviews carried out with the ESRC’s Communications Team (4), event organisers (12), and Vista Communications (2). No BA interview.</td>
</tr>
<tr>
<td>Monitoring of web statistics (if possible see numbers of visits to Events page vs home page)</td>
<td><strong>In place:</strong> Although there are still some questions over the accuracy of the data, a good body of statistics was provided this year, including information on the number of visits to the events page</td>
</tr>
<tr>
<td>Press monitoring (if possible see numbers of visits to Press webpage)</td>
<td><strong>In place:</strong> Documentation on the media coverage attracted by the Festival (where known) as compiled by ESRC’s own press office</td>
</tr>
<tr>
<td>BA statistics (include programmes, statistics etc)</td>
<td><strong>Not available:</strong> No longer relevant this year due to lack of active integration, cross-promotion and joint activity with National Science and Engineering Week</td>
</tr>
</tbody>
</table>

2.7.3 Assumptions and risks

The Festival logframe also listed a number of important assumptions and risks - factors out of project control, which, if present, could restrict progress and achievement of outputs or objectives. Figure 34 shows whether each of the assumptions proved correct or otherwise, and the implications for the Festival where the assumption was incorrect and the risk present.
Figure 34  Important assumptions and risks

<table>
<thead>
<tr>
<th>Assumption / risk</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>That the ESRC investments take part despite the new objectives and new restrictive funding allocations</td>
<td>Correct assumption: More events than ever before and no evident problem from the point of view of the investments with the Festival objectives. No fall in the number of investments organising events. No obvious dissatisfaction with funding rules</td>
</tr>
<tr>
<td>BA National science week events are included in the programme and that they agree to joint activities</td>
<td>Incorrect assumption: Neither of these assumptions turned out to be correct. Main negative consequence is lower levels of cross-promotion, media coverage and potentially fewer attendees as a result. However, the Festival managed to grow despite this</td>
</tr>
<tr>
<td>No more than 70 events require funding</td>
<td>Incorrect assumption: This relates to budgetary limitations and the risk that demand would significantly outstrip supply. 84 applications for funding were received, and 68 events supported. Event support costs have risen significantly as a result</td>
</tr>
<tr>
<td>No national event occurs that takes over national press coverage</td>
<td>Correct assumption: Not aware of any other big event during the week of the Festival. However, there was also no 'big event' within the Festival that attracted significant national press coverage</td>
</tr>
<tr>
<td>Programme includes no events that tie into current news agenda affecting press coverage.</td>
<td>Correct assumption: Not aware of any problems with this</td>
</tr>
<tr>
<td>No key ESRC staff are ill</td>
<td>Correct assumption: Not aware of any problems with this</td>
</tr>
<tr>
<td>No transport strikes during the week</td>
<td>Correct assumption: Not aware of any problems with this</td>
</tr>
<tr>
<td>No terrorist activity or national disaster occurs around or during the week</td>
<td>Correct assumption: Not aware of any problems with this</td>
</tr>
</tbody>
</table>

2.7.4 Progress towards longer-term objectives

The Festival logframe for the first time also listed a number of long-term goals, setting targets for 2010.

Figure 35  Progress towards long-term goals

<table>
<thead>
<tr>
<th>Long term goal</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>By 2010: increase attendance to 6,000</td>
<td>The estimated number of attendees increased again in 2008, though the average number per event decreased. At current growth levels the attendance target would not be met, but with the increasing use of new formats (especially 'virtual' events) it is quite possible that this long term goal will be surpassed by 2010 in terms of numbers of participants. However, increasing use of new formats may imply a need to consider how attendance is measured in the future, with particular consideration of differing levels of depth and impact. It may be appropriate to introduce differentiated targets (e.g. for 'lighter-touch' virtual events)</td>
</tr>
<tr>
<td>Maintain the same amount of new people: increase the returning individuals to 40% of attendees.</td>
<td>The amount of new people is currently increasing and the number of returning individuals is fairly static each year. This target may be hard to achieve. Most other Festivals focus on increasing the numbers of new people rather than retaining previous attendees</td>
</tr>
<tr>
<td>By 2010: 50% of events are consistently innovative and interactive</td>
<td>This target appears to have been achieved this year, but there may be a need to find ways to better define 'innovative and interactive'</td>
</tr>
</tbody>
</table>
The main assumptions underpinning achievement of the longer-term goals are that the budget will increase and that science and society and public engagement will remain priorities for ESRC. There is no information as to whether these conditions will be met in the longer-term.

2.8 Implementation of recommendations from the evaluation of FSS 2007

The evaluation of the 2007 Festival set out a number of recommendations for ESRC to consider. In this section those recommendations are revisited and the extent to which ESRC has implemented them is reported. Figure 36 lists each recommendation and explains in brief what actions ESRC has taken in response. Overall, the ESRC has made efforts to address all of the recommendations from last year, and while it has not been possible to fully implement all of them, the overall response is considered to be extremely positive. By listening to the feedback from last year’s organisers and attendees, and by responding to the suggestions put forward by the evaluators, ESRC has been able to take major steps forward this year and achieve what can clearly be seen to be the most successful Festival yet.

Figure 36  ESRC response to recommendations from the 2006 evaluation

<table>
<thead>
<tr>
<th>RECOMMENDATIONS</th>
<th>ESRC RESPONSE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Overall</strong></td>
<td></td>
</tr>
<tr>
<td>ESRC should continue to run its Festival of Social Science on an annual basis, building on the considerable success enjoyed in 2007</td>
<td><strong>Fully implemented:</strong> This year’s Festival ran as planned and built on the success of previous years, with more events, more attendees, and a greater science and society focus</td>
</tr>
<tr>
<td><strong>Strategy and objectives</strong></td>
<td></td>
</tr>
<tr>
<td>ESRC should update the Festival logframe in light of the evaluation of the 2007 Festival. More specifically ESRC should:</td>
<td><strong>Fully implemented:</strong> The 2007 Festival logframe was updated for this year and included revised targets for the 2008 Festival. It also contained a set of longer-term objectives and associated performance measures. However, more careful updating of the logframe is required in future in order to ensure that it is coherent and fully in-line with what is planned</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>o Update the objectives and associated performance measures in order to improve their relevance and clarity for the 2008 Festival</td>
<td></td>
</tr>
<tr>
<td>o Include medium- and longer-term objectives and associated measures to show where the Festival is going in future</td>
<td></td>
</tr>
<tr>
<td>ESRC should allocate additional resource to the Festival in future, in order to support its continued growth</td>
<td><strong>Partly implemented:</strong> No additional resource was allocated to the Festival this year. However, through savings in certain areas (reducing the number of ESRC-run events and certain expenditure requirements not being as high as in other years, etc) extra funds were made available for event support. Given that the Festival has grown without total expenditure increasing, this year’s achievements are even greater as a result. However, continued growth may not be sustainable without additional funds being allocated.</td>
</tr>
<tr>
<td><strong>Festival events</strong></td>
<td></td>
</tr>
<tr>
<td>ESRC should carry out a wider mailout in future to ensure all grant holders and associated communications professionals know about the Festival and have an opportunity to stage events</td>
<td><strong>Fully implemented:</strong> The ESRC mailed a large number of people to notify them about the Festival, including the investments, large grant holders, previous organisers, and KT professionals within other relevant organisations (almost 400 in total)</td>
</tr>
<tr>
<td>RECOMMENDATIONS</td>
<td>ESRC RESPONSE</td>
</tr>
<tr>
<td>--------------------------------------------------------------------------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>ESRC should directly encourage more of its Investments to stage Festival events in future, to further improve the overall subject mix and distribution of events around the UK</td>
<td><strong>Fully implemented:</strong> The ESRC wrote to all Investments but it is not clear that this was effective, as the share of investments staging events appears to have fallen. Nonetheless the overall subject mix and distribution of events around the UK have improved.</td>
</tr>
<tr>
<td>In future ESRC should list Festival events according to region, subject area and audience key (as well as by date) on both the website and printed programme</td>
<td><strong>Partly implemented:</strong> Regional flyer was created and events were listed by region and audience key on website and printed programme. However, there were no listings by subject area on any of the mediums as this was not deemed appropriate for 2008.</td>
</tr>
<tr>
<td>ESRC should consider whether it needs to continue to run its own Science and Society events each year, and whether the resources might be better deployed to attract higher levels of media coverage for the Festival</td>
<td><strong>Fully implemented:</strong> ESRC did not run any science and society events this year, without any adverse effects as the number of events targeted to and attracting the general public and children increased significantly. However, no additional resource was devoted to attracting media coverage, so there has not been any improvement seen in press coverage for the Festival</td>
</tr>
</tbody>
</table>

**Festival impacts**

| ESRC should consider whether it is worth carrying out follow-up interviews with a cross-section of Festival attendees in order to better understand the impacts of the Festival | **Partly implemented:** ESRC did consider this option, but decided this was not appropriate for 2008. Instead, there has been an additional focus in this year’s evaluation on the strategic development of the Festival and the development of possible collaborations with other science festivals. |

**Promotional activity and media coverage**

| For the 2008 Festival ESRC should design a single-page Festival events listing and distribute this to event organisers (in electronic and hard copy formats) for inclusion with all promotional mailouts | **Fully implemented:** ESRC produced printed programmes and regional flyers, which could be considered an alternative to the recommended single-page listing. The regional flyers were distributed to organisers in January for them to be included in promotional mailouts and the majority of organisers (79%) used these as part of the marketing for their event. However, the share of attendees that were aware their event was part of the Festival before attending fell this year. |
| ESRC should take steps to implement a mechanism for ensuring that a greater proportion of attendees at each Festival are notified about the following year’s events | **Fully implemented:** Attendees were asked, via their event feedback form, to sign up to ESRC’s mailing list, which should ensure that they receive early warning about next year’s Festival and other relevant events. |
| ESRC should investigate ways to better exploit mass media broadcast channels (TV, radio, national press) as a means to communicate messages about the social sciences and to pave the way for wider promotion of the Festival | **Partly implemented:** Resource constraints and staff changes have meant that mass media broadcast channels have not been fully exploited. However, some efforts were made (e.g. press releases, Teachers TV). Unclear that this is a priority for ESRC and organisers disagree as to whether or not this objective should be pursued. |
| ESRC and organisers should redouble their efforts to ensure that the Festival includes a number of more ‘newsworthy’ events in future and that all opportunities to attract media coverage are fully exploited | **Partly implemented:** Not aware of any explicit attempts to include newsworthy events, and there was no central theme for this year’s Festival. However, efforts were made to attract media coverage and to fully exploit any opportunities that arose. |
### RECOMMENDATIONS

<table>
<thead>
<tr>
<th>Integration with National Science and Engineering Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>ESRC should redouble its efforts to more fully integrate the Festival of Social Science within NSEW, and seek to maximise the volume of cross-promotion between the two initiatives by:</td>
</tr>
<tr>
<td>- Including NSEW social science events in the ESRC Festival programme</td>
</tr>
<tr>
<td>- Branding all NSEW social science events as such</td>
</tr>
<tr>
<td>- Ensuring that all Festival events are included in NSEW event listings</td>
</tr>
</tbody>
</table>

**Partly implemented**: ESRC has sought to more fully integrate with NSEW and increase the level of joint branding and cross-promotion. However, efforts to identify and badge NSEW social science events have not been successful due to a lack of information / timing issues. Some, but not all of the Festival events were included in NSEW listings.

<table>
<thead>
<tr>
<th>Support to organisers</th>
</tr>
</thead>
<tbody>
<tr>
<td>ESRC should develop an information pack to assist organisers in running events suitable for general audiences and particularly young people, focusing particularly on how to promote and market events to these groups</td>
</tr>
</tbody>
</table>

**Fully implemented**: The Top Tips to Public Engagement guide provided advice to organisers on how to plan and run events targeted to the general public and young people. The guide included information on how to promote and market events to these groups.

| ESRC should continue with its new event funding system and begin to use it as the basis for allocating more funding to organisers that incur higher event costs in pursuit of the Festival’s objectives |

**Fully implemented**: The ESRC continued to provide support to event organisers and for the first time provided additional funding to events aimed specifically at young people. This year’s evaluation has confirmed the importance of this support to the Festival's ongoing growth and success.

| The ESRC’s decision to undertake a rebranding exercise is positive. It should also consider introducing a younger, livelier image for the Festival, with an improved website and a more novel range of promotional items |

**Partly implemented**: The website was updated and small improvements were made. A wider range of promotional items were also included this year.

| ESRC should further develop its short film *Social Science: Making a Difference to People's Lives* to include more compelling examples of ESRC-funded research and it should be distributed to all event organisers in future |

**Partly implemented**: The DVD was distributed to all event organisers and the number of events showing the film appears to have increased significantly. However, the DVD was not developed further this year, as this was not felt appropriate by ESRC (due to the low numbers using the DVD the previous year).

<table>
<thead>
<tr>
<th>Evaluation of the Festival</th>
</tr>
</thead>
<tbody>
<tr>
<td>ESRC should continue to carry out external evaluations of its Festival in the future, and the evaluators should be appointed before the Festival</td>
</tr>
</tbody>
</table>

**Fully implemented**: The ESRC has carried out an external evaluation of the Festival again this year, and the study was initiated before the start of the Festival.
3. Conclusions and recommendations

3.1 Overall conclusions on the Festival
The overall conclusion on the ESRC Festival of Social Science 2008 is that it has been a resounding success. This year’s Festival was a diverse collection of events and activities held across the whole of the UK that communicated messages about ESRC, the social sciences and the contribution that social science research makes to society and the economy. Audiences took part in a wide range of different types of events covering a wide variety of subjects and topics, most of which were vehicles for interaction and exploration rather than one-way communication. There has been a rise in the number of newer event formats (debates, exhibitions, films, experiments) and a decrease in the number of traditional types of event (seminars and lectures). Most of the events this year could be described as bi- or multi-format and combined a range of different forms of activity within a single event.

The Festival has grown for the sixth year running in terms of the number of events staged (n=91, an increase of 20% on last year), and has attracted its largest audience to date (estimated at around 5,000 people). The events and audiences have also been more diverse than ever before, reflecting efforts on the part of ESRC to increase the ‘science and society’ focus and general appeal of the Festival. This year there have been significant rises in the number of events targeted towards and involving young people and the general public, building on the successes of last year.

As in previous years feedback from attendees was overwhelmingly positive, with over 90% of the audience rating events as accessible, interesting, enjoyable, while also being educational and topical. Over 90% felt that they had learned something new and over half expects to use information gained at Festival events in their work or studies.

The success of this year’s Festival is a testament to the hard work of ESRC and the many organisers who staged the events. The evaluation therefore concludes that the 2008 Festival has achieved all of its key objectives and delivered excellent value for money, and there can be no hesitation in recommending its continuation.

ESRC should continue to run its Festival of Social Science on an annual basis, building on the considerable success enjoyed in 2008

The conclusions and recommendations in relation to each of the main elements of the Festival addressed by the evaluation are set out below. More detailed commentary and recommendations on each of these aspects and on other elements of the Festival can be found in the main findings section of the report.

3.2 Strategy and objectives
ESRC’s Communications Team plans the Festival strategy and objectives each year using logical framework analysis techniques. The 2007 Festival ‘logframe’ was adjusted in advance of this year’s Festival in order to refresh the targets and take account of changes to the Festival and its evolving priorities. In addition, some longer-term objectives were introduced for the first time in response to a recommendation contained in last year’s evaluation report.

3.2.1 Festival objectives and targets
The logframe produced for the 2008 Festival is a useful document and it is recommended that the ESRC continue to use this framework for planning future Festivals. However, there should be more careful updating of the logframe this year, with individual objectives and associated targets considered more carefully in turn.
Some of the objectives and targets in this year’s logframe were a little unclear, and in one or two cases did not make sense in light of last year’s results or known changes to the Festival this year. It would therefore make sense for ESRC, having revised the logframe, to explain any changes to objectives and associated performance measures to the evaluators and ask them to confirm that each is clear and can be effectively measured, given the agreed evaluation design. In cases where objectives or targets are unclear, or do not lend themselves to measurement, either the indicators or the means of versification should be revised.

**ESRC should update the Festival logframe carefully in light of planned changes and the results of the evaluation of the 2008 Festival, and take steps to ensure that achievement of all objectives and associated targets can be reliably assessed**

### 3.2.2 Festival growth

ESRC’s Communications Team has, in the past, expressed concern as to whether future growth in the Festival is sustainable within what is a static or diminishing budgetary envelope. Concerns have been expressed that if the Festival were to grow any larger (e.g. to 100+ events) there would be insufficient funding and human resource to support it at the same level and to the same standard as in the past. It is not clear whether the Festival will continue to grow in its current form, or whether it will grow in new directions (virtual events, integration with other festivals, etc.). It is possible that this year will prove to be a peak, and ESRC may find it hard to maintain growth in the numbers of new organisers while continuing to retain the interest and involvement of previous ones.

This year’s evaluation has confirmed the importance of the funding support and other forms of assistance provided by ESRC’s Communications Team, with many organisers stating that decision to stage an event (or not) is contingent on ESRC’s decision on whether funding support will be provided. While the amount of funding on offer is relatively small it appears vital in allowing many organisers to cover essential outgoings, such as hire of suitable venues, printing costs, travel, and so on.

Other areas of expenditure contribute to the achievement of ESRC’s objectives for the Festival and are important in ensuring that a strong brand image is maintained and that ESRC’s Communications Team can provide effective support to event organisers in terms of planning, coordination, central promotion, and advice and guidance on staging engaging and informative events.

If ESRC wants the Festival to build on its previous successes and continue to grow, the current level of financing for the Festival will have to increase. ESRC should provide at least some of this additional funding from central budgets but it should also look to increase the level of outside sponsorship for the Festival. Other science festivals have a range of mechanisms for attracting funding, many of which are not available to the ESRC, but there may be scope for attracting additional inputs from other sources, including learned societies that have a remit to support the social sciences. ESRC could also explore the possibility of using ‘in-kind’ contributions from its major investments who themselves may have the infrastructure and expertise to assist with some aspects of planning and coordination. This will be even more necessary if the ESRC looks to develop the Festival in new directions over the coming years.

**ESRC should allocate additional resource to the Festival in future, in order to support its continued growth, and look to attract greater levels of input from its major investments and learned societies**
3.2.3 Science and society focus

The 2008 Festival has built on the considerable success of last year’s Festival in increasing the science and society focus of the week, with a larger number of events that reached out to and engaged members of the general public and young people. Almost two-thirds of this year's events and activities were suitable either for a general audience or school / college students, and over half of the events were targeted primarily at these groups. A quarter of this year’s attendees were under the age of 20 and almost a third attended as members of the general public.

There were changes in the profile of Festival events this year as a result of the increased science and society focus, with more innovative and interactive event format and an increase in the number of events that engaged people directly in social scientific research activity.

The Festival has now matured to the point where there is a healthy balance between the more traditional types of events that attract policymakers, business and other professionals and the science and society events that are reaching out to the general public and young people. Feedback from organisers suggests that the Festival should retain the kind of balance that can be seen currently and ESRC should not expect all contributors to target all of the events at a general or young audience. There is currently a good level of support among the organiser base for the way in which the Festival has been evolving, but there is resistance to the idea that the Festival should be solely a vehicle for public engagement to the exclusion of more traditional research dissemination activity.

3.2.4 Longer-term developments

This year the evaluation has sought to consider the longer-term direction of the Festival through discussion with event organisers, the ESRC and some other science festivals. There have been two emerging threads to these discussions, both of which seem to relate to concerns over a lack of critical mass. The Festival is staging events across all subject areas (10+) and all regions of the UK (10+), so simple mathematics tell us that with less than 100 events and a fairly even distribution any prospective attendee might be lucky to find one event on a topic of interest in their whole region. This means that it is hard for most attendees to see the Festival as a festival, as they will typically attend only one event in any given year and will not return the next. Interviewees talked about two areas in which the Festival might be developed to overcome this problem.

1. Festival themes

The first relates to the possibility of organising future Festivals around one or more central themes or topics. The thinking behind this is that it could help to give a clearer focus to the festival, provide critical mass in one or more areas, and enable the general public and the media to understand more readily what (at least part of) the Festival is all about and therefore connect more easily with it.

This would seem to be a good idea, and is something that ESRC should consider and explore further. ESRC has used this approach in the past (devolution, 2006) with considerable success in terms of audience numbers and media interest. However, there are some inherent risks. The whole Festival and all of its events may not be able to be based on a single Theme and running several themes in the same year may be counter-productive.

One option that ESRC might consider is to identify a theme that could be featured each year within the wider Festival. The idea would be to identify a topic (i) that is of interest to the general public and potentially newsworthy, (ii) where there are a range of ESRC investments and grant-holders that work in that area, and (iii) where there are one or major pieces of research due to be published around the time of the Festival. If such themes could be found then attempts could be made to create a block of events under that theme that would form a key component of the Festival that year.
These could include the kinds of participatory research, debates and public consultations that have featured strongly this year, and the theme and its events could be featured at the Festival launch (along with related press releases etc.). The ‘theme-based’ events would run alongside the rest of the Festival’s events and form a specific focus for the Festival that year but would not serve to exclude other events from running in the usual way.

**ESRC should consider the possibility of introducing a thematic focus to each annual Festival in order to create a critical mass of events on a topic of public / media interest**

2. Geographical focus

Some organisers have expressed concern that despite the significant growth in the number of events, the Festival’s events are still spread very thinly due to the fact that the Festival is seeking to be national in its coverage. For many, the idea of a ‘festival’ is that a lot of events take place within the same geographical location and within a short space of time. The geographical dispersion of the events, something that ESRC has actually been pursuing in order to ensure that all regions of the UK are represented, is for some, counterproductive if what is being sought is a ‘Festival’. This is a large part of the reason that the vast majority of attendees go to only one event.

For these reasons some organisers have suggested that the Festival could focus its events in one or more cities each year, possibly collaborating with other science festivals or, alternatively, taking the opposite approach and going to a city where there is little else going on. As in the case of ‘themes’ there are inherent risks to this kind of change and the question remains as to what would happen to the other events and organisers that are geographically remote from the city or region that forms the focus of the Festival. Such a change would be a rather radical and risky step and potentially more difficult to implement than the theme-based development outlined above.

There may be rather more scope for ESRC to develop other types of collaboration with science festivals, as opposed to trying to run its own Festival in a given city or cities. Discussions with other festival organisers suggest that there is good scope for collaboration, with the possibility of cross-promotion, common branding, and Festival events (and messages) being incorporated within the city festival. The fact that these other festivals attract large numbers of young people and the general public and also stage social science events (even if they don’t realise it), means that there is the potential for ESRC to reach out to a significantly larger audience in a very cost-effective way.

**ESRC should explore the possibility of developing close collaborations with other science festivals around the country, particularly those that run during National Science and Engineering Week, as a means by which to expand the outreach of the Festival**

3.3 Festival organisers

The Festival’s success relies heavily on inputs from ESRC’s investments and grant-holders, as organisers of and speakers at its events. Participation in the Festival is voluntary and while ESRC continues to encourage all of its major Investments (centres, groups, programmes, networks) to contribute, the overall level of involvement appears to still be below 50%. There are some difficulties in accurately measuring the level of involvement of ESRC investments and it would be helpful if ESRC could collect provide to the evaluators clearer information on who is involved in organising the events and who is contributing as speakers.

Participation by most if not all of the ESRC’s investments is desirable in order to help ensure that ESRC’s objectives of broad geographical and subject coverage is attained. In addition, if the Festival is to continue to grow it will need to keep attracting new organisers from within its community. Several of the more actively involved centres
have indicated that they may not be able to run events every year, and it may prove hard to maintain current levels of interest and support for the Festival from these Investments in the longer-term. It is therefore important that ESRC does not withdraw or diminish the levels of support provided to event organisers, and that it continues to encourage involvement by groups that are not currently making a contribution.

Furthermore, the science and society focus takes many organisers out of their ‘comfort zone’ by asking them to stage new and innovative types of events and to attract new types of audience. These types of events take longer to design, plan and implement and it would not be reasonable or realistic to expect all organisers to continue to run these types of event every year. It is therefore important that ESRC continues its efforts to attract new organisers from within its research community.

ESRC undertook a wider mailout this year when seeking events for the 2008 Festival and this appears to have been successful in attracting a new cadre of organisers. This needs to be repeated next year, with a possible increased focus on discussions and negotiations with the major Investments that have not contributed in the past. Some of the new organisers got involved this year because were conscious that ESRC had kept asking and they felt that it was ‘their turn’ to make a contribution to the Festival, so gentle but continued pressure from ESRC appears to be paying off.

For Investments that are reluctant to get involved in organising events it may be worth asking them to contribute in other ways, possibly as guest speakers or attendees, in order to ‘warm them up’ and to hopefully cause some to realise that staging a successful event is something that they could achieve. It would also be worth reminding them of the support that is available from ESRC.

**ESRC should continue its efforts to attract new organisers each year, and encourage all of its Investments to contribute to the Festival in some way**

3.4 Festival events

3.4.1 Number of events

The 2008 Festival saw a 20% increase in the number of events being staged, and there seems to be a consensus that the Festival should continue to grow and expand.

As indicated above, further growth in event numbers will be contingent on a greater number of Investments becoming involved, and on levels of financing for the Festival increasing in line with any growth. It is possible that collaboration with other science festivals could lead to the adoption of some of their (social science) activities being included within the ESRC Festival’s programme of events, and it may also be possible for those collaborations to widen the potential pool of organisers. Recommendations have already been made above in relation to these aspects.

3.4.2 Geographical coverage

The geographical spread of events was further improved this year, more closely reflecting the regional distribution of the general population and further redressing the historical dominance of London as the place where everything happens. However, Scotland, Wales and Northern Ireland had a smaller share of the events than last year and some of the less well-represented English regions saw their share decline further. Other regions saw a marked increase in the number of events.

It is somewhat inevitable that there will be winners and losers each year in terms of balance between regions, but there is a good geographical spread currently and ESRC now needs to try to maintain the current balance. Many organisers’ natural tendency is to stage events in London as this is where their audience is most concentrated, and it is generally felt that it is easier to attract large audiences there than anywhere else. There is therefore a risk that the London bias will return unless ESRC continues to
encourage organisers to consider staging events in other locations. As was stated last year, it is better to achieve a good geographical spread ‘naturally’ by encouraging organisers based around the country to run events locally than it is to encourage London-based organisers to try to run an event in an entirely different location.

ESRC introduced a regional flyer and regional section of the Festival website in order to help prospective attendees understand more easily which events were going on in their region. The extent to which this has been widely distributed and used is not clear, but at face value it is a useful addition to the central marketing / information on the Festival.

It was suggested (above) that ESRC explore the possibility of increasing event numbers through collaborations with other science festivals around the country, and if successful this may lead to further imbalances in the spread of event geographically. It is therefore more appropriate to set targets for the minimum numbers of events and activities being staged in each region than to focus on the relative proportions.

**ESRC should seek to maintain the current good geographical spread of events, and set targets for minimum numbers of events in each region rather than basing targets on the relative share of events**

### 3.4.3 Event formats

The overall mix of events was further improved this year, with a more diverse range of event types and in particular a marked increase in the number of events that involved participatory elements. This trend towards more interactive events is significant, as it engages people in social science rather than just talking to them about it. It also seems to be a more successful approach when reaching out to the general public and young people, and seems to help ensure that these new audiences find the events stimulating and instructive. This trend appears to be beneficial and should be actively pursued in the future.

Two-thirds of the events combined two or more different types of activity (e.g. a debate with an exhibition, or a seminar with a workshop) and almost a quarter were ‘multi-format’ combining three or more different types of activity. This again helps in ensuring that the events are stimulating and retain the interest of the audience.

The ESRC set targets this year for the proportion of events that were innovative / interactive and these targets appear to have been successfully achieved. There is, however, no clear basis for determining what types of event qualify as being innovative / interactive and it may be helpful for ESRC to define and describe what this means in more detail.

Following on from this, as the Festival moves into the public engagement sphere there is a wide range of different types of formats that have been used by others and could form the basis for Festival events. It is not clear to what extent organisers are aware of the kinds of event format that are open to them, and which are best suited to different types and sizes of audience. There is therefore merit in ESRC’s communications team providing further guidance to organisers on the kinds of interactive / innovative event formats that are in use and that might form the basis of Festival events.

**ESRC should develop and issue guidance to organisers on the range of innovative / interactive event formats used in the public engagement arena, setting out their suitability for different types and sizes of audience.**

This year’s Festival has also further demonstrated the ability of on-line or virtual events to reach very large numbers of people and engage them directly in social science research projects. The Great Land Use debate, for example, attracted 4,600 participants, and other on-line events have been successful in attracting good levels of participation at relatively little cost. The ability of on-line events to reach large audiences in a cost effective manner should be further explored and exploited by the...
ESRC Festival, and ESRC should include further guidance on this format, as part of the ‘public engagement event format’ guidance recommended above.

There may be a need to treat on-line events separately from traditional events in terms of how they are included within the evaluation and how the evaluation goes about measuring their impacts. The Festival’s primary objective is to convey key messages about the social sciences to a wider audience, and it is likely that on-line events will tend to involve a lighter engagement and therefore lower levels of impact. However, what they do offer is the potential to reach a much larger audience and in a more efficient way than through traditional events where participants turn up in person.

There is further work to be done in terms of thing about how the Festival’s core messages are conveyed to participants of in-line events, and about how the impacts of the interventions can be measured. It certainly does not seem appropriate to use purely audience numbers as the measure of success, but it is also difficult to measure the depth of engagement and impacts arising from participation in on-line events. As the use of on-line activities increases ESRC will need to consider more carefully how to use these as a vehicle for conveying its core messages and how to go about judging the impacts that arise from these types of events.

**ESRC should develop and communicate guidance for event organisers on the use of on-line events.**

**ESRC should also issue guidance on how to build core messages about the social sciences into on-line events, such that they make a clear contribution to overall Festival objectives**

### 3.4.4 Event topics

The Festival programme and website both listed events by date and region, but events were not categorised according to their subject area or topic again this year, which is a missed opportunity. Helping participants, and particularly young people, to understand the subject area of the events they are attending or reading about helps to inform or remind them of the fields, topics and disciplines that make up the social sciences. Given that a key objective of the Festival is to improve participants’ understanding of the social sciences, events should be related to one or more social science fields or disciplines in the information about the event. This will contribute directly to an improved understanding of the social science on the part of participants.

**ESRC should categorise events by social science field or subject as means by which to inform prospective attendees about the full range of subjects and disciplines that form the social sciences**

### 3.4.5 ESRC events

In previous years ESRC’s Communications Team has organised a number of its own events in an attempt to directly improve the science and society focus of the Festival, and increase levels of outreach to the public and in particular young people. ESRC’s efforts to encourage other organisers to stage these types of events have been increasingly successful and so last year the evaluation questioned the need for ESRC to continue to run its own. The events that ESRC was running itself were fairly expensive to organise, at least in terms of the direct costs, due to the central role of Vista in the planning and organisation of these events.

ESRC followed this advice and ran just one event this year, the Global Uncertainties debates, targeted towards a professional audience. There does not appear to have been any adverse effects from this change, as the number of events targeted towards the general public and young people has continued its upwards trend.

This year ESRC used some of the resources that previously would have gone on running its own events to co-sponsor other activities – including Teachers TV ‘Ready To Learn? The Experiment. These are forms of activity that encourage young people
and the general public (respectively) to participate in social science research projects and, as on-line events, reach many thousands of people. The cost to ESRC of co-sponsoring these events is relatively low in comparison with the physical events staged in previous years, and the engagement appears to be much wider (if not deeper). The Festival branding on the Teachers TV project website has been successful in bringing over a thousand visitors to the Festival website, though its impacts in terms of attracting people to other Festival events are likely to be low.

This type of co-sponsorship is valuable but its impacts are hard to gauge, and the point made above about the need to consider how to ensure that core messages about the social sciences are being successfully conveyed through these activities and how their impacts can be measured should be reiterated.

**ESRC should continue to co-sponsor other activities as part of the Festival, particularly those that engage large numbers of young people or members of the general public in social science research experiments**

### 3.5 Festival audience

The 2008 Festival has been the most successful yet in attracting a large audience comprising the kinds of groups that ESRC is seeking to engage. The 2008 Festival, for the second year in a row, attracted over 20% more people than in the previous year, and a well-balanced mix of ages and occupational groups was maintained. The festival continued to attract a good balance by gender and different ethnic groups were represented in line with the population as a whole. It certainly seems that there is now a healthy mix of different types of people attending the Festival and there are no obvious examples of key target groups that the Festival is failing to reach. There are therefore no specific recommendations for the future concerning the audience mix, other than to say that ESRC should continue to remind organisers of the types of audiences it wishes to attract to the Festival, to avoid any reversal of fortunes.

### 3.6 Customer feedback

Festival attendees provided extremely positive feedback and high ratings for the events again this year, with over 90% rating them as either very (60%+) or fairly interesting, accessible, topical, enjoyable and educational. Over 90% of attendees also indicated that they were (either very or fairly) satisfied with the structure and format of the events, the quality of the speakers and presentations, and the content of the event. Over 60% of the audience were very satisfied with each aspect. Reassuringly, these very high levels of customer satisfaction extent to the key target groups – the general public and young people – with ratings by the latter being even higher than for the population of attendees overall.

Collectively these results confirm that the Festival and its events are delivering very high levels of customer satisfaction.

Organisers also rated their events highly with over 90% expressing satisfaction with the quality of their event, audience participation and the feedback they had received. Very few organisers rated their events as being less successful in these terms than others they had run, and reassuringly over half of the organisers stated that ‘audience reactions’ for Festival events were better than they usually achieve. All of this year’s organisers stated that they would consider running a festival event in future, and two thirds stated that they definitely would. This is reassuring news for the future of the Festival.

A small number of detailed comments highlighting certain problem areas or suggesting improvements were received. As in previous years, many of these related to structure and content of the events, the suitability of the venue and its facilities and other aspects that affected the comfort of the attendees.
There are no specific recommendations here, other than to reiterate the point that the support provided by ESRC appears to be instrumental in enabling them to stage high quality events that deliver these excellent levels of positive feedback. Organisers should also continue to take note of the feedback from attendees contained in the main body of this report, in order to avoid ‘typical’ problem areas.

### 3.7 Festival impacts

Prior to attending their event, roughly a third of this year’s attendees rated themselves as not very or not at all knowledgeable about the topic of the event they attended, the social sciences in general, and the contribution that the social sciences make to society. Knowledge of the ESRC was lower, with two thirds of the audience stating that they had little or no knowledge of the Council and its work prior to attending the event.

This year’s events appear to have been highly effective at raising attendees’ knowledge, with at least two-thirds of attendees stating that their knowledge of these things had been increased. Feedback from young people confirmed that over 80% left the Festival with an increased understanding of the social sciences, the event topic, and the ESRC, and over 70% left with an improved understanding of the benefits that social science bring to society. Over half of all attendees, including young people, stated that their interest in the social sciences had increased. These are extremely positive results, better than achieved last year, and demonstrate that the Festival is becoming better each year at delivering on its core objective of raising awareness of ESRC and the social sciences.

ESRC has taken steps to ensure that organisers are briefed on the kinds of messages and information that should ideally be conveyed to audiences at events, and has developed tools (e.g. a DVD) to help organisers to do this. This effort appears to be paying off as this year there were higher levels of impact in terms of improvements to participants understanding of the ESRC and the social sciences.

Feedback from attendees has also confirmed that most will take some kind of follow-up action after the event, with between half and two-thirds planning to use the information in their work and studies, sharing information with colleagues and seeking out further information on the topic. Over half of the young people attending Festival events stated that they expect to be able to use the information gained at the event in their future studies.

### 3.8 Promotional activity and media coverage

#### 3.8.1 Promotional activity

The high numbers of people attracted to the Festival’s events this year demonstrates that the organisers have been able to put in place effective promotional and marketing strategies for their events. 84% of organisers stated that they had managed to attract audience sizes in line with or better than their original expectations. Moreover, 86% of the audience had not attended previous Festival events, which demonstrates that the Festival is successfully reaching new audiences.

Feedback from organisers and attendees shows that direct mailouts to known contacts and groups and word of mouth are the most effective form of marketing and that other forms of more general broadcast are less successful. This is in contrast to the city based science festivals, which in many cases find more general broadcasting techniques (flyers, posters, local radio, etc.) to be the most effective. Two-thirds of attendees heard about their event through either a direct mailing or word of mouth.

Only around 10% of the total audience heard about their event through Festival or NSEW programmes, websites or through press listings. This suggests that that the more general pre-publicity carried out at the level of the Festival as a whole is not particularly effective at attracting large numbers of people to the events. In addition, over two-thirds of attendees did not realise, prior turning up at their event, that it
formed part of the wider Festival, a lower figure than achieved last year. Only 13% of attendees planned to attend or had already had attended another Festival event this year. However, attendees who were aware that their event formed part of the wider Festival were almost four times more likely to attend another event than those that were not aware, suggesting that a lack of promotion about the wider Festival is having a detrimental impact on overall audience numbers.

These findings suggest that event organisers need to promote the festival more actively alongside their event-specific mailings, and in order to do this they need to have relevant material provided to them in sufficient time and in a suitable format for inclusion with their emails or letters of invitation. This appears to be primarily a timing issue, and something that it should be possible to address fairly easily in future. However, it will be important that ESRC makes clear to all organisers that this is something that it expects to be done, and ESRC should ask for confirmation of the numbers of Festival brochures / flyers distributed in order for the impacts of the cross-promotion to be properly gauged.

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**In future ESRC should provide all event organisers with Festival flyers (or equivalent) in sufficient time and in a suitable format to be included with all event-level promotional mailouts.**

Organisers should also be asked to provide feedback to ESRC on how many items have been sent out, such that the impacts of this cross-promotion can be properly gauged.

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Nearly all of the attendees stated that they would consider attending a future Festival of Social Science event, but experience tells us that most will not. This year ESRC collected email addresses from attendees via the feedback forms and plans to will use these as part of its promotion of the Festival next year. 42% of the attendees that completed feedback forms signed up to receive promotional mailings from ESRC – a very respectable proportion. This process should boost the numbers of people returning to the Festival in subsequent years. There are opportunities to further develop this approach, perhaps by asking event organisers to ask attendees signing up for events whether they would like to sign up to ESRC’s central mailing list, and this is something that is recommended for ESRC explore in future.

**ESRC should further develop its central mailing list in order to increase the proportion of Festival attendees that return in following years**

Reaching the general public and in particular young people requires a different and more involved set of promotional and marketing strategies than are typically employed by event organisers. This year the ESRC’s Communications Team developed a ‘Top Tips for public engagement’ guidance note that helped to explain to organisers how to organise events targeted to these groups and how to secure their involvement. This document has been helpful in a number of cases and it could be further developed to provide more detailed and specific guidance on the strategies that can be used to reach each of these groups, and further support could be provided by ESRC centrally to help organisers in this regard.

There are a number of lessons that could be learned from other science festivals that have more knowledge of how to reaching out to the general public and young people, and it may be possible for ESRC’s Communications team to draw on the experience of other knowledge transfer professionals. One lesson from the other science festivals and indeed form some of the organisers of Festival events this year, is that attracting participation from schools is a time-consuming and difficult process and something that needs to be carried out well in advance. ESRC could do more to communicate with LEAs, and through them, with schools, in order to increase awareness of the Festival and to try to secure interest in social science events. This should help to ‘grease the wheels’ for individual events, giving organisers something to start with when trying to sign schools up.
ESRC should further develop its guidance on how to reach out to the general public and young people

ESRC should seek to develop relationships with LEAs in order to ensure that they are aware of the Festival, and help in the process of signing up schools for specific Festival events

3.8.2 Media coverage

The level of media coverage attracted by the Festival and its events this year has declined form the levels enjoyed in previous years. While it is acknowledged that it is difficult to achieve media interest in the Festival and its events this is important and yet do not see any strong commitment from ESRC to actively pursue the stated targets for press and media coverage for the Festival.

The figures on media coverage supplied this year are likely to have underestimated the true level of coverage achieved, and there are specific examples that bear this out. However, many of the organisers that were spoken to would hope that the level of media attention attracted by the Festival would be higher, and look to ESRC to do more in this respect.

ESRC now needs to decide whether this is something that is important and should be more actively pursued, or whether the current level of media coverage of the Festival is sufficient. The evaluation suggests that more could and should be done. Organisers of other science festivals that were interviewed this year tend to give high priority to local if not national media coverage as a key marketing tool, and they may be able to help to advise ESRC on how to attract a greater level of coverage. Collaborations with these festivals may also help the ESRC's Festival to benefit form the high levels of local media coverage that other science festivals enjoy. In addition, the recommendation above to consider the development of a theme for each annual Festival, if adopted, may help to attract higher levels of national coverage for the Festival, assuming of course that the theme chosen is one that has a high level of public and media interest.

ESRC should more actively pursue ways to attract national media coverage for the Festival, and exploit opportunities to contribute to local media coverage of events

3.9 Collaboration and integration

3.9.1 Integration with National Science and Engineering Week

The Festival has run in March for the past few years, alongside and as part of National Science and Engineering Week. The extent of the collaboration and degree of cross-promotion between the two initiatives has varied from year to year but was particularly low in 2007, leading to a recommendation that more be done to develop and exploit the relationship between the two. ESRC notified the evaluators that it has proved difficult to achieve a high level of integration, and it has not been possible to get information on the social science events going on under NSEW early enough to enable ESRC to 'adopt' them for the purposes of branding and cross-promotion.

Feedback from organisers this year suggests no particular problems with the March timing for the Festival, though this tends to be a busy period for schools and many are already committed to activities as part of NSEW, making it harder for ESRC's Festival to compete. Competition with NSEW can also affect the level of media coverage attracted by the Festival, particularly at national level. However, there were no strong calls to change the timing of the Festival and for most organisers it makes sense for the festival to be part of NSEW in much the same way that the social sciences are part of science.

It is a little unclear as to whether there is much more scope for cross-promotion between the Festival and NSEW, and other avenues such as collaboration with other
science festivals appear to hold more potential at this time. There are therefore not any specific recommendations for ESRC, other than to continue to run the Festival as part of NSEW as it has been.

### 3.9.2 Possible collaboration with other science festivals

A particular focus of this year's evaluation has been on the future strategic development of the Festival and in particular the exploration of opportunities for collaboration between ESRC and the city-based science festivals that are held around the country, often at the same time.

The festival organisers spoken with were very open and positive about the prospect of collaboration with ESRC and its Festival, and believe that there would be many benefits to be derived in terms of shared experience and cross-promotion. The main recommendation here is that ESRC's Communications Team makes contact with the festival organisers that expressed an interest in collaboration and begins the process of discussing possible collaborative opportunities.

| ESRC should develop collaborative relationships with as many other science festivals as possible and explore all opportunities for cross-promotion and the sharing of good practice |

### 3.10 Support to event organisers

Overall, organisers provided very positive feedback this year in relation to the central support infrastructure provided by ESRC and its agents, with 94% content with the range of services on offer and the same proportion content with the quality of that support. Organisers were generally satisfied with and appreciative of the support being provided and reported that they received the assistance that they needed. Take up of support services by organisers was slightly lower this year than last, but this may reflect growing confidence and experience within the organiser base.

#### 3.10.1 Funding support

The system to manage the allocation of financial assistance to event organisers was improved this year and is working increasingly well as a vehicle for conveying the Festival’s strategic aims and objectives to organisers and encouraging organisers to orient their events accordingly. The additional funding made available for school events in particular appears to have resulted in additional events being run for this target audience and has allowed the ESRC to concentrate its resources elsewhere rather than organising and running its own events for young people.

The offer of funding support therefore continues to be an important contributor to the overall success of the Festival, to its science and society focus and to its future growth, and is having an extremely positive impact on the Festival as a whole. The funding support system should therefore be maintained.

Organisers are generally satisfied with the system and arrangements for funding and many report that it is vital that ESRC cover at least some of the costs of organising an event. However, if the budget is squeezed (either because of reduced funding, or increased demand) ESRC may need to deploy its limited resources more strategically. There is though a fine balance to be struck, given that many organisers see the funding as essential to their decision and ability to go ahead with an event. If it is possible for ESRC to gain a better understanding of how money is being spent (e.g. through cost claims), then this may help to understand how to deploy the funding more strategically in future.

A significant amount of ‘unpaid’ time goes into organising events for the Festival and ESRC may also want to consider funding staff time on some marketing and promotion activities. For some events, such as those targeted at schools, there are limited capital
costs involved, but considerable requirements for time and effort on the part of the organiser.

Feedback from attendees has also indicated that they need the funding application process to be run earlier in the year, as the amount of time between the decisions and the Festival is not long enough in some cases to perform all of the activities needed to stage a successful event. Many organisers do not start to plan their event in detail until the funding from ESRC has been assured, and a decision just before the Christmas break effectively leaves them with a two-month window (mid-Jan – mid-March) to plan and market the event. Many consider this too short a period and a recommendation is therefore made that the process is brought forward by at least a month or two in order to give more time for planning and marketing.

ESRC should continue with its event funding system and to continue using it as the basis for allocating funding to organisers that orient their events to the Festival’s objectives

The application and decision process for funding support should be brought forward by one or two months

3.10.2 Central coordination and marketing

The ESRC Communications team continues to play an important role in coordinating and marketing the Festival as a whole, especially through its work in the development of the Festival programme and website. Although their usefulness in attracting audiences may be limited, these have served as important branding mechanisms and sources of further information. For the first time this year, ESRC has also introduced a regional flyer in order to help prospective attendees understand more easily which events are going on in their region. This would appear to be a useful addition to the information provided centrally on the Festival.

The intended future role for the printed programme is unclear, but if ESRC is going to rely less on this in the future and instead use the website as the main source of information about the Festival, it may now need to reconsider redeveloping and rebranding the website. A number of comments were also received from organisers relating to the fact that the event listings were only posted a few weeks in advance of the Festival. It is important that ESRC ensures that this information is made available much earlier in future, as a large number of visitors to the website in December, January and early February will not have been able to find any information about the forthcoming events.

Steps should be taken to ensure that the event listings are posted on the Festival website as early as possible

3.10.3 Branding and promotion

It is generally regarded as important that the Festival is adequately and consistently branded and that individual events are seen to be part of a wider national Festival.

The materials and give-aways appear to have attracted less criticism than in previous years, which may largely reflect the introduction of new forms allowing organisers to select the range and quantity of many of the items offered. The new ‘give-away’ and promotional items introduced this year, such as the eco-bags, have been a success with organisers and attendees and are regarded as a useful addition to the material offered by ESRC. ESRC should consider further changes to the branding and promotional items offered in the future, including whether the memory sticks should be reintroduced for certain events, or whether there are other new items that might be piloted to gauge their success. There may also be opportunities to learn from other festivals about the kinds of give-aways that are successful with the general public and young people.
There were initial plans last year to carry out a re-branding for the Festival in order to provide a younger image more appealing to the general public and children. This re-branding exercise did not happen but no complaints were received this year about the Festival brand, and so there does not appear to be a strong case for making changes to it now, particularly if there are other more important developments and opportunities to address.

Nonetheless, the brand of the Festival is important and ESRC should continue to provide a wide range of materials and promotional items carrying the Festival logos and image. Any future re-branding should be carried out where sufficient time and resource allows, and should not be pursued at the expense of other opportunities to develop the Festival.

**ESRC should continue to provide strong branding for the Festival through the Website, brochures, and flyers and should continue to develop the range of promotional items and give-aways**

ESRC produced a short film last year - Social Science: Making a Difference to People’s Lives - to be shown at Festival events. The film presented a number of examples of how ESRC-funded research is contributing to society and the economy. In 2007 ESRC elected to distribute the film to only a small number of events; those considered to be most suitable based on their format and target audience. This year all organisers were provided with a copy of the DVD and a request was issued that it be shown at all events. It has not been possible to determine exactly how many of the events did in fact show the film, but it appears to have been featured at a much larger number of events than was the case last year.

The film was developed to try to ensure that some of the key messages that ESRC is trying to promote through the Festival are being effectively conveyed. It reduces the need for event organisers and speakers to develop their own ‘pitch’ about the social sciences and the ways in which research results impact on society. Audience reactions to the film have been mixed, and a recommendation is therefore made, as it was last year, that the ESRC seek to further develop the film by introducing new and more powerful examples.

**ESRC should further develop its short film Social Science: Making a Difference to People’s Lives to include more compelling examples of ESRC-funded research and its impacts on society**

3.10.4 Assistance with events

Feedback from event organisers on the assistance they received with planning, promoting and running their events has once again been positive overall, though the number of organisers expressing dissatisfaction with the support provided centrally by ESRC has increased this year.

There were relatively few comments made that would help understand the lower ratings, but the timing issues already alluded to above appear to be at the root of several problems. If the ESRC takes steps to bring the funding support process forward, as recommended, then it should also be possible to adjust the timing of other aspects, giving more space for organisers to plan and market their events, and more time for ESRC to prepare the programme of events such that the ‘What’s On’ section of the website can go live much earlier than was the case this year. This should also free up some time for possible cross-promotion and branding of social science events being run within the city-based science festivals, and for generate media interest in the Festival.

In terms of other improvements to the assistance provided, the only other significant area where attendees appear to be asking for more support with their events relates to marketing of events, particularly to young people and the general public, and the attraction of media coverage. Discussions and recommendations have already been
made in relation to these aspects above. There are therefore no other specific recommendations to make this year concerning the event support, other than to say that ESRC should seek to develop in the ways maintain it at current levels.

3.11 Evaluation of the Festival

ESRC follows good practice by ensuring that the Festival is subject to a full external evaluation each year. This year’s report builds on much of the work carried out in previous years, and the study team has benefited from being appointed ahead of the Festival, so that proper plans for its evaluation could be put in place.

Recommendations have already been made above in relation to the development of the Festival logframe in order to ensure that future evaluations can accurately gauge the extent to which objectives and targets are being achieved. Some of the challenges faced by the evaluation this year have also been alluded to, for example in gauging the impacts of on-line events and on reporting audience numbers for activities where the Festival is just one of several sponsors. There are also challenges associated with measurement and attribution of benefits arising from co-sponsorship activities that will need to be further considered in the future should this type of activity feature more widely.

The only other area where evaluation activity could benefit from further development is in the design of the feedback forms. This is prompted by increases in the diversity of event formats and in the types of groups attending the events. The ‘one size fits all’ feedback forms have worked well up until now, but future evaluations would benefit if a wider range of feedback forms could be devised, with some common features, but which are more appropriately targeted to specific types of attendee and specific types of event. This should encourage higher numbers of event organisers to collect feedback from attendees, and should improve the overall relevance of the feedback to the development of the activities concerned.

Future evaluations should develop and implement a range of different feedback forms, more closely targeted to specific audience groups and types of event.
Appendix A

Evaluation Terms of Reference
Evaluation of the Festival -
The Brief

The ESRC is looking to commission a company/individual to evaluate the success and impact of the Festival in terms of who took part and whether taking part raised their awareness of social sciences and the ESRC. The evaluation should be conducted against the logical framework for the Festival, using the objectives, the outputs and the measurable indicators.

As part of the Evaluation we would require the company to give advice and guidance on the structure and content of the feedback questionnaires, ensuring that the data collected is relevant and fit for purpose.

Methodology
The final evaluation report needs to include data from:
• The Festival event database/programme (looking at event diversity, location, etc)
• Completed and returned questionnaires from event attendees (looking at audience out-reach, etc)
• Completed and returned questionnaires from event organisers (looking at central support and advice, relationships etc)
• Printed and broadcast media coverage (ESRC to provide data to analyse)

We will also require the evaluation to include a qualitative element:
• Through interviews with selected event organisers, and the ESRC festival team: to cover relationships, branding, management and the introduction of the new funding selection process.

In addition to full evaluation of the Festival we also require a number of individual events to be evaluated based on their impact from a knowledge transfer and public engagement perspective, through:
• A specified number of telephone and email follow-up interviews with event attendees to gain an understanding of the impact of attendance at the event. Interviews and emails should aim at gauging the impact of the event, including how well remembered it was and to what extent it has had a practical influence on participants; and to what extent they had utilised the knowledge or resources made available at events. A sample of at least 40 events, across a broad range differing styles, would be expected.
To summarise we expect any evaluation to:

- Consider how the Festival performed against its specific goals and objectives
- Look at the breadth, variety and construction of the Festival and supporting projects (i.e. press campaign, launch)
- Consider the organisational, management issues of the Festival and the service provided to the organisers
- Draw together conclusions and recommendations
- Consider if the recommendations from 2007 have been reflected in the Festival for 2008

In addition:

- In conjunction with ESRC design and draw up the attendee’s event questionnaires by **4 February 2008.** *please see below*
- In conjunction with ESRC design and draw up the event organiser’s questionnaires by **4 February 2008.**
- Look at the longer term impact of individual events from a knowledge transfer and public engagement perspective

The main evaluation contract will run from February 2008 to May 2008, with a full report required by the end of May 2008.

Additionally a separate costing should be given for follow-up interviews with some event organisers and event attendees around 3 months after the Festival to try to gauge the impact of the sessions (*this will need to be taken into account in the attendee’s event questionnaires*). These will most likely take place around three months after the event and a follow-up report will be required by July/August 2008.

**The Selection Process**

The chosen agency/individual will demonstrate:

- knowledge and experience of evaluation
- an understanding of the ESRC and its target audiences
- an understanding of the science worlds, science communication and the importance of assessing impact

Candidates will be assessed on the basis of a written quote.

The written quote - at a minimum - should outline the requirements mentioned above and should be posted or emailed to the address below by **14 January 2008.**

If you require further information please contact Melanie Knetsch on 01793 413049, melanie.knetsch@esrc.ac.uk.

Melanie Knetsch
Science in Society
ESRC
Polaris House
North Star Avenue
Swindon SN2 1UJ
Appendix B

Event organisers’ feedback questionnaire
The ESRC constantly strives to improve the relevance and quality of the Festival and its events. By completing this feedback form you will help to inform the development of future Festival activities.

1. What was the name of the event you organised? _____________________________________________

2. Have you run events as part of previous ESRC Festivals / Social Science Weeks? ☐ Yes ☐ No

3. How many other similar events have you organised in the last 12 months? __________

4. What were the primary objectives of your event? (Please tick up to 3)
   ☐ To communicate information about the ESRC and its work
   ☐ To communicate information about your own organisation / research group and its work
   ☐ To increase awareness and understanding of the social sciences in general
   ☐ To increase awareness and understanding of a specific social science subject or topic
   ☐ To encourage greater participation in social science by young people
   ☐ To introduce social science to a new / wider audience
   ☐ To increase the take-up or application of your research findings (i.e. research into practice)
   ☐ To disseminate the results of your own research
   ☐ To provide a forum for networking
   ☐ Other, please specify __________________________________________________________________________

5. The ESRC provides support for organisers of Festival events. Please indicate which of the following support services you have used and indicate your level of satisfaction with them

<table>
<thead>
<tr>
<th>Service provided</th>
<th>Used?</th>
<th>Very</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email notices / communications from the ESRC</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Telephone / email support from the ESRC</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>On-line resources (Event Organisers Guide / Press Pack)</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Support from Vista Communications</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Assistance to help you plan and organise your event</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Assistance to help you promote and market your event</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

The overall range of support services provided ☐ ☐ ☐ ☐

The overall quality of support services provided ☐ ☐ ☐ ☐

6. The ESRC also has responsibility for helping to promote the Festival, branding, etc. Please indicate how satisfied you have been with each of the following

<table>
<thead>
<tr>
<th>Service provided</th>
<th>Very</th>
<th>Fairly</th>
<th>Not very</th>
<th>Not at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Festival website</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>The Festival printed programme</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>The Festival regional flyer</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>The branding material &amp; give-aways provided to organisers</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

7. This year the ESRC adjusted its procedures for determining whether to provide financial support to event organisers

Did you apply for financial support from the ESRC? ☐ Yes ☐ No
Were you satisfied with the arrangements? ☐ Yes ☐ No

8. Is there anything the ESRC could have done to better support you in the planning, promotion or running of your event? Please provide any comments or suggestions that you would like to make
9. Which groups did you target your event towards? (Please tick all that apply)
   - School students
   - College / university students
   - Teachers
   - Academics / researchers
   - Business / private sector
   - General public
   - Government / public sector
   - Journalists / media
   - Other, please specify

10. Which was the primary or main group targeted from those above?

11. Was your event targeted more towards a professional audience, the general public or young people?
   - A professional audience
   - The general public
   - Young people (up to age 20)

12. How many people attended the event?

13. Was the size of your audience...
   - More than expected
   - As expected
   - Less than expected

14. How effective do you feel the following forms of promotion were in marketing your event?
   - Word of mouth
   - Letter of invitation
   - The ESRC Festival regional flyer
   - The ESRC Festival website
   - National Science & Engineering Week programme
   - National Science & Engineering Week website
   - Press article or ‘what’s on’ listing
   - Event flyer / poster / newsletter
   - Other, please specify

15. How satisfied were you with the following aspects of your event?
   - Structure / format of the event
   - Quality of the presentations / content of the event
   - Quality of the presenters / speakers
   - Audience participation (discussion / questions / debate)
   - Audience feedback on the event
   - The venue and facilities
   - The event overall

16. How successful was this event in comparison with others you have run in the last 12 months, in terms of the following aspects?
   - Size of the audience
   - Overall quality of the event
   - Overall audience reaction

17. Would you like to run another Festival of Social Science event in the future?
   - Yes, definitely
   - Yes, possibly
   - No

18. The ESRC is considering the long-term strategic direction and sustainability of the Festival. Please provide any comments/suggestions you have about how it could be improved, changed and developed.

Thank you for taking the time to complete this questionnaire

Please return this questionnaire by 31st March 2008 to:
Debbie Stalker, FSS 2008, ESRC, Polaris House, North Star Avenue, Swindon, SN2 1UJ.
Appendix C

Event attendees’ feedback questionnaire
Festival of Social Science - Evaluation: Attendee Questionnaire

7 – 16 March 2008

The ESRC constantly strives to improve the relevance and quality of the Festival and its events. By completing this feedback form you will help to inform the development of future Festival activities.

1. **Name of the event that you attended:** ___________________________________________________

2. **Which age group do you belong to?**
   - [ ] Under 20
   - [ ] 20s
   - [ ] 30s
   - [ ] 40s
   - [ ] 50s
   - [ ] 60s and over

3. **Are you?**
   - [ ] Male
   - [ ] Female

4. **How would you describe your ethnic origin?**
   - [ ] White British
   - [ ] Asian / Asian British
   - [ ] Black/Black British
   - [ ] Chinese
   - [ ] White other
   - [ ] Mixed
   - [ ] Other

5. **What best describes your current occupation?**
   - [ ] School student
   - [ ] Academic / researcher
   - [ ] Government / public sector
   - [ ] College / university student
   - [ ] Business / private sector
   - [ ] Journalist / media
   - [ ] Teacher
   - [ ] Other, please specify ________________________________

6. **How did you first find out about this event? (Please tick one box only)**
   - [ ] Word of mouth
   - [ ] National Science & Engineering Week programme
   - [ ] National Science & Engineering Week website
   - [ ] Letter of invitation
   - [ ] Press article or ‘what’s on’ listing
   - [ ] The ESRC Festival printed programme
   - [ ] Event flyer / poster / newsletter
   - [ ] The ESRC Festival regional flyer
   - [ ] Other, please specify ________________________________

7. **Which of the following was your primary reason for attending this event? (Please tick one box only)**
   - [ ] To gain information relevant to my work / research
   - [ ] Potential networking opportunity
   - [ ] General / personal interest in the topic
   - [ ] Sent by my school / college / employer
   - [ ] Other reason, please specify ________________________________

8. **Did you attend this event in a professional capacity, or as a member of the general public?**
   - [ ] In a professional capacity
   - [ ] As a member of the general public
   - [ ] As a school / college student

9. **Before attending this event, how knowledgeable would you say you were about each of the following?**

<table>
<thead>
<tr>
<th></th>
<th>Very</th>
<th>Fairly</th>
<th>Not very</th>
<th>Not at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>The ESRC and its work</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The social sciences in general</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The contribution social science research makes to society</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The topic that formed the focus of this event</td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

10. **This event is part of the ESRC Festival of Social Science 2008**

<table>
<thead>
<tr>
<th>Were you aware beforehand that this event was part of the 2008 Festival of Social Science?</th>
<th>Yes</th>
<th>No</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have you already attended another Festival of Social Science event this week?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Do you intend to go to any other Festival of Social Science events this week?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Have you attended a Festival (or Social Science Week) event in previous years?</td>
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<td></td>
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</tbody>
</table>
11. **How would you rate the event according to the following criteria?**

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Very</th>
<th>Fairly</th>
<th>Not very</th>
<th>Not at all</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interesting</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Enjoyable</td>
<td></td>
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<td></td>
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<tr>
<td>Educational</td>
<td></td>
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<tr>
<td>Topical</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Accessible / understandable</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

12. **How satisfied were you with the following aspects of the event?**

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Very</th>
<th>Fairly</th>
<th>Not very</th>
<th>Not at all</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration / booking process</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Structure / format of the event</td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of the presentations / content of the event</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of the presenters / speakers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Time given for discussion / questions / debate</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The venue and facilities</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>The event overall</strong></td>
<td></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

13. **Which of the following handout materials were provided to attendees? Please tick all that apply**

- [ ] Copies of slides used in the presentations
- [ ] Promotional items (pens, notepads, etc.)
- [ ] Copies of ESRC magazines and other publications
- [ ] Festival of Social Science printed programme
- [ ] Other, please specify ________________________________

14. **Which of the following actions do you expect to take following the event?**

<table>
<thead>
<tr>
<th>Action</th>
<th>Yes</th>
<th>No</th>
<th>Possibly</th>
</tr>
</thead>
<tbody>
<tr>
<td>I will use the information from the event in my own work / studies</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I will pass the information from the event to my colleagues</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I will make further contact with people I met at the event</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I will seek out further information on the event topic</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

15. **To what extent do you agree with the following statements about the impact of the event?**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Agree</th>
<th>Disagree</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>It has raised my awareness of the social sciences in general</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>It has raised my awareness of the ESRC and its work</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>It has raised my awareness of the benefits social science brings to society</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>It has increased my knowledge of the topic covered by this event</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I am more interested in social science now than I was before</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

16. **Would you attend another Festival of Social Science event in the future?**

- [ ] Yes, definitely
- [ ] Yes, possibly
- [ ] No

17. **If you would like to receive email updates about other public events the ESRC is involved in, please complete your details below. All contact information will be treated confidentially and your details will not be added to any other mailing lists.**

Name ________________________________  Email ________________________________

18. **Please provide any suggestions for how this event could have been improved. We also welcome suggestions on how to improve the Festival overall.**

Thank you for taking the time to complete this questionnaire

Please return this questionnaire to the event organiser, or send it (by 31st March) to: Debbie Stalker, FSS 2008, ESRC, Polaris House, North Star Avenue, Swindon, SN2 1UJ.
Appendix D

Full list of events held as part of the Festival
### Festival of Social Science 2008, List of Events

**KEY: 1** - For schools and/or college students

**KEY: 2** - Suitable for a general audience

**KEY: 3** - For people with a specific interest and some knowledge of the topic

**KEY: 4** - For professionals as part of their work

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#### Globalisation of innovation

*Organised by: Institute for Fiscal Studies, HM Treasury and Department for Innovation*

*Location: London  Key: 3*

To present new facts about where the UK stands in terms of technology performance and consider what some of the key policy challenges are for the future. Representatives from DIUS presented their latest thinking about the direction policy is taking in this area. This will be followed by a panel discussion and open discussion with participants.

---

#### Measuring Poverty: Seven Key Issues

*Organised by: Institute for Social & Economic Research Location: London  Key: 4*

The government is working to combat poverty. But what is poverty and how will we know when it has been eliminated? Experts raised seven potentially controversial issues related to poverty measurement, and discussed research and policy implications. Each presentation was followed by debate among policymakers, commentators, journalists and academics.

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#### Street Fictions and Realities: Childhood experiences on film

*Organised by: Royal Anthropological Institute*

*Location: London  Key: 2*

An evening of short documentary film screenings by visual anthropologists exploring the experiences of children in India, Ethiopia and Malawi, separated from their parents and finding imaginative ways to create childhoods and homes for themselves. This was also a chance to explore the Foundling Museum's current exhibitions.

---

#### The impact of capital adequacy ratios in emerging markets

*Organised by: The National Institute of Social and economic Research Location: London Key: 3*

This seminar was based on an empirical investigation of the macroeconomic impacts of financial regulation in emerging markets. In particular, it summarised the main aspects of the Basel Capital Accord, and gave an overview of its implementation in the member countries of the Basel Committee and in emerging markets.

---

#### Strategic capacity building through research training and supervision

*Organised by: Advanced Institute of Management Research.*

*Location: London Key: 3,4*

This Advanced Institute of Management Research (AIM) conference drew attention to the expanding range of development opportunities that may enhance the provision of postgraduate research training and supervision in business schools. The day offered a rare opportunity for senior academics responsible for building organisational research capacity to exchange views.
The new dynamics of multinational innovation: The challenges posed by China and India

 organised by: Advanced Institute of Management Research
 location: London Key: 3

 This Advanced Institute of Management Research (AIM) evening seminar will discuss the challenges and opportunities that India and China offer for multinational companies' research and development and innovation activities. Speakers offered industry, policy and research perspectives.

 Community cohesion and identity: Feedback from the front-line

 organised by: Identities and Social Action Programme and the Community Development Foundation
 location: London Key: 3

 This workshop brought together community development and community cohesion practitioners, researchers and policy professionals. It stimulated challenging and fruitful discussion which will inform policy, day-to-day practice and future research.

 Making Policy - Making Social Research

 organised by: Social Research Organisation
 location: London Key: 4

 This seminar offered a rare opportunity to hear more about the process of 'making public policy' from both a respected group of policy makers and their academic advisors. It included a panel discussion on 'making research' in different policy environments post-1945 drawing on British Library collections.

 Does the UK need new nuclear power?

 organised by: Sussex Energy Group
 location: London Key: 1,2,3

 This Question Time-style debate was aimed at anyone interested in climate change and the UK’s energy future. Participants included policy makers (Ministers and spokespeople from across the political spectrum), the nuclear industry, environmental groups, the academic community, media and members of the public.

 Discover Economics

 organised by: Centre for Economics, Learning and Social Evolution
 location: London Key: 1

 This event was aimed at Mathematics and Economics students in years 10-13. The morning and afternoon sessions both included actual experiments in the laboratory for experimental economics followed by a presentation and discussion focused around the outcome of these experiments.

 The future of low wage work in Europe

 organised by: Centre for Economics, Learning and Social Evaluation
 location London Key: 1

 The ESRC Centre on Skills, Knowledge and Organisational Performance (SKOPE) has just completed a collaborative study on the future of low wage work in the UK. This event brought together international researchers to compare findings and asked whether different institutional and policy settings produce different prospects for low wage workers.
<table>
<thead>
<tr>
<th>Event Title</th>
<th>Organised by</th>
<th>Location</th>
<th>Key</th>
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</thead>
<tbody>
<tr>
<td>The future of low wage work in Europe</td>
<td>Centre for Economics, Learning and Social Evaluation</td>
<td>Cardiff</td>
<td>1</td>
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<tr>
<td>The ESRC Centre on Skills, Knowledge and Organisational Performance (SKOPE) has just completed a collaborative study on the future of low wage work in the UK. This event brought together international researchers to compare findings and asked whether different institutional and policy settings produce different prospects for low wage workers.</td>
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<tr>
<td>It's my future: Being deaf in 2018</td>
<td>Deafness, Cognition and Language Research Centre</td>
<td>London</td>
<td>1</td>
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<tr>
<td>A national competition for deaf older secondary school children aimed to discover where they feel deafness may be in 10 or 20 years’ time. Winners attended this awards ceremony, in the company of politicians and policymakers, at an event hosted by Malcolm Bruce MP. This event was for award winners only.</td>
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<tr>
<td>DIY Community Action: dual centre launch</td>
<td>Centre for the Analysis of Social Exclusion</td>
<td>London</td>
<td>3</td>
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<tr>
<td>The contribution of active citizens to making good neighbourhoods is high on the policy agenda, but there are many myths. What is the value of community activity? Why do only a minority get involved? The publication DIY Community Action, by Liz Richardson explores these questions, and was launched at this seminar event.</td>
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<tr>
<td>Global Uncertainties</td>
<td>ESRC and the Centre for the Analysis of Risk and Regulation</td>
<td>London</td>
<td>3,4</td>
</tr>
<tr>
<td>In today's world many global uncertainties confront people, societies and governments. The first of two debates considered the impact of wide-ranging challenges such as terrorism, conflict, competition for the world's resources, health, poverty and environmental degradation.</td>
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<td>The second debate considered information, risk and financial crime. Here experts will explore the varied and changing relationships between information security, financial crime and risk regulation.</td>
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<tr>
<td>Business Engagement Forum - retail sector</td>
<td>Advanced Institute of Management and Cranfield School of Management</td>
<td>London</td>
<td>3</td>
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<tr>
<td>This roundtable discussion was one of a series of Advanced Institute of Management Research (AIM) business engagement events running in Spring 2008. The event allowed practising managers to discuss the initial results of ESRC Business Engagement research into the challenges facing contemporary managers in the UK retail sector. This event was by invitation only.</td>
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</tbody>
</table>
Engaging the youth in community change for public health through photography

Organised by: Social Science Research Unit
Location: London Key: 4

This seminar, aimed at those working in community development, public health or with children and young people, aimed to provide an overview of the Community Approaches to Cardiovascular Health (CATCH) project. It described the PhotoVoice community assessment process and the subsequent engagement of youth in community planning to identify strategies to promote heart healthy environments in the city.

Creating wealth from knowledge

Organised by: Advanced Institute of Management Research
Location: London Key: 1

The great challenge of innovation is not simply to create knowledge but to use it in ways that have a positive economic and social impact. This seminar/workshop explored themes around capturing innovation value from knowledge investments.

Transforming the work of schools to embed health promotion: building on the Gatehouse project

Organised by: Social Sciences Research Unit
Location: London Key: 2

This workshop provided an overview of the Gatehouse Project (a multi-level school-based intervention aimed at promoting wellbeing and reducing substance use) and explored ways of working with schools that not just takes account of, but also actively utilises, complex school environments. Participants were invited to reflect critically on our questions of research and practice.

Becoming a musician: an evening of music and reflection

Organised by: Royal College of Music London
Location: London Key: 2

This event combined live musical performance with presentation of key findings from the Learning to Perform project. This project has interviewed Royal College of Music students for the past three years, working towards a new understanding of musical expertise. Four of the student participants performed and researchers presented key findings.

Social learning in virtual worlds

Organised by: Centre for Human-Computer Interaction Design, City University
Location: Centre for HCI Design, City University London, London Key: 3

Virtual worlds are increasingly a medium through which young people socialise, work and learn. Researchers and educators are utilising these spaces for teaching and conducting research. This event offered short presentations, brainstorming and discussion on the use of such spaces for social learning.
When children's language breaks down: the hidden costs to society

Organised by: Department of Language and Communication Sciences, City University
Location: London Key: 2

This morning of short presentations, followed by discussion, is designed to build up a picture of the characteristics of developmental language disorders, their effect on individuals, and their cost to society. Stalls showcased City University's research into effective diagnosis and therapy of language disorders.

World of signing avatars

Organised by: Deafness, Cognition and Language Research Centre
Location: London, Key: 2

Organised by DCAL, participants saw first hand the applications of ESRC research to deaf and hearing people's lives in the future through a presentation about signing avatars and a debate about their role in the future - as interpreters, as research tools, to help learners of sign language, and for interaction in deaf-hearing virtual worlds.

Anthropology of boarding schools: childhood experiences on film – screening of Pride of Place

Organised by: The Royal Anthropological Institute,
Location: London Key 2

This was a chance to view the rarely seen classic by Kim Longinotto. Filmed under a pseudonym at the Buckinghamshire boarding school she ran away from, it takes a dark look at the school from the students' perspective. Preceded by a screening of The Good Ol' Days (2007, 4 Mins) made by students from Greenwich Community College.

Anthropology of boarding schools: childhood experiences on film – screening of Schoolscapes

Organised by: The Royal Anthropological Institute,
Location: London Key 2

This was a chance to view the rarely seen classic by Kim Longinotto. Filmed under a pseudonym at the Buckinghamshire boarding school she ran away from, it takes a dark look at the school from the students' perspective. Preceded by a screening of The Good Ol' Days (2007, 4 Mins) made by students from Greenwich Community College.

Anthropology of boarding schools: childhood experiences on film – The New Boys

Organised by: The Royal Anthropological Institute,
Location: London Key 2

This was a chance to view the rarely seen classic by Kim Longinotto. Filmed under a pseudonym at the Buckinghamshire boarding school she ran away from, it takes a dark look at the school from the students' perspective. Preceded by a screening of The Good Ol' Days (2007, 4 Mins) made by students from Greenwich Community College.
**Business surveys: signal or noise**

*Organised by: National Institute of Economic and Social Research*  
*Location: London Key: 3*

The seminar explained what use can be made of qualitative survey data of firms’ views of past and future output movements. The seminar explored the relationship between the responses to the Confederation of British Industry (CBI)'s qualitative survey and the quantitative responses to the corresponding Office for National Statistics (ONS) survey.

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**You and the future of Communications**

*Organised by: Centre for Strategic Studies, Anglia Ruskin University and Vodafone PLC*  
*Location: Cambridge Key: 1,3*

This event was aimed at Silicon Fen professionals interested in how to manage innovation effectively and how innovative communications solutions may support them. The event consisted of a keynote speech, lecture and hands-on workshops.

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**Assessing the impact of new immigration in West Sussex**

*Organised by: University of Chichester*  
*Location: West Sussex Key: 2*

This was the first of two public-interactive lectures and engagement sessions by Professor Chris Gaine. The aim was to present key findings from recent research, which generally challenge local public perceptions of the impact of economic migrants into the West Sussex coastal strip.

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**Climate Change: A deliberative forum for young people**

*Organised by: National Centre for Research Methods*  
*Location: Southampton Key: 1*

Society faces tough questions about what government and individuals should do about climate change. This event offered young people contrasting views on the issues and a chance to interrogate some experts. Participants’ views were explored by means of a deliberative poll before and after the event.

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**Imagining the Olympics**

*Organised by: The Department of Sport Science, Canterbury Christ Church University*  
*Location: Canterbury Key: 1*

This workshop is aimed at 60 local secondary school students who designed and exhibited London Olympic/Paralympic media ‘stories’ by creating advertising campaigns, designing newspaper/internet stories, and scripting radio/TV broadcasts. This work featured in an evening interactive lecture addressing how the Olympics might be represented in the media in 2012.

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**Imagining the Olympics (evening event)**

*Organised by: The Department of Sport Science, Canterbury Christ Church University*  
*Location: Canterbury Key: 2*

This public exhibition and interactive lecture considered how the Olympics might be represented in the media in 2012. It featured the work undertaken earlier in the day by 60 local secondary students who, during a workshop, designed London Olympic/Paralympic media ‘stories’ by creating advertising campaigns, wrote newspaper/internet stories, and scripted radio/TV broadcasts.
The Science of Developing talent
Organised by: The Talent Foundation and The Centre for Management Learning and Development, University of Surrey
Location: Guildford Key: 3

Using a world cafe format, this event brought young people and professionals together to share views about what it takes to be intelligent today and discover more about research into how to get smarter and learn more effectively.

Census counts! Population through time
Organised by: UK Data Archive
Location: Colchester Key: 1

This event for 16 to 19 year old students outlined the development and use of the UK census and other population information. The day includes an introduction to the data available and a live census activity.

Managing and sharing your research data
Organised by: UK Data Archive
Location: Essex Key: 4

This workshop (held simultaneously in Colchester and Leeds) will provided knowledge about, and enable discussion of, some of the key areas surrounding data management and sharing. It was aimed at those collecting socio-economic research data in the field and focused on consent in research studies, and on anonymisation and disclosure techniques to ensure re-useable data.

Managing and sharing your research data
Organised by: UK Data Archive
Location: Leeds Key: 4

This workshop (held simultaneously in Colchester and Leeds) will provided knowledge about, and enable discussion of, some of the key areas surrounding data management and sharing. It was aimed at those collecting socio-economic research data in the field and focused on consent in research studies, and on anonymisation and disclosure techniques to ensure re-useable data.

Choosing the best energy deal for you
Organised by: Centre for Competition Policy, University of East Anglia
Location: Norwich Key: 2

Want to find the best gas and electricity supplier? A 'savings calculator' and data from recent research provided independent information and guidance to consumers who want to save money on energy bills. Attendees were invited to bring along their household bills and find the best deal.

DIY energy
Organised by: e-Science Usability Project
Location Brighton Key: 2

A fun, hands-on session suitable for 12+ years looking at how to harness sustainable energy to charge an iPod. By monitoring the energy generated from devices created in-session we saw how much is generated for the iPod. The event included opportunities to view wind turbines and to pose questions to a scientist who works with energy technologies.
And that's official... credibility and government statistics

Organised by: Public Services Programme
Location: Oxford Key: 1

This event launched a digital resource that explores how to fill the credibility gap in statistics for public services and public policy. The resource features Sir Michael Scholar, Chair-elect of the new UK Statistics Board, leading a debate on why there seems to be low public trust in UK Government statistics and how trust could be increased.

Science, Journalism and Society: Who got it wrong in the tale of gay sheep?

Location: Brighton Key: 2

In January 2007, journalists in the US and UK media began to debate the research of Professor Charles Roselli. The scientist claims he is performing basic research, merely exploring what makes 8 per cent of sheep gay. Critics say that he is attempting to discover methods that could be used to control the sexuality of sheep, and possibly humans. So who is behaving badly: the journalists writing the headlines, or the researchers in the laboratory? And what does this tale of gay sheep tell us about the role of journalism in science?

The South West: A grassland region

Organised by: Department of Geography, University of Exeter
Location: Exeter Key: 2

This workshop/conference explored the grassland economy of the South West and included presentations and displays from scientists, environmental groups and the food sector, on the benefits of a grassland-based agricultural economy. Speakers include members of two Rural Economy and Land Use (RELU) project teams, the RSPB and the Devon Wildlife Trust.

Beyond outcomes: The everyday lives of young people in care

Organised by: Cardiff University
Location: Cardiff Key: 3

What we know about children in care is often restricted to the aspects of their lives only related to being in care. Aimed specifically at young people in care, this event showcased three short films produced by young people, social researchers and a local film-maker, representing different aspects of their everyday lives.

Stocks and Docks 08 - Convex-Concave: Lenses in common, views askew?

Organised by: Centre for Genomics in Society
Location: Exeter Key: 2,3,4

This public workshop brought together artists and scientists from the South West to share practice and critique of each other's work in a community setting.

Young People's Opinion Poll

Organised by: Understanding Population Trends and Processes Programme
Location: Leeds Key: 1

This event, was held in both Bristol and Leeds, and presented the results of a week-long Young People's Opinion Poll, placing these results in context of the adult population's view on the same issues. The event also introduced the key concepts which underpin the reliability and validity of opinion polls.
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<tr>
<th>Event Title</th>
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<th>Description</th>
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<tbody>
<tr>
<td>Science meets the eye!</td>
<td>Organised by: Moors for the Future partnership Location: Derbyshire Key: 2</td>
<td>This exhibition showcased 17 visually stimulating images derived from a diverse range of research undertaken in the uplands of the Peak District and other parts of northern England. The artworks were accompanied by a series of audio and video podcasts, free to download from <a href="http://www.moorsforthefuture.org.uk">www.moorsforthefuture.org.uk</a> and also available to view and listen to on the day.</td>
</tr>
<tr>
<td>Symbolising YOUth</td>
<td>Organised by: Nottingham University Location: Chesterfield Key: 1</td>
<td>This was the first of two practical workshops encouraging young people to express the issues that affect them. It incorporated an informal seminar followed by a practical workshop on poster design. The event culminated in an exhibition of students’ posters reflecting their perception of being a young person in modern society.</td>
</tr>
<tr>
<td>Local devolution of public services: a break with the past or return to the past?</td>
<td>Organised by: The British Academy and The Institute of Local Government Studies, University of Birmingham Location: Birmingham Key: 3</td>
<td>Recent government announcements suggest the relationship between Whitehall and the localities is set to change radically, with a reversal of the central uniformity entrenched over the past 60 years and a return to local diversity in service provision. This panel discussion (following a drinks reception) considered the likely risks and benefits.</td>
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<tr>
<td>Moorlands as indicators of climate change</td>
<td>Organised by: Peak District National park Authority Location: Hope Valley Key: 1</td>
<td>Fifteen secondary schools from across the Peak District were involved in an investigation into the interaction between moorlands and people and the role they both play in climate change. At various moorland sites the participants took part in a series of experiments exploring the role that peat plays in carbon sequestration.</td>
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<tr>
<td>INDXE (Innovation Delivers Expansion) en route to business</td>
<td>Organised by: Aston University Location: West Midlands Key: 3</td>
<td>A classic red bus, marketed as Knowledge Transfer and the INDEX project, visited small and medium enterprise (SME) locations across the West Midlands over two days. SMEs were given knowledge transfer information and shown how they can apply for the next round of INDEX Innovation vouchers commencing April 2008.</td>
</tr>
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</table>
**Being a better partner: Public Services and Social Enterprise**

*Organised by: Research Institute for Health & Social Change, Manchester Metropolitan University
Location: Manchester Key: 3*

This event, which included facilitated discussion and ideas sharing, aimed to explore how social enterprises contribute to delivering public services. It focused on partnerships and working relationships between statutory commissioning agencies and social enterprises. Speakers included: REEL, Age Concern England and The Northern Way.

**Hang 'em, Flog 'em, Tag 'em, Watch 'em?**

*Organised by: Centre for Professional Ethics, University of Central Lancashire
Location: Preston Key 1*

What should we do with criminals? Students will be invited to participate in an activity day where they will explore the reality of crime and punishment. Engaging with the police, prisons and probation service, participants will consider the path of an offender from arrest to trial to punishment.

**You and your lifestyle**

*Organised by: Centre for Research on Socio-Cultural Change
Location: Manchester Key: 2*

This interactive lecture concerned the relationship between lifestyle and social position. It explored the connections between contemporary lifestyles as evidenced by television, film, literary, musical, artistic and sporting preferences and activities, and a range of social position indicators (such as occupational class, ethnicity, region, level and type of education, gender and housing type).

**Debating Matters competition: North West and North Wales regional final**

*Organised by: Institute of Ideas
Location: Manchester Key: 1*

This was a regional final of the UK's tough and challenging sixth form debating competition. Four schools competed in Manchester, each having won their local qualifying round, with the winner securing a place at the competition's National Final in the summer.

**CSI Preston - Crime solutions in Preston**

*Organised by: Crime Solutions at UCLan
Location: Preston Key: 2*

The impact of crime will affect each of us at some time. Crime Solutions at UCLan, a project focusing on the anti-crime sector, showcased techniques used by forensic scientists, criminologists and psychologists to examine crime scenes, identify criminals and explore the reasons behind criminal activity.
Who are you like?

Organised by: Real Life Methods, University of Manchester
Location: Manchester Key: 2

Do you have your uncle's nose? Your gran's sense of humour? Are you turning into your mum or your dad? Perhaps you are the only tone-deaf member of a family of musicians? This exhibition used photographs and findings from our Living Resemblances project to explore why and how family likenesses matter to us.

Surveying 2.0 - digital technologies, market intelligence and social media

Organised by: Centre for Research on Socio-Cultural Change, University of Manchester
Location: Manchester Key: 3

This one-day forum explored the impact of digital technologies on social interaction, cultural engagement, and the production of market-led knowledge from network and transactional data. It was structured around on site presentations, case studies and interactive workshops. These will be informed by online engagement of 'virtual' participants through blogs, networking sessions and discussion groups.

Knowledge management in the 21st Century

Organised by: Manchester Institute for Innovation Research, Northwest Regional Development Agency, Daresbury Science and Innovation Campus
Location: London Key: 4

Knowledge is central to innovation. Firms need to manage knowledge, just as they manage their other assets. This fast-paced breakfast meeting reported the latest thinking and evidence on knowledge management and innovation.

Accessible information open day

Organised by: University of Manchester
Location: Oldham Key: 3

People with learning difficulties may have severe problems using effective speech. Some will have no verbal communication and the majority will have difficulty reading written information. This exhibition showed work by speech and language therapy students from the University of Manchester and Oldham Learning Disability Team to make information more accessible.

Face identification and reconstruction

Organised by: University of Manchester and Museum of Science and Industry
Location: Manchester Key: 1

The face provides the easiest way to identify a person. At these two interactive workshops (the second held on 14 March) on face identification and reconstruction, participants learned about face perception, tested their ability to identify faces in different circumstances and reconstruct a face using clay.
Combining macro and micro data from the census

Organised by: Census Programme
Location: Manchester Key: 3

This day focused on two widely used census products, which are available through www.census.ac.uk - aggregate statistics and cross-sectional microdata. Users heard about the key features of these data and get the opportunity to work with them in hands-on sessions.

Speaking with and without your hands

Organised by: School of Psychological Sciences, University of Manchester
Location: Manchester Key: 2

This event offered playful activities for children of all age groups (and adults) to gain direct experience of the role hand gestures play in everyday communication. The activities involved role-plays between children and puppets and tasks where two or more people communicate with each other.

Imagine this: Living with Dementia

Organised by: Centre for Qualitative Research, School of Health and Social Care, Bournemouth University
Location: Poole Key 2

This event helped the audience to imagine what it is like to care for someone with dementia. It used the media of presentation, film and a website, followed by a facilitated discussion to allow the audience to share their personal experiences of living with dementia.

What do psychological scientists do?

Organised by: School of Psychological Sciences, University of Manchester
Location Manchester Key 1

What do scientists working in the Psychological Sciences do? Most people do not know much about the breadth of research and work carried out in this area. This afternoon of interactive talks asked researchers to present aspects of their working life to school children aged 15+.

Learning with your children

Organised by: ABCD Research Group
Location Sheffield Key: 2

Attendees were invited to learn about the infant and child research happening in your community at our open day. Talk to the researchers and see our latest studies and findings. Adults and children can look behind the scenes at our equipment and participate in ongoing studies on learning, memory and vision.

Mapping the perceptions of green space in York

Organised by: Department of Social Policy and Social Work, York University
Location: York Key: 3

Maps are used in daily life, but how do they actually present reality? In this seminar researchers presented the results of a participatory mapping exercise about the perceptions of green space in York. Different types of maps were discussed.
Role model platform for young scientists

Organised by: Small Enterprise Research Unit, Newcastle University Business School
Location: Newcastle upon Tyne Key: 1

This one-day event aimed to raise awareness and promote the take up of science initiatives, grants, awards and bursaries among science teachers and pupils. The day included: networking, Q&A with a panel of experts, and the production and distribution of a directory of relevant science initiatives and grants.

Why do we hate politics?

Organised by: Sheffield University Public Services Academy
Location: Sheffield Key: 2

Why do people seem to hate politics when there are so many pressing and important issues that are central to their lives and that are inescapably political? This event considered this current disaffection from formal modes of political action and politicians which is central to much cutting edge work in social sciences.

Bio/Genesis: Biology, work and creativity

Organised by: Genomics Network
Location: Gateshead Key: 1

Science is a creative activity as well as a practical and analytical one. But the creative side of science is often under-represented in school science teaching. This workshop, aimed at secondary school students working with artists and social scientists from the ESRC Genomic Network, provide an opportunity to engage with science's creative side.

Bio/Genesis: Biology, work and creativity

Organised by: Genomics Network
Location: Glasgow Key: 1

Science is a creative activity as well as a practical and analytical one. But the creative side of science is often under-represented in school science teaching. This workshop, aimed at secondary school students working with artists and social scientists from the ESRC Genomic Network, provide an opportunity to engage with science's creative side.

Seeing the relevance of non-traditional research

Organised by: Leeds University Business School
Location: Leeds Key: 3

These presentations aimed to showcase non-traditional research methods in management research to illustrate their relevance to practice.

Timescapes: Exhibiting the Young Lives and Times project

Organised by: Real Life Methods
Location: London Key: 1

This first session in a two-day event was aimed at youngsters participating in the Young Lives and Times qualitative longitudinal project and includes a drama workshop, artwork displays and visual recording of experiences during the research.
**Timescapes: Exhibiting the Young Lives and Times project**

*Organised by: Real Life Methods*
*Location: Wales Key: 1*

This first session in a two-day event was aimed at youngsters participating in the Young Lives and Times qualitative longitudinal project and includes a drama workshop, artwork displays and visual recording of experiences during the research.

**The Great Debate: Developing world challenges**

*Organised by: The Great Debate and Worldwrite*
*Location: Newcastle-upon-Tyne Key: 2*

This one-day workshop focused on two documentaries about the developing world: I'm a Subsistence Farmer... Get Me Out Of Here! and Keeping Africa Small. This challenging, exciting event included film screenings and debates examining the issues raised by the films and provides a unique opportunity to learn about documentary making.

**Migration and migrant workers in Northern Ireland**

*Organised by: ARK project*
*Location: Belfast Key: 2*

The ARK project (a Social and Political Archive for Northern Ireland) aims to make social science information on Northern Ireland available to the widest possible audience. This seminar on migrant and migrant workers in Northern Ireland included a discussion by respondents from the major migrant community support groups in Northern Ireland.

**Change and Continuity in Scotland's Fishing Communities**

*Organised by: Aberdeen University*
*Location: Aberdeen Key: 3*

This event drew together leading social scientists to stimulate discussion on the future sustainability of Scotland's fishing communities with stakeholders who hold a key interest in these communities.

**Scotland's fertility - changing trends**

*Organised by: Scottish Government*
*Location: Edinburgh Key: 2*

In this open public debate, academic contributors and policy community commentators led discussion on a wide range of factors and issues relating to Scotland's changing fertility.

**Dragon's Depot: The future of transport in Aberdeen**

*Organised by: The Centre for Transport Policy, The Robert Gordon University*
*Location: Aberdeen Key: 2*

Modelled on the popular television programme Dragons’ Den, groups of volunteers presented their ideas to a panel of ‘Dragons’ from the business and academic community on how to solve a particular transport problem in Aberdeen. Audience participation was also encouraged through the use of an interactive voting system.
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<td>How do you like your woods? Public perceptions of landscape and biodiversity</td>
<td>Organised by: The Macaulay Institute</td>
<td>Location: Edinburgh</td>
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<td>Woodlands are features of landscapes which are important for recreation, habitats for wildlife, and timber production. Participants were asked to electronically record their preferences for woodland landscapes, as projected in a virtual reality theatre, and consider whether attractive landscape views are compatible with other management aims.</td>
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<td>Siblings: The Significance of Brothers and Sisters across the lifecourse</td>
<td>Organised by School of Psychological Sciences, University of Manchester</td>
<td>Location: UK Wide (virtual event)</td>
<td>2</td>
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<td>Visitors to Open University Regional Offices and other appropriate locations were invited to complete and post a postcard that explores the significance of siblings, particularly in childhood and later life. People can also submit ‘virtual postcards’.</td>
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<tr>
<td>Favourite Social Science Blogs</td>
<td>Organised by: School of Psychological Sciences, University of Manchester</td>
<td>Location: Online</td>
<td>4</td>
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<td>During the ESRC Festival of Social Science, Intute: Social Sciences featured a series of articles looking at our favourite blogs in a number of individual social science disciplines. We will also look at the broader role blogging can play in academia.</td>
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<td>Free access to the International Bibliography of the Social Sciences (IBSS)</td>
<td>Organised by: School of Psychological Sciences, University of Manchester</td>
<td>Location: Online</td>
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<td>One month's free access to IBSS online was offered to UK institutions, such as businesses, not-for-profit organisations and schools, which do not currently use IBSS. Why not try out the IBSS database, view the wide range of social science material available and see how it could be of benefit to your organisation?</td>
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<td>Social learning in virtual worlds [Online]</td>
<td>Organised by: School of Psychological Sciences, University of Manchester</td>
<td>Location: Online</td>
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<td>Virtual worlds are increasingly a medium through which young people socialise, work and learn. Researchers and educators are utilising these spaces for teaching and conducting research. This event offered short presentations, brainstorming and discussion on the use of such spaces for social learning.</td>
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The great land use debate

Organised by: School of Psychological Sciences, University of Manchester
Location: Online Key 3

Energy crops, sustainable agriculture, biodiversity, flooding - all provoke controversy. What is our long-term vision for land use in the UK and do we need an extension of the planning system in order to realise it? This online debate invites everyone with an interest in rural land use to contribute their views.

Young offenders' perception of behavioural science: A short film

Organised by: School of Psychological Sciences, University of Manchester
Location: Online Key 2

There is considerable scientific interest in the causes of juveniles' persistent disorderly behaviour. Youths, however, are seldom involved in developing research projects. This project allows clients of the Cardiff Youth Offending Team to make a short documentary film, which examines their opinions of current scientific knowledge.

Food for the future - is organic enough?

Organised by: SPRU, University of Sussex
Location: Cambridge, Key 1

Organic food is shown to have environmental and health benefits. But what exactly are these benefits? When trying to support sustainable development, consumers often need to make difficult choices. Secondary school children in Brighton, Cambridge and Leeds will explore these issues together with natural and social scientists, policymakers and artists.

Food for the future - is organic enough?

Organised by: SPRU, University of Sussex
Location: Sussex Key 1

Organic food is shown to have environmental and health benefits. But what exactly are these benefits? When trying to support sustainable development, consumers often need to make difficult choices. Secondary school children in Brighton, Cambridge and Leeds will explore these issues together with natural and social scientists, policymakers and artists.

Food for the future - is organic enough?

Organised by: SPRU, University of Sussex
Location: Leeds, Key 1

Organic food is shown to have environmental and health benefits. But what exactly are these benefits? When trying to support sustainable development, consumers often need to make difficult choices. Secondary school children in Brighton, Cambridge and Leeds will explore these issues together with natural and social scientists, policymakers and artists.

The London 2012 Olympic Games - the impact

Organised By: The Academy of Social Science
Location: London Key 3

The economic and social impact of the London 2012 Olympics Games is the focus of this debate. It will explore the significance in contexts of symbolic meanings of sport, competition between cities, international tourism, emergence of new hybrid global organisations and how the London Olympics highlights urban regeneration and cultural diversity. Booking is essential.
<table>
<thead>
<tr>
<th>Discover economics</th>
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<tbody>
<tr>
<td><strong>Organised by</strong> Macaulay Institute and Rural Economy and Land Use Programme</td>
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<td><strong>Location:</strong> London Key 2</td>
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Woodlands are features of landscapes, which are important for recreation, habitats for wildlife, and timber production. Participants will be asked to electronically record their preferences for woodland landscapes, as projected in a virtual reality theatre, and consider whether attractive landscape views are compatible with other management aims.
Appendix E

Logical framework for the 2008 Festival
ESRC Social Science Festival 2008
Logical framework – project plan

<table>
<thead>
<tr>
<th>OBJECTIVES</th>
<th>MEASURABLE INDICATORS</th>
<th>MEANS OF VERIFICATION</th>
<th>LONGTERM GOALS (NEW)</th>
<th>IMPORTANT ASSUMPTIONS/RISKS</th>
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<tbody>
<tr>
<td>SUPER GOAL: to promote and increase awareness of ESRC and social sciences and its contribution to the wellbeing and the economy of the UK society</td>
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<td>GOAL: To increase awareness, understanding of social sciences and its impact on society amongst ESRC user groups, in particular the public and young people.</td>
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<td>Audience attendance across the week is increased to 5,000, an increase of over 10% from 2007</td>
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<td>Maintain that 80% of the audience is new to the week.</td>
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<td>20% returned (took part last year)</td>
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<td>Maintain that 50% are new to ESRC</td>
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<td>80% found the activities useful and learnt something new</td>
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<td>60% would use the knowledge they gained (NEW)</td>
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<td>5% of this audience indicate they are interested in future involvement – subscription to the edge, society today, A level briefings etc</td>
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<td>The Festival’s publicity material including the March Edge is circulated to over 25,000 individuals organisations.</td>
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<td>Full professional evaluation covering all aspects of the week from strategy, planning, implementation and the week itself.</td>
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<td>Feedback questionnaires from audience attendees.</td>
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<td>Monitoring of subscription services</td>
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<td>Postcards returned to ESRC (NEW)</td>
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<td>Data collected from mailing lists.</td>
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<td>By 2010: increase attendance to 6000</td>
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<td>Maintain the same amount of new people: increase the returning individuals to 40% of attendees</td>
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<td>Factors out of project control which, if present, could restrict progress from activities to achieving outputs</td>
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<td>That the ESRC investments take part despite the new objectives and new restrictive funding allocations</td>
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<td>BA National science week events are included in the programme and that they agree to joint actives,</td>
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<td>No more than 70 events require funding</td>
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<td>No national event occurs that takes over national press coverage</td>
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<td>PURPOSE: The ESRC user groups, in particular the public and young people are better informed and more aware of social sciences</td>
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<td>20% of the audience are made up of young people (&lt;20 yrs)</td>
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<td>Maintain 20% of young people feel that they learnt something new and will be able to use in their studies/work</td>
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<td>Maintain 60% of attendees between 20-40 yrs (NEW)</td>
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<td>Feedback questionnaires from audience/attendees</td>
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<table>
<thead>
<tr>
<th><strong>OUTPUTS (mini objectives)</strong></th>
<th><strong>General</strong></th>
<th><strong>PROGRAMME INCLUDES NO EVENTS THAT TIE INTO CURRENT NEWS AGENDA AFFECTING PRESS COVERAGE.</strong>&lt;br&gt;No key ESRC staff are ill&lt;br&gt;No transport strikes during the week&lt;br&gt;No terrorist activity or national disaster occurs around or during the week</th>
<th><strong>LONG TERM ASSUMPTIONS</strong>&lt;br&gt;Budget for festival will increase (NEW)&lt;br&gt;SiS and Public Engagement will remain a priority for ESRC (NEW)</th>
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<tbody>
<tr>
<td><strong>General</strong></td>
<td>• A week of activities celebrating the diversity of ESRC funded research and <strong>Social Sciences</strong> in the UK</td>
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<td>• Maintain an even geographical spread of activities</td>
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<td>• Maintain a creative and distinctive brand.</td>
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<td>• A creative flyer outlining events via region is created</td>
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<td>• Maintain and update the mini website.</td>
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<td>• Coverage of the week and individual activities is achieved in the national and regional media.</td>
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<td>• Maintain an accurate picture of the audience mix in terms of age, occupation and existing awareness of the week or social sciences</td>
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<td><strong>To maintain a portfolio of events targeted towards business and policymakers.</strong></td>
<td>A programme of <strong>80</strong> varied individual activities</td>
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<td>Recruitment/involvement of ESRC investments is spread across all subject areas. With at least <strong>60%</strong> participation from investments.</td>
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<td>5% of involvement from new investments/different disciplines (NEW)</td>
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<td><strong>10%</strong> involvement of non-ESRC currently funded presenters (NEW)</td>
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<td>Maintain <strong>60%</strong> of the activities are outside the London area (5% Scotland, 5% Wales, 5% south west, 5% north east, 5% north west, 5% south east, 5% Midlands)</td>
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<td><strong>70%</strong> of the audience were aware that a particular activity was part of the a whole week through the branding etc</td>
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<td><strong>20%</strong> attended more than one activity in the week (NEW)</td>
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<td>The week’s website achieves a <strong>50%</strong> increase in hits from <strong>2006</strong></td>
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<td><strong>80%</strong> found the web site useful and usable</td>
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<td>Press coverage is achieved across the national and regional media for the week and individual events – with at least 100 articles.</td>
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<td>Placed coverage is achieved in Guardian, Times Higher, The Times and the Financial Times.</td>
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<td><strong>10 events</strong> aimed at this audience will be held and will include: at least one ESRC public policy seminar, and one targeted at business</td>
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<tr>
<td>OUTPUTS (mini objectives)</td>
<td>Science in society</td>
<td>Long Term Goal</td>
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<td>Maintain a science and society focus to the week with the addition of more innovative public engagement and dissemination activities</td>
<td>Maintain a <strong>60%</strong> number of science and society activities  At least <strong>15</strong> events are innovative, interactive events (NEW)  At least <strong>10%</strong> of events are aimed at &lt;20 year olds  At least <strong>one</strong> ESRC corporate debate is held on an area of strategic importance to ESRC- attracting named speakers and audience of 100  <strong>50</strong> per cent of all events display the giving social sciences voice video. ESRC sponsors BA activities and achieves joint branding and recognition.</td>
<td><strong>Feedback from questionnaire</strong>  <strong>LONG TERM GOAL</strong>  By 2010 <strong>50%</strong> of events are consistently innovative and interactive (NEW)</td>
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<td>Awareness and experience among young peoples of ESRC research and social sciences in general is raised</td>
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<td>Incorporate and promote key messages about social sciences to a general audience</td>
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<td>The BA are willing to co-run an event</td>
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<td>Integration with national science week is re-introduced</td>
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<tr>
<td>ACTIVITIES:</td>
<td>INPUTS:</td>
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<tr>
<td>1. Run invitation campaign to recruit ESRC investments and interested parties.</td>
<td>This is a summary of the project budget etc</td>
<td>Financial out-turn report</td>
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<td>2. Update toolkit for event organizers =, covering aims and approach for 2007 and Top Tips for events (NEW)</td>
<td>150K for week</td>
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<td>3. Agree and run selection process for the individual activities.</td>
<td>20K for sponsorship</td>
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<td>4. Plan and produce full programme.</td>
<td>20K for schools activities</td>
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<td>5. Implement new branding programme and produce publicity material.</td>
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<td>6. Design and produce dedicated website.</td>
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<td>7. Plan and manage ESRC corporate activities - giving social science a voice project, our own Impact event</td>
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<td>8. Collaborate with the BA on joint sponsorship and activities.</td>
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<td>9. Plan and run marketing campaign</td>
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<td>10. Run media campaign.</td>
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<td>11. Plan full evaluation</td>
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