

ESRC Festival of Social Science 2010 Evaluation



'The Great Pharmacy Debate 2010', just one of the Festival's events aimed at young people

Report prepared by the Economic and Social Research Council (ESRC).

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Summary of results

The eighth Economic and Social Research Council's (ESRC) Festival of Social Science was held from the 12 to the 21 March 2010. There were 127 events held across seven different regions and in 41 different UK towns and cities. Feedback indicates approximately 18,000 people attended the Festival with 2,005 feedback questionnaires completed and returned for evaluation.

This report analyses questionnaire responses by attendees and organisers, media coverage achieved and the use of the Festival website (www.esrcfestival.ac.uk).

Three types of evaluation questionnaires were distributed and analysed, the responses to which are addressed in turn:

- Audience attendee feedback
- Young event attendee feedback
- Event organiser feedback

Key festival event findings

The 2010 Festival demonstrated:

- A 15 per cent increase of events from 2009 (130 events with over 78 per cent outside of London).
- An estimated audience of over 18,000, an increase from 2009 (11,000 attendees). The dramatic rise in attendees is explained further in the full report.

Overall, the feedback received from event organisers and attendees was very positive:

- Attendees were keen to find out more about the topic of the event they attended; the majority will use and pass on the information they have learnt.
- 80 per cent of young people claimed that they would use what they had learnt on their current course and with their family and friends.
- Over 90 per cent of both young and adult attendees were either very or fairly satisfied with the event overall.
- Almost all attendees (97 per cent) were keen to attend another Festival event.

- Many event organisers targeted a number of audiences, but their primary audiences were quite evenly split between the general public, a professional audience and young people.
- Event organisers were very satisfied with their event overall and the support from the ESRC.
- The main reason for holding an event was to increase awareness and understanding of a specific social science subject.

Recommendations

- Areas suggested for event improvement included:
 - Increasing the time given for discussion, questions and debate (same as in 2009)
 - Developing the Festival flyer so that it includes more information about each event
 - Amending evaluation forms – make them shorter and more appropriate for young people
 - Ensuring that previous event holders are encouraged to hold an event during future Festivals in order to capitalise on their previous experience of holding events.
 - For ESRC to review their feedback forms against the information needed to be collected in order to evaluate the Festival’s success against the Logical Framework.
 - The Festival banners should be checked to ensure they are fit for purpose before being sent out
 - The Festival team to assess current marketing strategy and consider alternative ways to market the Festival within budget and corporate restrictions

Website use and media coverage

- During the Festival week, visits to the Festival website peaked at approximately 200 per day.
- Advertising prior to the Festival seemed to draw people to look at the Festival website. Figures show an increase in the number of hits after promotional flyers were sent out in early January.

- There were 136 mentions of the Festival in the media: ten articles in the regional press, two in trade publications, 122 online (28 of which were international) and two mentions on the radio. This year there were no articles in national newspapers or high-profile trade publications.

Recommendations

Feedback suggests:

- The ESRC should continue to manage a press plan for the Festival.
- ESRC should increase the number of links with other websites which are proven to drive 'traffic' to the Festival
- All event organisers should place a link on their webpage to the Festival website itself, not just advertise their own event.
- That an electronic copy of the flyer is sent to those subscribed to the Festival attendee database.
- The ESRC should continue advertising the week and the website, promoting the website earlier, and then again nearer the Festival week;

ESRC Festival of Social Science 2010

Evaluation – Full Report

What is the Festival of Social Science?

The Economic and Social Research Council's (ESRC) Festival of Social Science is an annual event which occurs alongside National Science and Engineering Week. The Festival comprises of a week-long programme of events which are held across the UK. The overall aims of the festival are:

- 1. To encourage and create the opportunity for social science researchers to engage with a non-academic audience**
- 2. To support and enable researchers to engage with non-academic audiences**
- 3. To promote and increase awareness of the social sciences and ESRC's research**
- 4. To promote and increase awareness of the contributions the social sciences make to the wellbeing and the economy of the UK society**
- 5. To enable the public to engage with social science research**
- 6. To engage with teachers and young people and to raise their awareness of the social sciences**

The events take a variety of formats including debates, lectures, seminars, exhibitions, film screenings, theatrical performances and hands on events. They are aimed at a variety of audiences including the general public, young people, policy makers, businesses, and third sector organisations. 2010 was the eighth annual Festival.

The 2010 Festival was held from the 12 to the 21 March 2010, encompassing a total of 127 events across seven regions and 41 UK towns and cities. Feedback indicates approximately 18,000 people attended the Festival (6,000 in 2009). The dramatic rise in attendee numbers is due to subsequent data being provided in 2009 following the evaluation being completed. Thus, the average attendance at the 2009 Festival events was approximately 12,000 attendees, not 6,000 as originally reported. This indicates the 2010 Festival had an increase of 6,000 attendees, which is a success.

The Festival is co-ordinated by the ESRC with events organised by social science researchers and organisations ranging from ESRC funded investments to those in government departments and learned societies.

This evaluation of the Festival was conducted using data from feedback forms completed by event organisers and attendees. The aim of this report is to:

- Evaluate the success of the 2010 Festival of Social Science against the Logical Framework based on the questionnaire data, the Festival website statistics and media coverage for the week
- Draw comparisons this with the 2009 evaluation
- Suggest recommendations for the 2011 Festival of Social Science

Events

One hundred and twenty seven events were held in 2010, which was an increase of 15 per cent from 2009 (110 events) and a 40 per cent increase from 2008 (91 events).

By Region

These events were held in various regions in the UK:

- 19 events were held in Scotland and Northern Ireland (15 per cent);
- 24 in the North East and Yorkshire (19 per cent);
- eight in the North West (six per cent);
- 13 in the Midlands (ten per cent);
- 14 in the South West and Wales (11 per cent);
- 17 in the South East (13 per cent);
- 28 in London (22 per cent); and
- Four were held virtually (three per cent).

As 78 per cent of events were held outside of the London area, ESRC's goal of maintaining 60 per cent of events to be held outside of London was met (in 2009 62 per cent were outside of London).

By Audience

Event organisers were asked to target a specific audience (Figure 1):

- 37 events targeted young people (29 per cent);
- 50 targeted a general audience (39 per cent);
- 21 targeted an audience with some knowledge of the topic (17 per cent); and

- There were 136 mentions of the Festival in the media: ten articles in the regional press, two in trade publications, 122 online (28 of which were international) and two mentions on the radio. This year there were no articles in national newspapers or high-profile trade publications.

Recommendations

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- 5. To enable the public to engage with social science research**
- 6. To engage with teachers and young people and to raise their awareness of the social sciences**

The events take a variety of formats including debates, lectures, seminars, exhibitions, film screenings, theatrical performances and hands on events. They are aimed at a variety of audiences including the general public, young people, policy makers, businesses, and third sector organisations. 2010 was the eighth annual Festival.

The 2010 Festival was held from the 12 to the 21 March 2010, encompassing a total of 127 events across seven regions and 41 UK towns and cities. Feedback indicates approximately 18,000 people attended the Festival (6,000 in 2009). The dramatic rise in attendee numbers is due to subsequent data being provided in 2009 following the evaluation being completed. Thus, the average attendance at the 2009 Festival events was approximately 12,000 attendees, not 6,000 as originally reported. This indicates the 2010 Festival had an increase of 6,000 attendees, which is a success.

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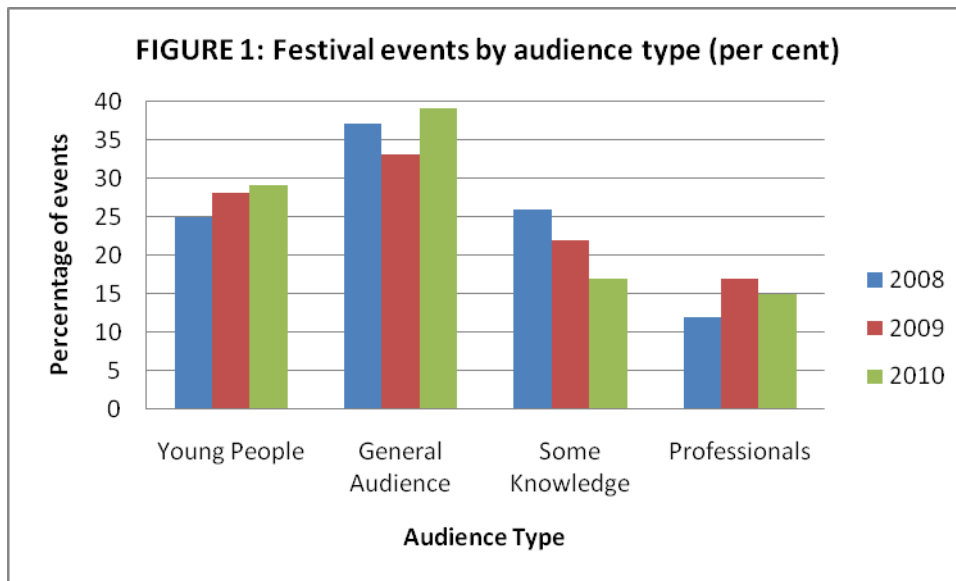
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By Audience

Event organisers were asked to target a specific audience (Figure 1):

- 37 events targeted young people (29 per cent);
- 50 targeted a general audience (39 per cent);
- 21 targeted an audience with some knowledge of the topic (17 per cent); and

- 19 targeted professionals as part of their work (15 per cent).



This reflects the ESRC goal of having at least 25 per cent of events aimed at young people (19% in 2009). As seen in Figure 1, the number of events targeted specifically at young people has risen each year since 2008 (25, 28 and 29 per cent in 2008, 2009 and 2010 respectively). The aim of having at least 40 per cent of events aimed at business, policy makers, and the third sector was not fully achieved as 32 per cent of events specifically targeted this audience (46 per cent in 2009).

The results also demonstrate that the number of events targeted at those with some knowledge of the topic has been continuously decreasing since 2008 (26, 22 and 17 per cent in 2008, 2009 and 2010). This could be due to the classifications of events being fairly ambiguous. Prospective event holders are asked to choose who their event is aimed at: a general audience; some knowledge; in-depth knowledge. Thus the event organisers may be hesitant to tick ‘some knowledge’, as this may alienate some potential attendees, rather choosing a general audience instead. With the decrease in events aimed at this audience, and 32 per cent of events aimed at people with a specific knowledge in an area means that the 2010 Festival had an increase in events with a broader ‘science in society’ focus and those aimed at young people, thus achieving this aim in the Logical Framework (60 per cent science in society and 25 per cent targeting young people).

By Event type

A goal for this year's Festival was to maintain the number of innovative and interactive events at a minimum of 50 per cent (in 2009 52 per cent of the events were considered innovative). The 2010 Festival achieved this goal as 57 per cent were innovative or interactive (arts/theatre; hands on or exhibitions; multi-activity; online). Events consisted of:

- Five arts/theatre
- 30 discussions and debates
- 16 hands on or exhibitions
- 17 seminars or workshops
- 49 multi format activities
- Three on line activities
- Seven other forms not listed above

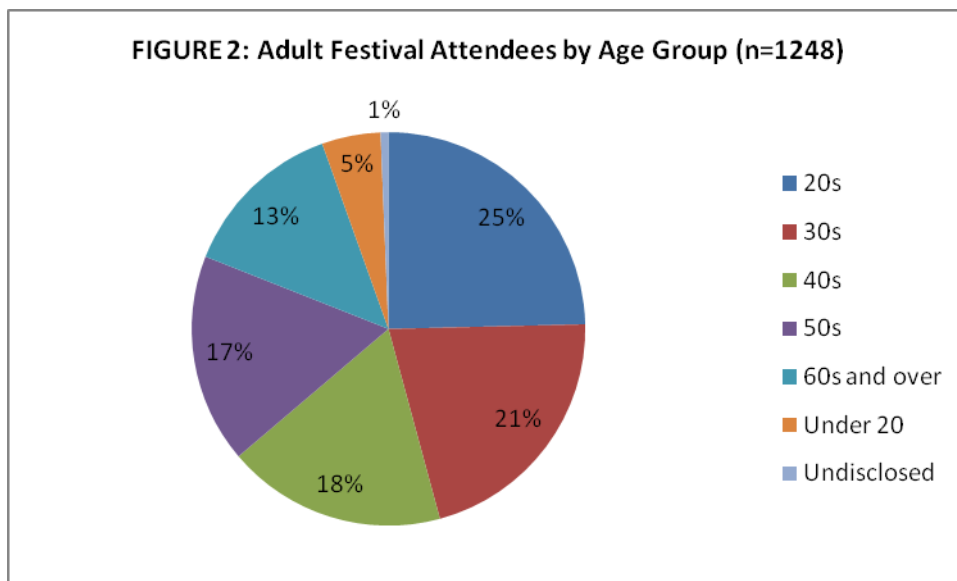
The three events which had the most attendees were exhibitions:

Event name	Region	ESRC Award number	Attendees	Event format	Target Audience
'Making your mark on society – third sector'	South West	RES-622-26-0295	3000	Exhibition	Young people
'Transport, past, present and future'	South West	RES-622-26-0215	1400	Day event	General public
'Women's enterprise boosting the economy'	South East	RES-622-26-0203	500	Exhibition	General public

General attendee feedback

In total 2,005 questionnaires were completed by attendees and young people, an 11 per cent return rate. Of the 2,005 questionnaires completed, 1,389 of them were general attendee responses. The majority of respondents were in their 20s with 25 per cent belonging to this category, while 21 per cent were in their 30s, and 18 per cent were in their 40s. This breakdown (see Figure 2 below) reflects the ESRC's goal of 60 per cent of attendees between 20 to 40 years of age (64 per cent of attendees were within this age range).

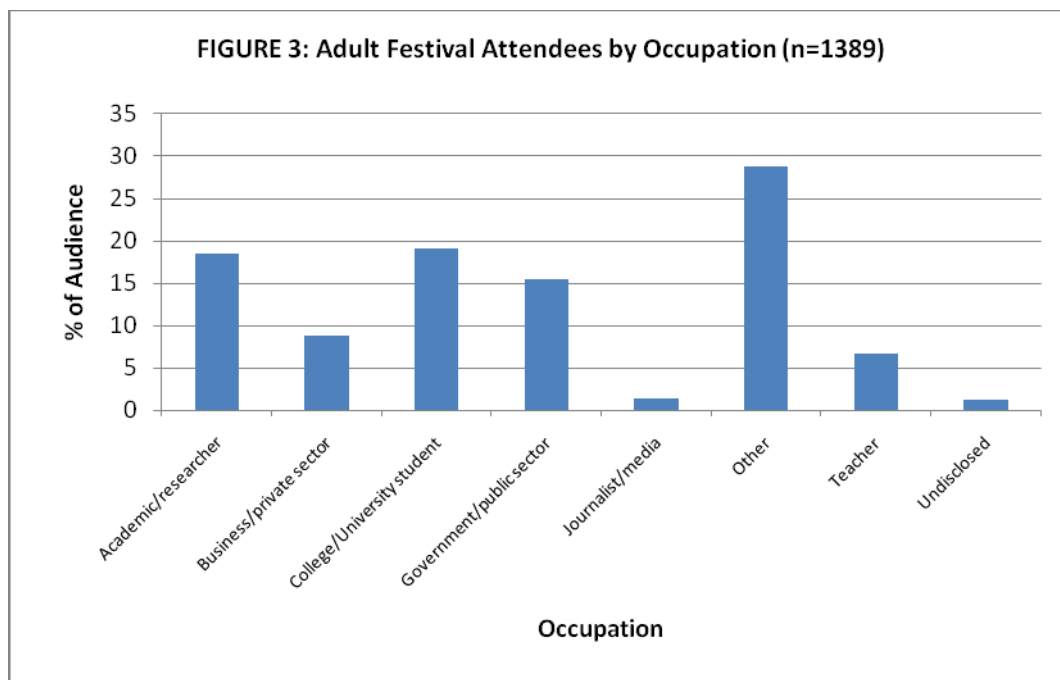
At events not specifically targeting young people the under 20s age group had the lowest number of attendees (five per cent). Overall more females (60 per cent) attended events than males (40 per cent), which is the same as in 2009.



The majority of attendees were White British (69 per cent). The ethnic minority groups with the greatest representation were White Other (13 per cent) and Asian/Asian British (5 per cent). The ethnic groups with the lowest representation amongst attendees were Black/Black British and Chinese (both two per cent). These results are similar to the UK population as a whole (White British and mixed 92 per cent; Asian four per cent; Black/Black British two

percent and Chinese 0.4 per cent)¹. This is very encouraging and shows that the Festival reaches a wide variety of people throughout the United Kingdom.

The questionnaire asked attendees which category best described their current occupation, with seven categories available to choose from. The results are presented in Figure 3 below. Nineteen per cent of respondents were academics/researchers or college/university students, and 15 per cent of attendees were government/public sector workers. Twenty nine per cent of attendees classed themselves as 'Other'; a large number of these were people who had retired or those who worked for the third sector. A minority of attendees were journalists (one per cent).



Attendees were asked whether they would do anything with what they had learned from the event (Table 1). An overwhelming majority agreed that they would use the information from the event in their work/studies (80 per cent) and share the information with colleagues (86 per cent). This was in line with the goals of the ESRC that 80 per cent of the audience found the activities useful and learnt something new and 70 per cent would use the knowledge they gained. Additionally, 87 per cent of the respondents agreed that the event inspired them to learn more about the topic.

¹ <http://www.statistics.gov.uk/cci/nugget.asp?id=455>

More attendees agreed that they would seek out further information on the event topic than with any other statement, while 70 per cent agreed that they would make further contact with people. This demonstrates that attendees were not as concerned about networking as much as finding out more about the event topic itself.

Table 1: Expected actions attendees will take following the event (row per cent)

	No	Yes/Possible	<i>n</i>
Use information from event in own work/studies	20	80	1278
Pass information from event to colleagues	14	86	1261
Make further contact with people you met at the event	30	70	1220
Seek out further information on the event topic	13	87	1299

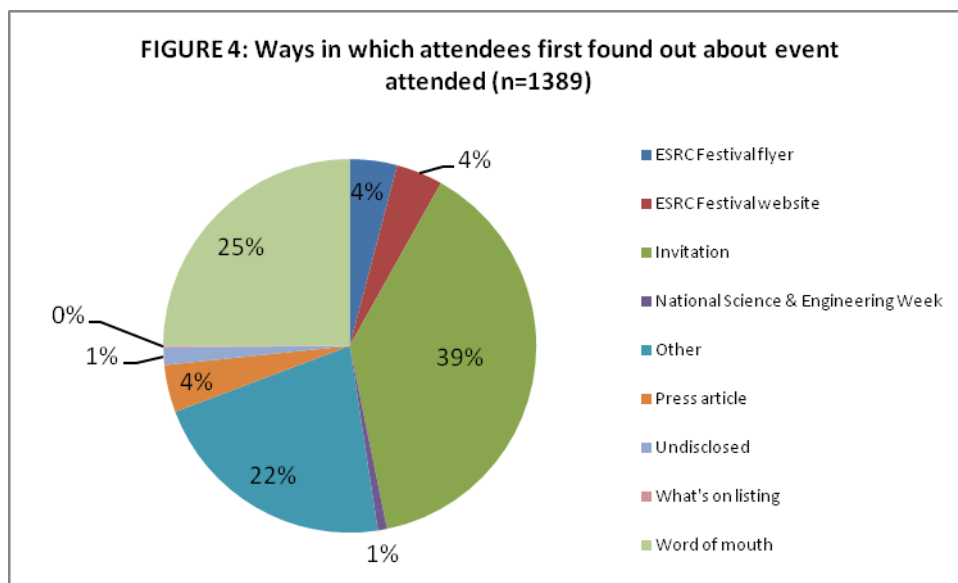
Attendees were asked whether they agreed or disagreed with five statements relating to the impact of the event (see Table 2). An overwhelming number agreed that the event increased their knowledge of the topic (96 per cent) than they did with any other statement. This is an indication that events enabled people to learn about specific topics. Fewer respondents (67 per cent) agreed that the event inspired a greater interest in social sciences.

Table 2: Impact of the event (row per cent)

	Agree	Disagree	<i>n</i>
Raised awareness of the social sciences in general	77	23	1247
Raised awareness of the ESRC and its work	81	19	1252
Raised awareness of the benefits social science brings to society	81	19	1232
Increased my knowledge of the topic covered by this event	96	4	1307
More interested in social science now than I was before	67	33	1217

When asked whether they would go to another ESRC Festival of Social Science event, more than half (52 per cent) reported they would definitely come to another event, and 45 per cent reported that they would possibly come to another event. Only one per cent of attendees had no intention of coming back, while the remaining two per cent of respondents failed to answer this question. These results are highly encouraging, demonstrating that the overall impression of the event for the majority of respondents was that it was very enjoyable and engaging. This reflects the ESRC's goals of promoting and increasing awareness of social sciences and ESRC's research and to encouraging the public to engage with social science research.

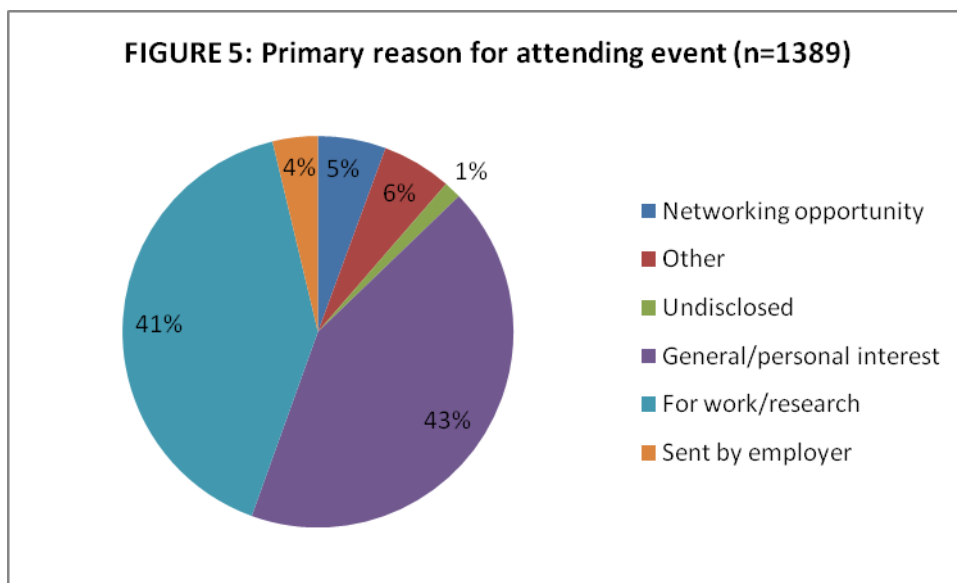
Attendees were asked how they first found out about the event. There were eight categories to choose from and respondents were asked to tick only one category. The results are shown in Figure 4. An invitation was the main way attendees learned about the event (39 per cent). Many people had also heard about the event by word of mouth (25 per cent), and 22 per cent of attendees first found out about the event via other channels that were not categorised. Many attendees stated they found out about events through their university, teachers and via the internet (the British Library website etc). Only one per cent of attendees found out about the event through National Science and Engineering Week, and less than one per cent (only two people) found out about the event through 'What's On' guides. Eight per cent of people found out about the event through the Festival website or the Festival flyer which reflects the comments made by attendees that most had attended due to invitations and marketing from the local event holder. This also indicates that attendees are visiting the ESRC Festival site after hearing about the event in another format.



Although no qualitative data was collected in reference to the above statistics, key recommendations from this indicates that:

- Ensure that an electronic copy of the flyer is sent to those subscribed to the Festival attendee database.
- Ensure that festival event organisers link to the festival website when publicising the event.

Event attendees were then asked to state their primary reason for coming to the event (see Figure 5). There were five categories respondents could choose from. Over 80 per cent of attendees either came for their own general/personal interest in the topic (43 per cent) or to gain information relevant to their work/research (41 per cent). Few people came to the event in order to network (four per cent), and this is a result that echoes findings from a previous question (Table 1 above) where fewer people agreed that they would contact people that they met at the event in comparison to other actions they were more willing to take.



Contrary to 2009, many attendees classified themselves as *general public* (41 per cent, compared to 30 per cent in 2009). In 2009 54 per cent attended in a professional capacity, while for 2010 it was 38 per cent. This corresponds to the results that 32 per cent of events were aimed at a professional audience indicating that some professionals gained knowledge from events aimed at a different audience (*some knowledge* or *general audience*). Nineteen per cent stated that they were a school or college student (compared to 16 per cent in 2009) which reflects the aim of events reaching young people and the general public.

Attendees were asked how knowledgeable they were about certain topics prior to the event. The results are presented in Table 3 below and show that 34 per cent of all attendees were already 'Very' or 'Fairly' aware of the ESRC and its work, which is lower than 2009 (42 per cent). Thirty five per cent had previously had no knowledge of ESRC at all (this was 13 per cent in 2009). This is encouraging that Festival events are reaching out to new audiences who may not be familiar with the ESRC. Over 60 per cent of all attendees also rated themselves as

‘Very’ or ‘Fairly’ knowledgeable about both social science research as well as the topic of the event that they had attended.

Table 3: Knowledge of topics prior to event attended (row per cent)

	Very	Fairly	Not Very	Not at all	<i>n</i>
The ESRC and its work	9	25	31	35	1336
Social Science research in general & contribution it makes to society	22	41	27	10	1310
The topic that formed the focus of this event	23	45	24	8	1317

The results presented below in Table 4 show how knowledgeable attendees were about the Festival prior to their event. Sixty one per cent were not aware the event was part of the Festival, which indicates the ESRC branding and advertising did not achieve the goal of 70 per cent of the audience being aware that the activity was part of a week of events. The majority of respondents (88 per cent) had not attended the Festival in previous years, which reflects the ESRC goal of 75 per cent of the audience being new to the week. Eight per cent had attended an event previously during the week, and 19 per cent intended to go to another event later that week, which reflects the aim that 20 per cent of attendees attended or planned to attend more than one event.

Table 4: Attendees’ knowledge of the Festival prior to event (row per cent)

	No	Yes	<i>n</i>
Aware beforehand that this event was part of the 2010 ESRC Festival of Social Science	61	39	1324
Already attended another ESRC Festival of Social Science event this week	92	8	1310
Intend to go to any other ESRC Festival of Social Science events this week	81	19	1282
Attended an ESRC Festival (or Social Science Week) event in previous years	88	12	1298

Attendees were asked to rate the event (Table 5) according to five different criteria. The results are overwhelmingly positive with the majority either ‘Very’ or ‘Fairly’ satisfied with the event. Over three quarters of attendees regarded their event as ‘Very’ interesting. The least successful ratings were for the event being relevant to their learning needs, with the lowest percentage of people rating in the ‘Very’ category (46 per cent) and the highest percentage in the ‘Not very’ and ‘Not at All’ categories (17 per cent). This shows that people attended the Festival for their own interest, which is very encouraging.

Table 5: Content of event ratings (row per cent)

	Very	Fairly	Not Very	Not at all	<i>n</i>
Interesting	76	24	0	0	1330
Enjoyable	65	33	2	0	1316
Educational	66	32	2	0	1312
Relevant to your learning needs	46	38	13	4	1290
Accessible/Understandable	70	29	1	0	1315

Attendees were also invited to rate the structure of the event (see Table 6). The most encouraging statistic is that the vast majority of attendees were very satisfied with the event overall (76 per cent). Respondents were particularly satisfied with the registration booking process (78 per cent) as well as the quality of the presentation and speakers (76 per cent). They were least satisfied with the time given during the events for discussion, questions and debate (66 per cent); this particular question had the greatest number of people that were either not very satisfied or not at all satisfied. This is a feature that could be improved on when planning future events, especially as the same results were found in 2009. A key **recommendation** based on this feedback is:

- To inform event organisers of the feedback so they can plan for enough time for discussions, questions and debate

Table 6: Event satisfaction ratings (Row per cent)

	Very	Fairly	Not Very	Not at all	<i>n</i>
Registration booking process	78	19	2	1	1242
Structure / format of the event	70	28	2	0	1298
Quality of the presentations / content of event	73	26	1	0	1279
Quality of the presenters / speakers	76	24	0	0	1267
Time given for discussions	66	30	4	0	1239
The venue and facilities	74	24	2	0	1284
The event overall	76	22	2	0	1251

Handout materials were given out at some events and attendees were asked to state all of the listed materials that they were given. Results are given in Table 7. It is evident that the majority received promotional items and copies of ESRC magazines (72 and 63 per cent respectively; 74

and 70 per cent in 2009). However only 21 per cent received copies of slides used in presentations and eight per cent received materials other than those listed, and these mainly included books and bags (21 per cent in 2009). Compared to 2009 fewer items were given out at events due to budget restrictions, which is perhaps being reflected in the percentage decreases.

A key **recommendation** based on this feedback is:

- To inform event organisers to make any presentations or key facts available for attendees to take with them during the event

Table 7: Promotional materials handed out at events

	Yes	No	<i>n</i>
Copies of slides used in presentations	21	79	1349
Copies of ESRC magazines and other publications	63	37	1344
Promotional items (pens, notepads, etc).	72	28	1347
Other	8	92	1340

Finally, respondents were given the opportunity to suggest how the event they attended and the Festival in general could be improved with 211 attendees responding to this question. Many of the suggestions related to information given out at the event, for example wanting copies of PowerPoint slides and a programme of speakers. Many also made suggestions about improvements to the event locations, for example lighting, air conditioning, microphones etc. However, many attendees also wanted to highlight their appreciation that the event took place. Feedback from attendees was very positive, including:

“Many thanks for hosting such an educational event!” – response from Festival event ‘The future of codex alimentarius’

“Loved it. A novel idea that really worked. Thanks!” – response from Festival event ‘In Her Shoes’

“I do want to express appreciation for the opportunity to be mentally stimulated and learn something.” – response from Festival event ‘Developing emotional wellbeing’

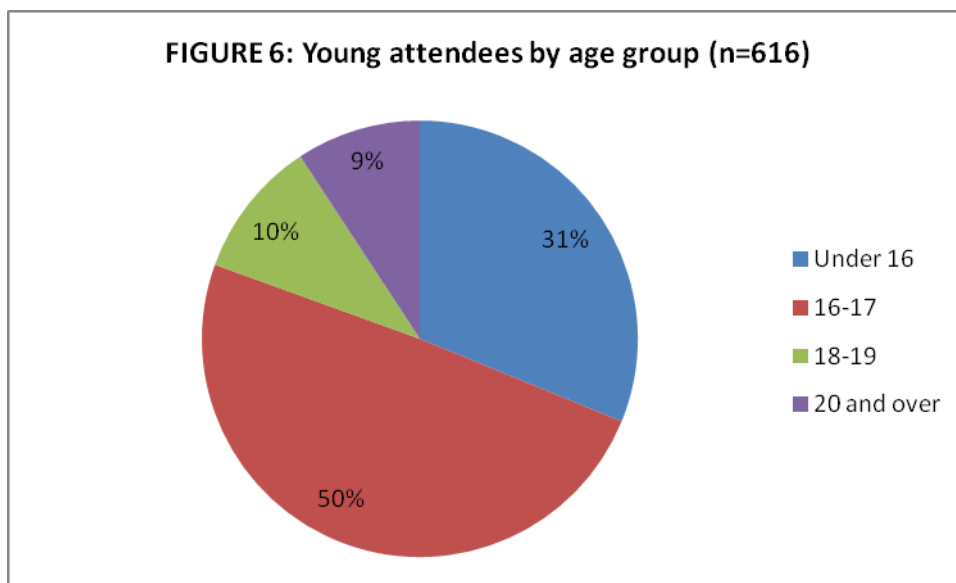
“Excellent event. Thank you ESRC for supporting this.” – response from Festival event ‘Language Assessment: New directions and challenges’

General Attendee Summary

- The ESRC met its goal of 60 per cent of the audience profile between 20 to 40 years in age (64 per cent of attendees were within this age range in 2010).
- 87 per cent agreed that they expected to seek out further information on the topic of the event and 86 per cent that they would pass information they learnt at the event to colleagues.
- Events seem to be less about networking for the attendees than it was to learn more about the event topic (70 per cent said they would make further contact with those they met at the event compared with 87 per cent who said that they would learn more about the event topic).
- 96 per cent of event attendees agreed that they had increased their knowledge about the event topic and 81 per cent of attendees said that the event had increased their awareness of the benefits social science brings to society.
- 97 per cent of respondents said they would ‘definitely’ or ‘possibly’ attend another event.
- 39 per cent of attendees heard about the event from a direct invitation from the event organiser, only eight per cent had heard about the event through the Festival flyer or website.
- 66 per cent of attendees rated their knowledge of ESRC and its work as ‘not very’ or ‘not at all’.
- 39 per cent were aware the event was part of the Festival, an increase from 2008 (31 per cent) but a slight decrease from 2009 (40 per cent).
- 12 per cent of respondents had attended a Festival event in previous years (returning attendee) 76 per cent of respondents were ‘very’ satisfied with the event overall, but only 66 per cent of attendees were happy with the amount of time given at the event for discussion. Only 21 per cent of attendees received copies of Powerpoint slides used at the event.

Young attendee feedback

This is the second year that a separate evaluation form was used for events targeted at young people. Overall, 616 questionnaires were completed by young people out of the total of 2,005 responses received. The responses showed that 55 per cent of attendees were female and 45 per cent were male. Fifty per cent of young attendees were either 16 or 17 years old. Thirty one per cent were under 16, and 19 per cent were aged 18 or over (see Figure 6).



Similarly to adult attendees, it is evident that the majority of attendees were White British (72 per cent). The Ethnic minority groups with the greatest representation were White Other (six per cent) and Asian/Asian British (nine per cent). This was closely followed by the Black/Black British group (five per cent). The ethnic groups with the lowest representation amongst attendees were the Chinese, Mixed and Other groups.

Attendees were asked questions about actions they expected to take following the event. The results are presented below in Table 8 and it is clear that they are largely positive. An overwhelming majority agreed that they would use the information from the event on their current course (80 per cent), which reflects ESRC's aim that 60 per cent of young attendees will use the knowledge they gained at the event. Eighty two per cent agreed that they would share the information with family and friends, and a large number also agreed that the event inspired them to learn more about their topic (79 per cent compared to 71 per cent in 2009).

Table 8: Expected actions attendees will take following the event (Row per cent)

	No	Yes/Possible	<i>n</i>
Use information from event in current course	20	80	597
Share information from event with family and friends	18	82	602
Learn more about event topic	21	79	590

Young attendees were asked to indicate the impact of the event and the results are presented in Table 9. It is encouraging that many more students agreed with the statements than disagreed. The statement that was agreed with the most was ‘It has increased my knowledge of the topic covered by this event’ (91 per cent). Although 68 per cent of people agreed that their interest in social science had increased after the event, it was the lowest impact that respondents agreed with. This is similar to results found in 2009, where 89 per cent agreed that it had increased their knowledge, and 62 per cent agreed that they were now more interested in social science. The largest difference from 2009 is the percentage agreeing to the statement “It raised my awareness of the benefits social science brings to society”, where only 70 per cent agreed in 2009 compared to 81 per cent in 2010.

Table 9: Impact of the event (row per cent)

	Agree	Disagree	<i>n</i>
Raised awareness of the social sciences in general	85	15	603
Raised awareness of the ESRC and its work	78	22	599
Raised awareness of the benefits social science brings to society	81	19	601
Increased my knowledge of the topic covered by this event	91	9	599
More interested in social science now than I was before	68	32	590

Table 10 shows the response when attendees were asked how knowledgeable they were about certain topics prior to the event. Of the responses given, only 21 per cent of young attendees were ‘very’ or ‘fairly’ knowledgeable about the ESRC and its work before the event (whereas in 2009 this was 71 per cent). This could be reflected in the types of students the teachers choose to attend the event, of which the organiser or the ESRC have little control, or could be only representative of a small number of young people events which returned forms (616 forms were received). Over half of young attendees were ‘very’ or ‘fairly’ knowledgeable about social science research in general as well as the topic that formed the event they had attended.

Table 10: Knowledge of topics prior to event attended (row per cent)

	Very	Fairly	Not Very	Not at all	<i>n</i>
The ESRC and its work	7	14	25	54	607
Social Science research in general & contribution it makes to society	11	40	35	14	605
The topic that formed the focus of this event	14	47	26	13	603

Young attendees were asked to rate the content of the event according to five different criteria (Table 11). The results are overwhelmingly positive with the majority either ‘Very’ or ‘Fairly’ satisfied with the event according to all five criteria. Fifty five per cent of young attendees found the event ‘Very’ educational and 40 per cent found it ‘Fairly’ educational (compared to 47 and 46 per cent respectively in 2009). Thirty per cent of young attendees found the event ‘Very’ relevant to their learning needs, 47 per cent ‘fairly’ relevant and three per cent found it ‘Not at all’ relevant. These results are encouraging, as it shows that the young people events held as part of the Festival are successfully reaching their target audience’s learning needs.

Table 11: Content of event ratings (row per cent)

	Very	Fairly	Not Very	Not at all	<i>n</i>
Interesting	46	49	5	0	608
Enjoyable	42	49	9	0	609
Educational	55	40	5	0	607
Relevant to your learning needs	30	47	20	3	606
Accessible/Understandable	48	47	5	0	609

The questionnaire invited the young people to rate their satisfaction with the design of the event (see Table 12). Results indicate that 90 per cent of respondents were either ‘Very’ or ‘Fairly’ satisfied with the event overall (compared to 92 per cent in 2009). Attendees were particularly satisfied with the quality of the presenters and speakers (98 per cent ‘Very’ or ‘Fairly’ satisfied, 92 per cent in 2009). Similarly to adult attendees, young attendees were least satisfied with the time given during the events for discussion, questions and debate (nine per cent were ‘Not very’ or ‘Not at all’ satisfied). This is clearly a feature that could be improved on when helping organisers to plan future events. A recommendation for future festivals could be to include advice on allowing sufficient time for discussion and debate in events.

Table 12: Event Satisfaction (Row per cent)

	Very	Fairly	Not Very	Not at all	<i>n</i>
Structure/format of the event	49	48	3	0	586
Quality of the presentations / content of the event	54	42	4	0	587
Quality of the presenters / speakers	60	38	2	0	583
Time given for discussion / questions / debate	48	43	8	1	585
The venue and facilities	63	34	3	0	585
The event overall	54	36	9	1	583

The respondents were invited to give suggestions on how the specific event they attended and the Festival overall could be improved with 107 responses given to this question. The main response highlighted the lack of audience interaction and time for discussion. This reflects the results presented in Table 12 (above) where attendees were dissatisfied with the time allocated for discussion and debate as many argued that this in fact was the most enjoyable and engaging element of the event. Feedback received included:

“Make it more fun, so that people want to listen.”

“A bit more interaction.”

“More food.”

“A little more time for involvement from the audience.”

“Make time for speakers. Don’t cut them off mid-flow.”

“More discussion time.”

“More information on where the samples we collected would go. More about what they were being used for and what they were contributing to.”

“The combination of presentations and interactive workshops worked very well. The line up of speakers made the event very interesting. A slightly larger venue might have been nice.”

Finally, 16 people were dissatisfied with the food that was available. Longer food breaks were called for as well as the availability of hot and cold food. Others were generally dissatisfied with the overall quality of the food and refreshments that were available. Comments received included:

“Possibly a better lunch.”

“To provide more food in order to meet everyone’s needs.”

“More food. Preferably hot.”

A key **recommendation** based on this feedback is:

- To inform event organisers of the feedback so they can plan for enough time for discussions, questions and debate
- To highlight to organisers of audience needs regarding refreshments and food

Young attendee summary

- 50 per cent of attendees were aged either 16 or 17, 31 per cent were under 16, and 19 per cent were aged 18 or over.
- 80 per cent agreed that they would use the information from the event on their current course.
- 82 per cent would share the information with family and friends (an increase from 2009 where 78 per cent said they would do this).
- 79 per cent stated the event inspired them to learn more about their topic (71 per cent in 2009).
- 91 per cent felt the event increased their knowledge of the topic covered.
- 68 per cent were more interested in the social sciences as a result of the event.
- Only 21 per cent were 'very' or 'fairly' knowledgeable of ESRC and its work prior to the event.
- 95 per cent felt the event was 'very' or 'fairly' educational.
- 95 per cent found the event 'very' or 'fairly' accessible (88 per cent in 2009) with almost 80 per cent stating it was relevant to their learning needs.
- 90 per cent of attendees were either 'very' or 'fairly' satisfied with the event overall.

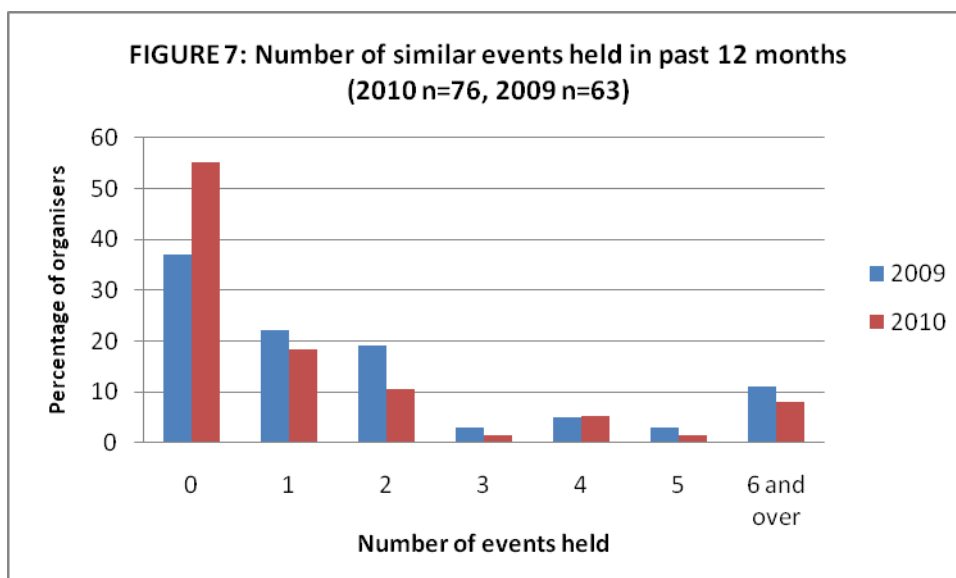
Event organiser feedback

In total 99 organisers returned feedback questionnaires, which is a 78 per cent return rate. Responses indicate 29 per cent had experience in running events as part of previous ESRC festivals (45 per cent in 2009), and 60 per cent held events for the first time (55 per cent in 2009; 11 per cent did not answer the question).

As Figure 7 indicates 45 per cent of organisers had held at least one similar event in the previous 12 months (63 per cent in 2009). Whilst the data above shows that a high percentage of event organisers held events during the Festival for the first time, it is encouraging to see that event organisers are actively engaging the public and young people to engage them with social science.

A recommendation is to:

- Ensure that previous event holders are encouraged to hold an event during future Festivals in order to capitalise on their previous experience of holding events.



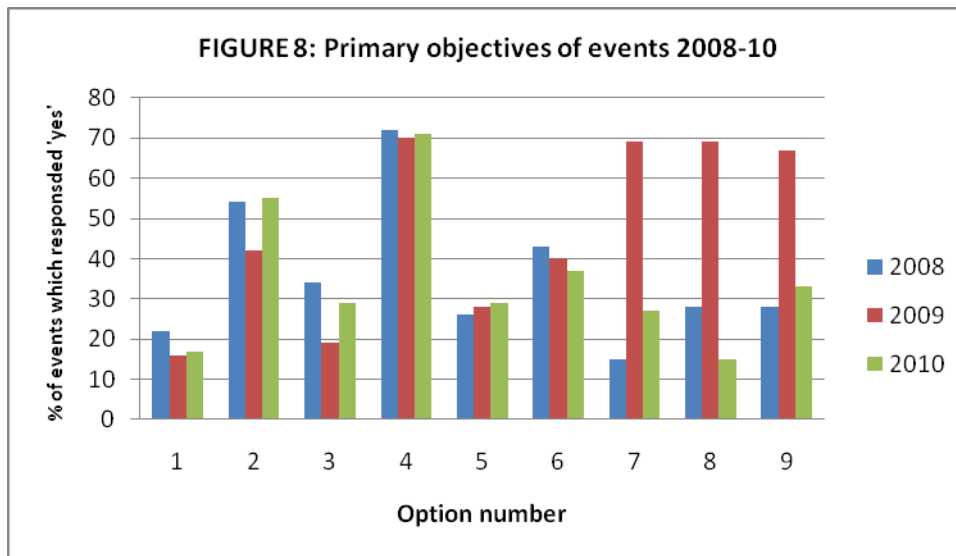
Organisers were asked to state what their primary objectives for the event were out of nine choices with the option of choosing up to three from the list given. The results are presented in Table 13 and in Figure 8 (below). As in the previous two years, the objective to ‘Increase awareness and understanding of specific social science subject/topic’ was the most popular this year with 71 per cent of organisers selecting this as one of the primary objectives. Another popular objective this year was ‘Communicate information about own organisation’ with 55

per cent of attendees selecting it. The main difference when comparing to 2009 is the percentage of organisers selecting the last three objectives (objectives seven, eight, and nine). In 2009 almost 70 per cent of organisers selected these as one of their primary objectives, but this year these were much lower (only 15 per cent for objective 8, ‘disseminate results of own research’). Regarding these objectives, the results are more similar to 2008.

The two least popular objectives were communicating information about ESRC and its work (17 per cent; 16 per cent in 2009; 22 per cent in 2008) and disseminating results of their own research (15 per cent; 67 per cent in 2009; 28 per cent in 2008). Although this is a lot smaller than the percentage in 2009, a reason for this low number may be that event holders come from a variety of backgrounds from research to local government and therefore not all of them will have research to disseminate. For researchers, the Festival could be a potential outlet for dissemination although it should be stressed that not all events must be to disseminate research.

Table 13: Primary objectives of events (row per cent)

	Yes	<i>n</i>	<i>% Yes 2009</i>	<i>% Yes 2008</i>
1. Communicate information about ESRC and its work	17	99	16	22
2. Communicate information about own organisation	55	99	42	54
3. Increase awareness & understanding of Social Science in general	29	98	19	34
4. Increase awareness & understanding of specific Social Science subject/topic	71	99	70	72
5. Encourage greater participation in Social Science by young people	29	98	28	26
6. Introduce Social Science to a new / wider audience	37	98	40	43
7. Increase the take-up or application of your research findings	27	99	69	15
8. Disseminate the results of your own research	15	98	69	28
9. Provide a forum for networking	33	98	67	28



Event organisers were asked about the type of support received from both the ESRC and its external communications company. Organisers were asked to indicate if they used any of the eight support services and then to rate how satisfied they were with what they used (see Table 14). Support from the external communications company was the least used service (65 per cent of organisers did not use the service) and was also the one organisers were least satisfied with (32 per cent were ‘Very’ satisfied). This is similar to the 2009 Festival where 64 per cent of event organisers did not use this service.

It is evident that organisers were most content with email notices and communications from the ESRC with 62 per cent of the users claiming they were ‘Very’ satisfied with this support service. Similarly 65 per cent of organisers were ‘Very’ satisfied with telephone and e-mail support from ESRC. It is encouraging that 95 per cent of organisers who used the services were either ‘Very’ or ‘Fairly’ satisfied with the overall range and quality of the support services provided (94 per cent in 2008, 90 per cent in 2009).

Table 14: Satisfaction ratings for support services (per cent of not used, and row percentage of those who did use service)

	Not Used (% of all organisers)	Row per cent of those who used service				
		Very	Fairly	Not Very	Not at all	<i>n</i>
Email notices/communications from the ESRC	18	62	37	0	1	74
Telephone / email support from the ESRC	32	65	28	3	4	57
On-line resources	33	48	45	3	4	58

Support from the external communications company	65	32	40	7	21	28
Assistance to help you plan & organise event	62	34	52	4	10	29
Assistance to help you promote & market event	35	43	45	10	2	58
The overall range of support services provided	9	55	40	2	3	85
The overall quality of support services provided	10	56	40	2	2	84

The ESRC has a responsibility for helping to promote and brand the Festival. Organiser satisfaction with the Festival promotion and branding are presented in Table 15. Overall, respondents were ‘Very’ satisfied with all three aspects, in particular with the branding material and give-aways provided to organisers (64 per cent). Only a small percentage reported that they were either ‘Not Very’ or ‘Not at all’ satisfied with the Festival website or the branding materials and 16 per cent of organisers were either ‘Not Very’ or ‘Not at all’ satisfied with the Festival flyer. Only 49 per cent of organisers were ‘Very’ happy with the flyer, compared to 63 per cent in 2009.

Table 15: Satisfaction with festival promotion (row per cent)

	Very	Fairly	Not very	Not at all	N
Festival website	44	52	4	0	93
Festival Regional Flyer	49	35	12	4	94
Branding material & give-aways	65	29	3	3	96

The questionnaire included space for comments and suggestions on how the ESRC could have improved event organiser support. Almost 40 organisers used this space to give comment. A number used it to explain how happy they were with the support received. They were especially happy with the regular communication from the ESRC and the support and advice offered. However, the following suggestions were also made:

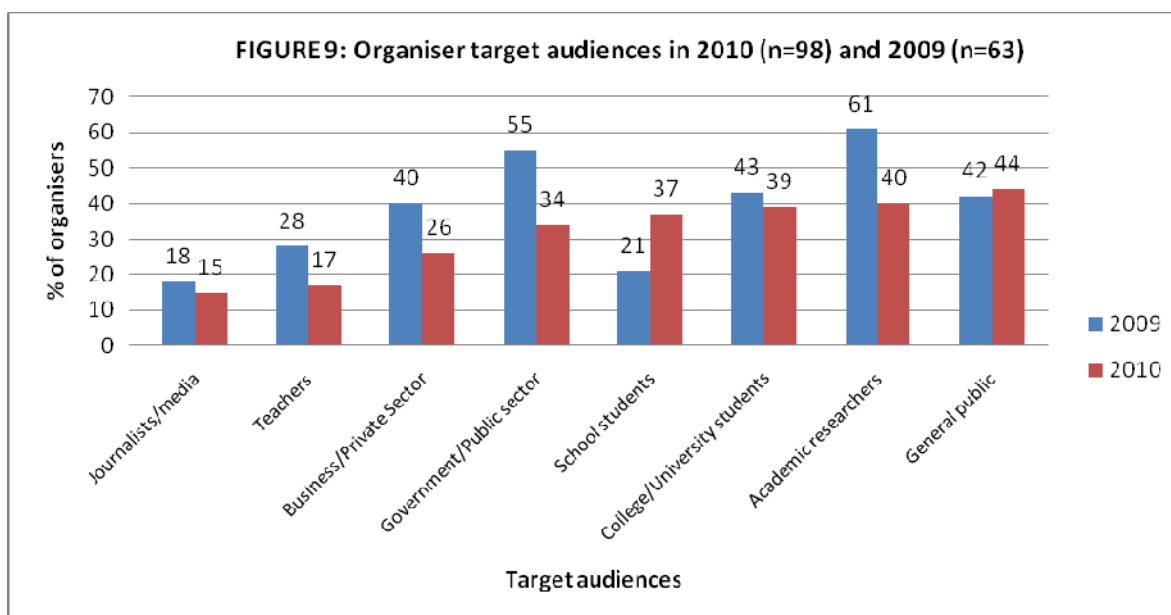
- That ESRC publicity materials were not suitable for their event (e.g. not suitable for their young audience)
- Display banners were broken and therefore unusable
- Greater publicity for events was needed through additional advertising
- More time needed to write press releases
- Evaluation forms for young people were not suitable
- Evaluation forms were too long for attendees

- The Festival flyer should contain more information, for example information about who organised the event.

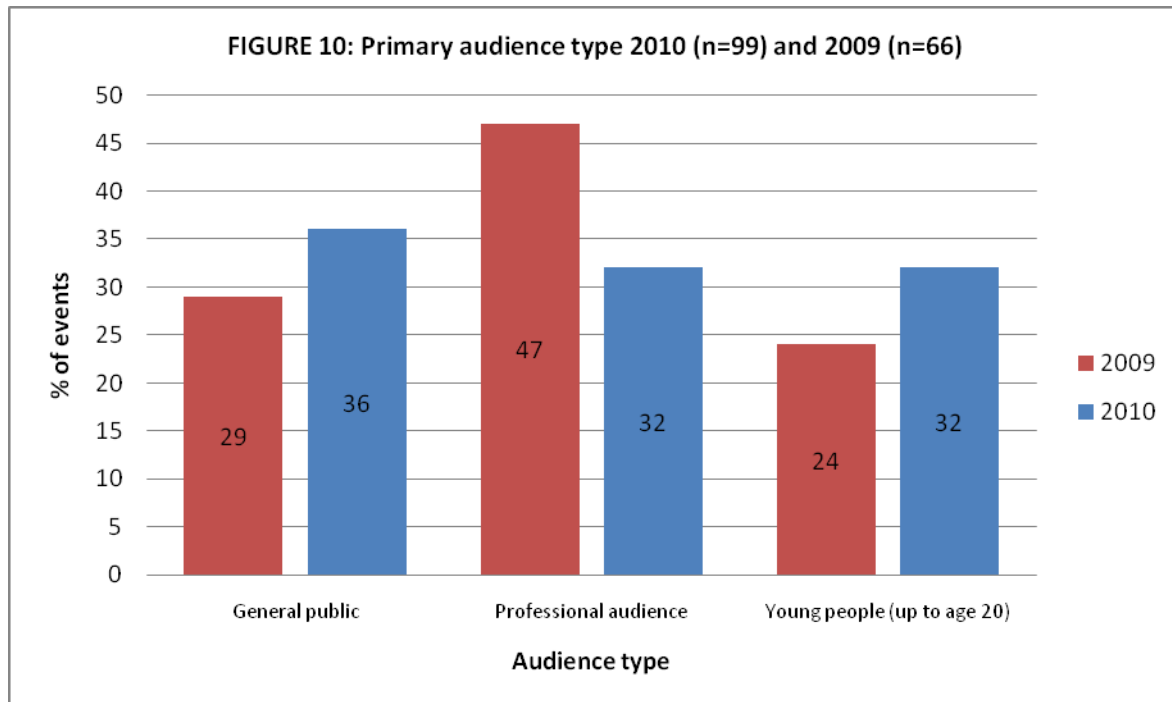
Recommendations given this feedback are:

- For ESRC to review their feedback forms against the information needed to be collected in order to evaluate the Festival's success against the Logical Framework.
- The Festival banners should be checked to ensure they are fit for purpose before being sent out
- The Festival team to assess current marketing strategy and consider alternative ways to market the Festival within budget and corporate restrictions, and take on board the results that event attendees are primarily learning about events through direct marketing by event organisers.

Organisers were asked to tick the audience(s) their event targeted from a list of nine including an 'Other' category (see Figure 9). The results show that Journalists and the Media were the least targeted (15 per cent, similarly 18 per cent in 2009) and the General Public was the most targeted (44 per cent). Academics and researchers followed closely behind with 40 per cent. This is different to 2009 when Academics and Researchers were the most targeted (61 per cent) and indicates a shift in the types of events organised to being more science in society focussed. Sixteen organisers gave examples of other targeted audiences; the most popular was third sector organisations.



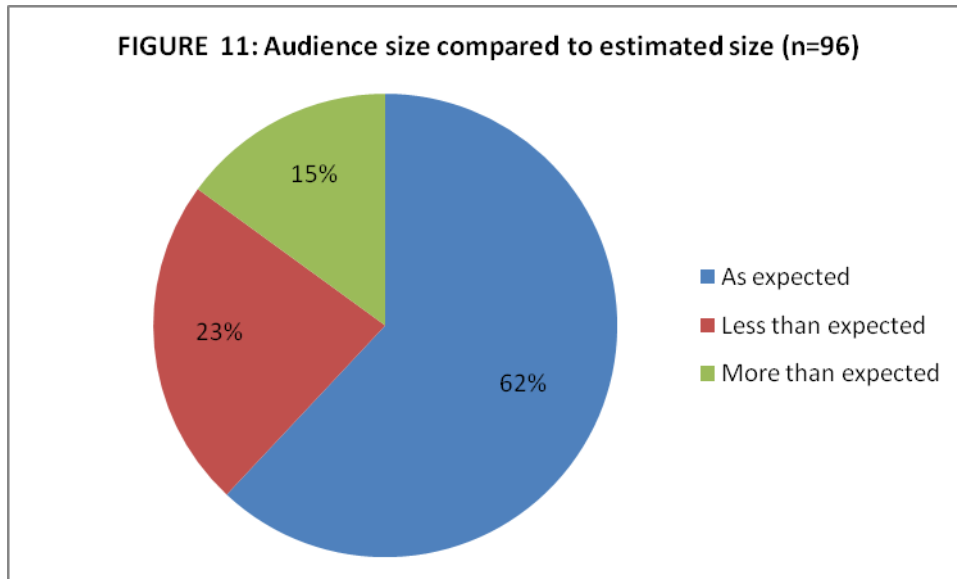
As well as defining target audiences, organisers were also asked to state if their event was mainly targeted at a professional audience, the general public or young people up to the age of 20 (see Figure 10). This year the events were fairly well split between the three categories, with a slight lead for events aimed at the general public (36 per cent). In 2009, however, almost half of events were targeted towards a professional audience and this again demonstrates a shift in event types to a more science in society focus.



Organisers were asked two questions regarding audience size. Firstly they were asked to state the number of people that attended the event. The lowest number reported was five and the highest was 3000. However, consideration must be given to the large number of attendees at a couple of events which may raise this average number. By discounting these few events, the average attendance at each event was 113 (average in 2009 was 54). The events with the biggest number of attendees were online and exhibition events.

The 2010 Festival had 127 events with an estimated total attendance of 18,500. As the total revised estimated attendance in 2009 was 11,000, 2010 showed a 68 per cent audience increase (2008 recorded over 4,500 attendees). This is significantly more than the target set of 10 per cent.

Secondly, event organisers were asked if the size of the audience measured up to their expectations (Figure 11). Responses indicate 62 per cent had an audience the size that they expected, 23 per cent had less, and 15 per cent had more attendees than expected (in 2009 these were 55, 24, 21 per cent respectively). Some of the feedback received as to why organisers had fewer attendees than expected were due to schools signing up and then dropping out and venues having to be changed at the last minute.



Event organisers were asked to rate the effectiveness of the marketing and promotional materials used (see Table 16). The most effective was the letter of invitation while a number of organisers also regarded word of mouth as an effective way of event promotion. The two least effective were the National Science and Engineering Week website (only three per cent rated it ‘Very’ effective) and the Festival flyer (40 per cent rated it ‘Very’ or ‘Fairly’ effective compared to 37 per cent in 2009).

Table 16: Effectiveness of promotion in marketing event (row per cent)

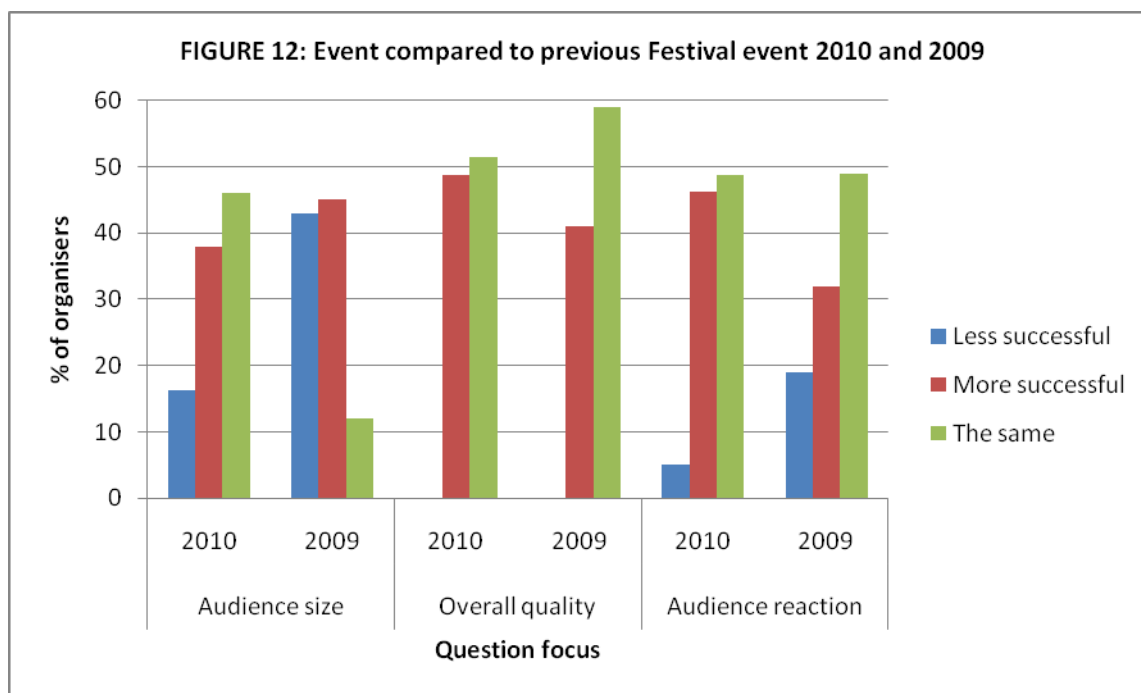
	Very	Fairly	Not Very	Not at all	N
Word of mouth	47	36	15	1	85
Letter of invitation	63	31	6	0	75
ESRC Festival flyer	9	31	40	20	85
ESRC Festival website	6	34	36	24	85
National Science & Engineering Week website	3	17	40	40	58
Press article or ‘what’s on’ listing	16	44	20	20	69

Organisers were also asked how satisfied they were with six different aspects of the event as well as the event overall. The results are presented in Table 17 below. It is highly encouraging that the rating given for the event overall is positive where 79 per cent of organisers were ‘Very’ satisfied (83 per cent in 2009). In general, organisers stated that they were ‘Very’ satisfied with all the aspects, as all but one (audience feedback) had less than 70 per cent per cent satisfaction in this category.

Table 17: Organiser’s event satisfaction ratings (Row per cent)

	Very	Fairly	Not Very	Not at all	Not Relevant	N
Structure / format of the event	82	17	1	0	0	98
Quality of the presentations / content of event	80	18	0	0	2	99
Quality of the presenters / speakers	79	15	0	0	6	98
Audience participation	71	25	1	0	3	99
Audience feedback on the event	63	33	0	1	3	95
The venue and facilities	78	17	3	0	2	97
The event overall	79	21	0	0	0	96

Organisers were then asked to rate the success of their events in comparison to previous ESRC Festival events they had run (see Figure 12). Out of those who had run a previous event, the majority felt that their most recent event was the same or more successful than their previous one. ‘Audience reaction’ was the aspect that many felt was less successful than in previous years, but fewer thought this than in 2009 (16 per cent this year, 43 per cent in 2009). In both 2009 and 2010 no organiser thought that the overall quality of their event was less successful than in previous years. These results indicate that an event organiser tends to have a more successful event, or has more realistic expectations for their event the second or third time they organise it.



Organisers were also very positive in terms of potentially holding similar events in the future: 62 per cent would definitely like to run another Festival event (69 per cent in 2009), 36 per cent would possibly run more events (29 per cent in 2009), and only two per cent did not want to hold any more events (same in 2009).

Finally, organisers were given the opportunity to consider the long-term strategic direction and sustainability of the Festival, providing comments and suggestions on how it could be improved, changed and developed and 36 organisers completed this (fewer than in 2009 when 42 completed this section). Many comments related to the publicity of the Festival, with some stating that it was not specific enough and did not achieve what it could have. There were also a number of comments regarding the Festival flyer, referring to the fact that it doesn't include enough information. Similarly to last year, some also commented that the evaluation forms were not very suitable for a young audience – some event organisers didn't even hand these out to young attendees as they felt they were inappropriate.

Event Organiser Summary

- 29 per cent had previous experience of running events as part of previous ESRC Festivals while 60 per cent held events for the first time.
- 45 per cent of organisers had held at least one similar event in the previous 12 months (63 per cent in 2009).
- In comparison to 2009, 2010 Festival organisers had different primary objectives for their event:
 - To ‘increase awareness and understanding of specific social science subject/topic’ has been consistently the most favoured objective since 2008.
 - In 2009 the objectives “Increase the take-up or application of your research findings”; “Disseminate the results of your own research” and “Provide a forum for networking” were favoured by over 65 per cent of organisers. In 2010 these numbers had dropped to around 30 per cent.
 - In 2010 the second most favoured objective was to “Communicate information about own organisation” (55 per cent, compared to 42 per cent in 2009).
- 95 per cent of event organisers were ‘very’ or ‘fairly’ satisfied with the overall range and quality of the support services provided by ESRC (94 per cent in 2008, 90 per cent in 2009).
- Organisers were particularly satisfied with the e-mail notices ESRC sent and the telephone/e-mail support available from ESRC.
- 44 per cent of events were targeted at the general public, closely followed by academics/researchers (40 per cent) and college/university students (39 per cent).
- 15 per cent of events received an audience larger than the organiser expected.
- A letter of invitation and word of mouth were deemed to be the most effective methods of marketing.
- 79 per cent of organisers were ‘Very’ satisfied with their event overall.
- 62 per cent of organisers would definitely like to run another Festival event (69 per cent in 2009).
- Organisers suggested amending the attendee evaluation forms.

Web statistics

This is an analysis of traffic to the Festival of Social Science website (www.esrcfestival.ac.uk) between 1 January and 31 March 2010. The statistics below relate to the Festival website and it doesn't include the statistics of event holders who publicised their event and the Festival individually.

The traffic in Figure 13 (below) indicates that at key times when the Festival was marketed, there was an upward trend in visits to the website. The first peak was in January 2010, when flyers were sent to event holders and the Festival website was updated with events. Traffic was steady in the weeks leading up to the Festival with a major peak the week before the Festival (week commencing 8th March). This shows that publicity for the Festival was successful in increasing the number of people looking at the site.

FIGURE 13: Visits to the site between January and March 2010



At the start of January 2010 there were approximately 100 visits a day (Figure 14a). This peaks at approximately 350-400 visits per day around the Festival week. The natural decline for the site is seen in mid March after the Festival with approximately 50 visits a day.

This year 33 per cent of visits were direct traffic (people coming directly to the website) compared to 29 per cent in 2009 (see Figure 14b). Search engines accounted for 30 per cent of

traffic, compared to 37 per cent in 2009. This could indicate that people are becoming more familiar with the web address and therefore don't need to use search engines in order to find it.

FIGURE 14a: Visits to the Site (Jan to March 2010)



FIGURE 15: How people locate the Festival site

Top Traffic Sources					
Sources	Visits	% visits	Keywords	Visits	% visits
(direct) ((none))	2,558	33.05%	esrc festival of social science	374	15.97%
google (organic)	2,249	29.06%	festival of social science	142	6.06%
esrc.ac.uk (referral)	554	7.16%	esrc festival of social science	71	3.03%
viper (referral)	384	4.96%	esrc festival	63	2.69%
britishscienceassociation.org	260	3.36%	esrc	41	1.75%

Despite Festival events only occurring in the United Kingdom, visitors came from 77 countries (see Figure 16):

FIGURE 16: Location of visitors

7,740 visits came from 77 countries/territories

Site Usage						
Visits	Pages/Visit	Avg. Time on Site		% New Visits	Bounce Rate	
7,740 % of Site Total: 100.00%	2.96 Site Avg: 2.96 (0.00%)	00:02:24 Site Avg: 00:02:24 (0.00%)		55.00% Site Avg: 55.03% (-0.05%)	47.55% Site Avg: 47.55% (0.00%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
United Kingdom	7,157	3.03	00:02:27	53.03%	46.14%	
United States	111	1.72	00:00:41	91.89%	73.87%	
Japan	68	4.49	00:06:23	36.76%	33.82%	
France	28	1.86	00:01:04	75.00%	60.71%	
Germany	27	2.00	00:02:11	77.78%	48.15%	
India	27	1.33	00:00:10	92.59%	85.19%	
Canada	23	2.78	00:01:12	78.26%	47.83%	
Italy	23	1.48	00:00:10	86.96%	73.91%	
Ireland	20	1.45	00:00:38	100.00%	85.00%	
Spain	15	1.73	00:00:42	73.33%	66.67%	

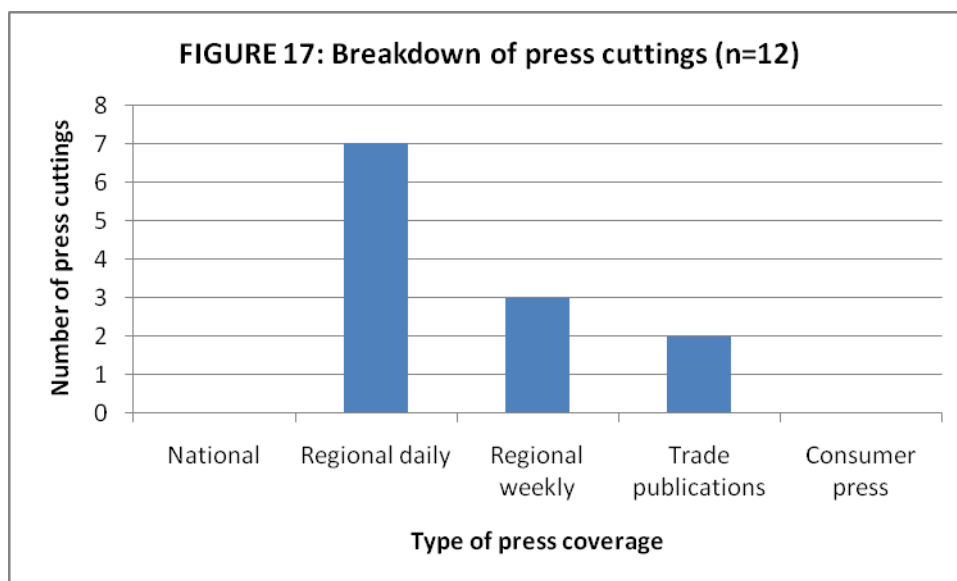
Web Statistics Summary

- Using the data above, indications are that the advertising being done prior to the Festival draws people to look at the Festival website
- Key recommendations include:
 - continue advertising the week and the website;
 - promote the website earlier, and then again nearer the Festival week;
 - increase the number of links with other websites which are proven to drive ‘traffic’ to the Festival; and
 - ensure that all event organisers place a link on their webpage to the Festival website itself.

Media Coverage

Media coverage for the Festival was wide spread with articles in newspapers, trade publications, online articles, and radio coverage. Thirty two press releases and six press briefings were published. In total there were ten articles in the regional press, two in trade publications, 122 online (28 of which were international) and two mentions on the radio. There were no mentions in the national press (in 2009 there were seven articles in the national press including *The Guardian*, *The Independent*, and *The Daily Telegraph* newspapers).

In 2009 there were a total of 105 newspaper based articles about Festival events (compared to 57 in 2008) and this year this has increased to 136, which has achieved the target set by the ESRC of at least 100 articles in the media for the week. The target of four articles in national newspapers was not met. Figure 17 outlines a breakdown of 2010 press cuttings.



Of these newspaper based press cuttings, 83 per cent were classed as ‘High’ relevance (e.g. an article on an event; or the Festival or the ESRC was mentioned directly), with nine per cent of ‘Passing’ relevance (that is, the cutting mentioned the event or research without mentioning the Festival or ESRC) (see Figure 18). All 12 articles were also deemed to have a ‘Favourable’ impact (reporting the research in a positive manner). Of the 12 articles, 50 per cent were news driven and 50 per cent were press release driven.

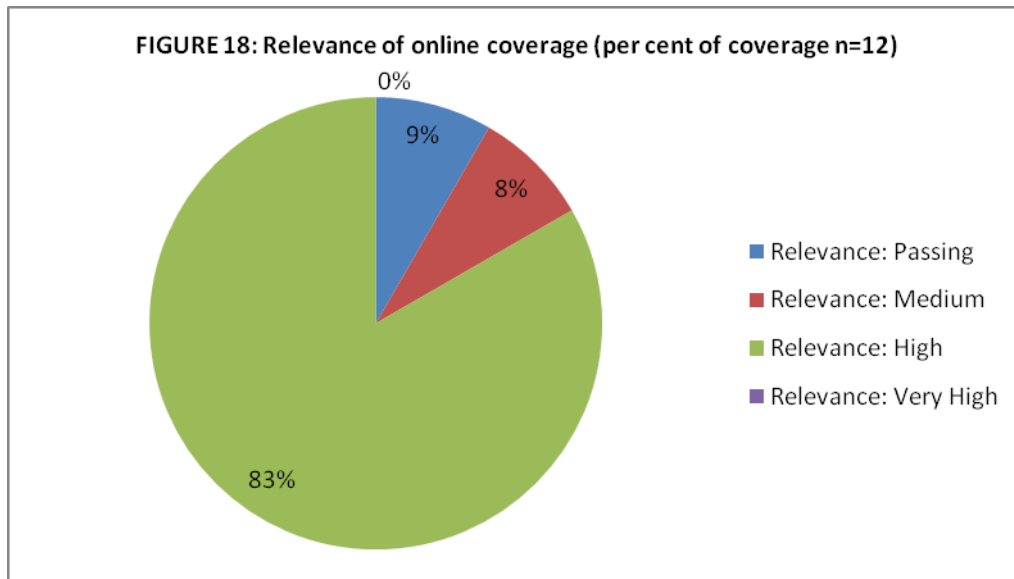
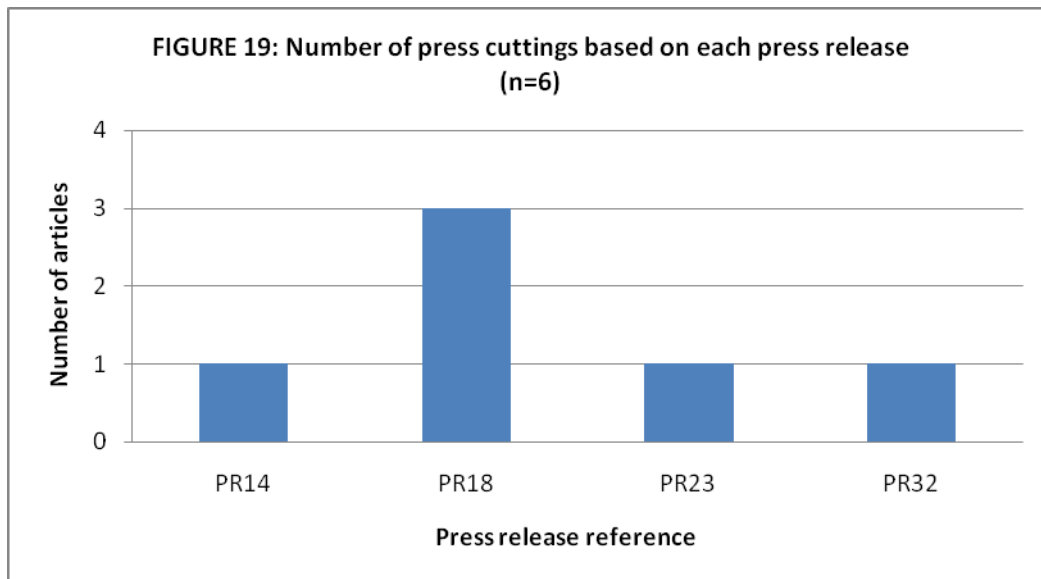


Figure 19 shows which press releases were successful in creating press stories. As it shows, four press releases, of the many sent out, created six of the 12 news stories. The four stories were:

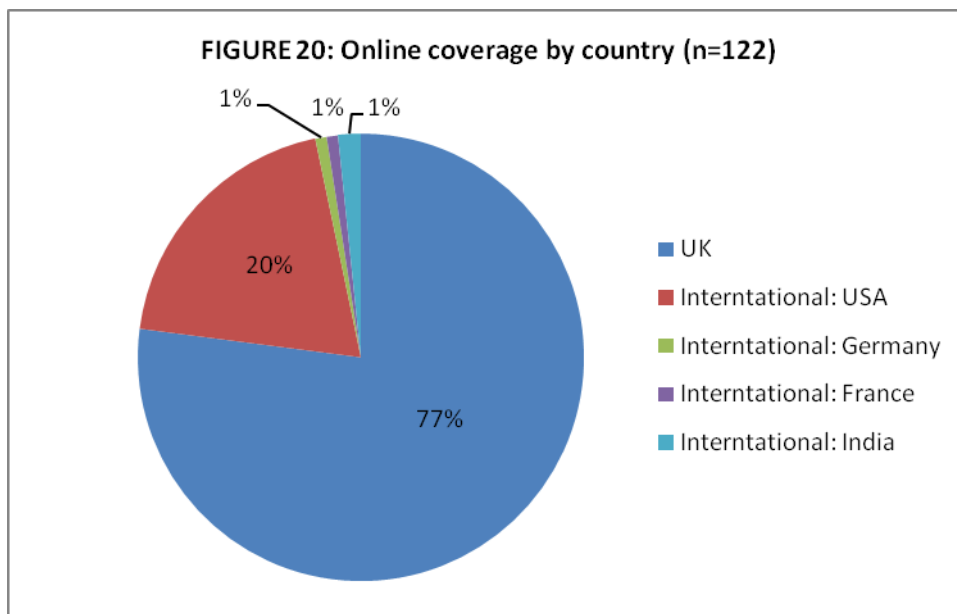
- PR14 – ‘Job crafting – how to improve the quality of work by engaging employees’
- PR18 – ‘After the rain’
- PR23 – ‘Myths, realities and everyday life: St Ann’s and beyond’
- PR32 – ‘Focus on low carbon living’

‘After the rain’ received the most press cuttings - this may be due to the topical nature of the event on flooding and its effects on young people.

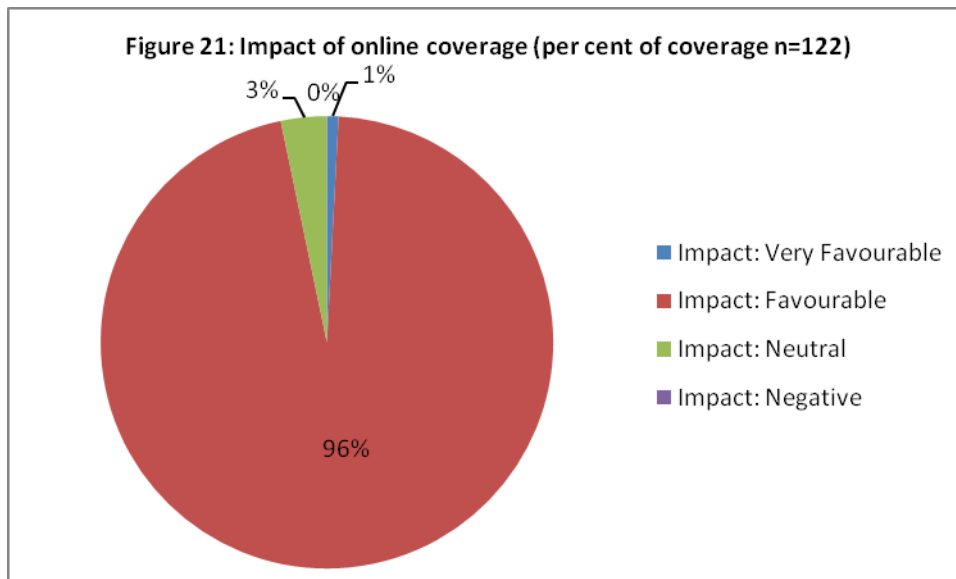
Press briefings on a range of topics including business, climate change and economics were sent out to relevant press contacts in order to inform journalists and raise the profile of the festival. These served a different purpose to press releases, and target specific journalists regarding a single event.



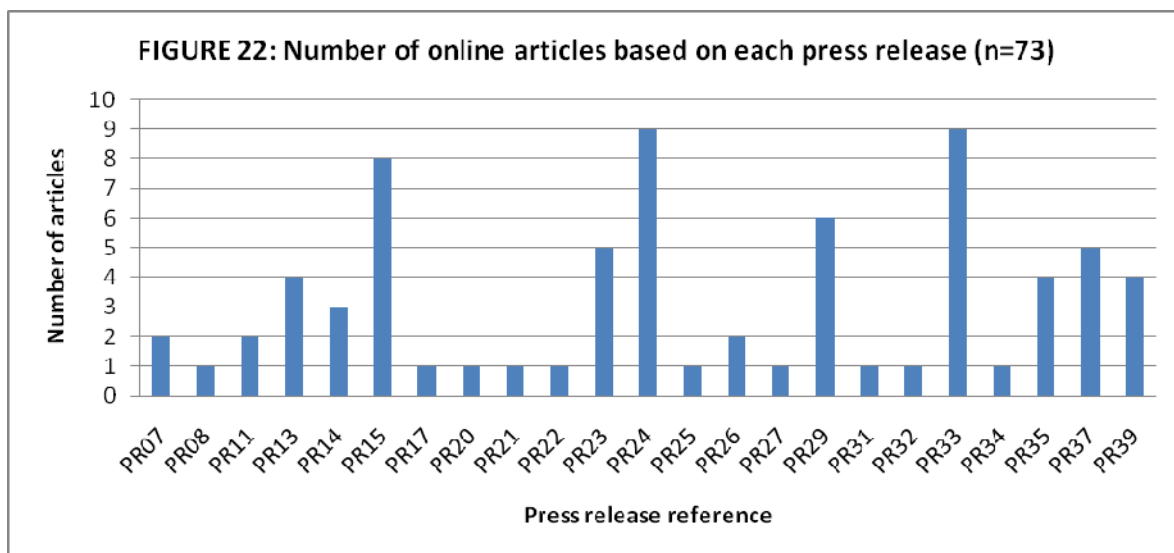
There were 122 online articles, of these there were 94 articles on UK websites (77 per cent), 24 on USA websites (20 per cent), two on Indian websites, and one on both German and French websites (see Figure 20). Ninety eight per cent of these online articles were on news sites and two per cent were on blogs.



Of the 122 online articles, 96 per cent were deemed to be of ‘High’ relevance, two per cent of ‘Passing’ relevance, and one per cent were ‘Medium’ and one per cent ‘Very High’ relevance. As Figure 21 shows, 96 per cent of the online articles had a ‘Favourable’ impact with one per cent having a ‘Very Favourable’ impact. No online articles had a ‘Negative’ impact (negative reporting about the research, event, Festival or ESRC).



62 per cent of the online articles were driven by the press releases ESRC sent out prior to the Festival, the other 38 per cent being driven by news. Figure 22 shows the number of online articles each press release generated. Two of them, PR24 ‘Exploring privacy: your privacy and the internet’ and PR33 ‘What do the British think about...ageism, welfare and political institutions?’ generated nine online articles each.



Within these 122 online articles:

- 106 of them mentioned ESRC
- 102 mentioned the Festival of Social Science

- 116 mentioned specific event names or the event organiser (sometimes both were mentioned within the same article, which was counted as two mentions)
- 31 mentioned ESRC funded investments

In addition to these press cuttings and online articles, there were two mentions on the radio. The first was on BBC Radio Norfolk during an interview and the second was on BBC Alba Radio. These were both news driven, both of 'High' relevance and both had a 'Favourable' impact.

A list of all media coverage is given in [Appendix 1](#).

Given the high amount of success the press releases and press briefings have in appearing in the media, the results indicate that the ESRC should continue to manage a press plan for the Festival.

Media Coverage Summary

- There were 136 mentions of the Festival in the media: 10 articles in the regional press, two in trade publications, 122 online (28 of which were international) and two mentions on the radio.
- The far majority of press coverage was favourable.

The logical framework – overall achievements

Every year the Festival goals and targets are based on the results from the previous evaluation. This then feeds into the logical framework. Table 18 shows the goals and targets for the Festival in 2010 and it indicates if they were achieved and offers a comparison to the 2008 and 2009 results.

Table 18: Goals for the week

OVERALL AIMS OF THE FESTIVAL				
<p>7. ESRC to encourage and create the opportunity for social science researchers to engage with a non-academic audience</p> <p>8. To support and enable researchers to engage with non-academic audiences</p> <p>9. To promote and increase awareness of the social sciences and ESRC's research</p> <p>10. To promote and increase awareness of the contributions the social sciences make to the wellbeing and the economy of the UK society</p> <p>11. To enable the public to engage with social science research</p> <p>12. To engage with teachers and young people and to raise their awareness of the social sciences</p>				
Targets		2010 Festival Results	2009 Festival Results	2008 Festival Results
<p>General Objective:</p> <p>To increase awareness, understanding of social sciences and its impact on society amongst ESRC user groups, in particular the public and young people.</p>	Audience attendance across the week is increased to 6,500 - an increase from 2009's 6000	Achieved: approximately 18,000 attended	Achieved: estimated audience at 6,000	Achieved: Estimated attendance of 5,000+
	Maintain that 75% of the audience is new to the week	Achieved: 88% had not attended the Festival before	Achieved: 84 % had not attended another festival event	Achieved: 86% of the audience was new to the week
	25% returned (took part last year)	Partially achieved: 12% had attended the Festival in previous years	Partially achieved: 16% had attended an event the previous year, and 9% attended an event earlier in the week	Not achieved: 11% of the audience took part last year, which would mean that roughly 12% of last year's audience returned
	50% of the audience are new to the ESRC	Achieved: 66% 'Not very' or 'Not at all' aware of ESRC and its work	Partially Achieved: 43% not very or not at all aware of the ESRC	Achieved: 61% of attendees rated themselves as 'not at all' or 'not very' knowledgeable about ESRC and its work before the Festival.
	Maintain 80% of the audience found the activities useful and	Achieved: 96% said the event had increased their knowledge of the	Achieved: 80% found the event useful; 78% would share the	Achieved: 94% of attendees found the event they attended

	learnt something new.	specific event topic	information	very or fairly educational. 88% said attendance had raised their knowledge of the social science topic covered at the event.
	70% of the audience would use the knowledge they gained (increase of 10% from 2009)	Achieved: 80% said they would use the knowledge they'd gained in their own work	Achieved: 60% stated they would use the knowledge they gained	
	Maintain 20% of this audience indicate they are interested in future involvement – subscription to the Society Now, ESRC Society Today, Festival email alerts		Achieved: subscriptions for event/ESRC info was at 525 by the end of the Festival and continues to grow throughout the year	
	The Festival's publicity material including the March Society Now and the flyer is circulated to over 25,000 individuals/organisations	Achieved: Issues of the March <i>Society Now</i> and the Festival flyer were included within the publicity material sent to event organisers in February 2010.	Achieved: 22,000 <i>Society Now</i> magazine's sent out; advertisement in <i>Britain in</i> ; flyer sent out to over 7,000 people/businesses etc	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).
Specific Objective: A week of activities celebrating the diversity of ESRC funded research and social sciences in the UK	Maintain attendees between 20-40 years to 60%	Achieved: 64% of attendees were between 20 – 40 years old	Achieved: 61% were between 20 -40 years	Not achieved: 35% of attendees were in their 20s and 30s, a slight decrease on (the 40%) last year.
	Maintain a programme of at least 100 varied individual activities	Achieved: 127 events in total	Achieved: A programme of 110 events held, with a variety of content and formats	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 is spread across subject areas. Maintain at least 60% participation from investments.			Not achieved: 56 events were organised by ESRC investments (51%)

	<p>Maintain 10% of involvement from new investments/different disciplines</p> <p>Maintain 10% involvement of non-ESRC currently funded presenters</p>	Achieved: 60% of events were new	Achieved: 47 events were new (43%) to the week	<p>Achieved: Increase in participation by new investments and different disciplines of more than 5%</p> <p>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.</p>
	Involvement in the Festival by at least 4 Learned Societies	Not achieved: 2 Learned Societies were involved in the 2010 Festival	Not achieved: 3 Learned societies were involved in the Festival	
<p>Specific Objective:</p> <p>Maintain an even geographical spread of activities</p>	Maintain 60% of the activities are outside the London area	Achieved: 78% were outside of London	Achieved: 9% were held in Scotland and Northern Ireland; 18% in the North East and Yorkshire; 9% in the North West; 9% in the Midlands; 15% in the South West and Wales; 11% in the South East; 24% in London; 5% were held virtually.	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
<p>Specific Objective:</p> <p>Maintain a creative and distinctive brand.</p>	70% of the audience were aware that a particular activity was part of the whole week through the branding etc	Not achieved: 39% of adult attendees were aware the event was part of the Festival	Not achieved: 40% were aware that the week was part of the Festival	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
	20% attended more than one activity in the week	Unclear: 8% had already been to another event, and 19% intended to go	Unclear: 41% indicated they would go to another event; 9% stated they had attended another event	Unclear: 13% of attendees had attended or planned to attend another Festival event
<p>Specific Objective:</p> <p>Maintain and update the mini website</p>	The website achieves a 30% increase in hits from 2009 during the week –(250 hits per day)	Not achieved: data suggests that, on average, there were approximately 200 hits each day during the Festival period	Unclear: different data collection methods indicates that the website attracted the same average number of hits as in 2008 (around 250 per	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)

			day during the week)	
	Maintain 90% of event organisers found the web site useful and usable	Achieved: 96% of organisers stated that they were either 'Very' or 'Fairly' satisfied with the website	Achieved: 98% of event organisers indicated they were very/fairly satisfied with the website	Achieved: 86% of organisers were very or fairly satisfied with the Festival website.
Specific Objective: Coverage of the week and individual activities is achieved in the regional and national media.	Press coverage is achieved across the national and regional media for the week and individual events – with at least 100 articles.	Achieved: 132 items across the media. 10 articles in the regional press, 2 in trade publications, 122 online (28 of which were international) and 2 mentions on the radio.	Achieved: 23 articles were in regional and national press, 82 were in on-line media	Unclear: There were 56 media items 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
	Placed coverage is achieved in four national newspapers	Not achieved: no coverage in national newspapers	Partially Achieved: coverage achieved in Guardian, Times Higher and Times	Not achieved: ESRC did not place any coverage in these publications, although some items may have appeared.
Specific Objective: To maintain a portfolio of events targeted towards business, policymakers and the third sector	Maintain 40% of events aimed at this audience will be held and will include: at least one ESRC public policy seminar, and one targeted at business	Not achieved: 32% of events targeted at a 'Professional' audience.	Achieved: 46 events targeted those with some to full knowledge of the subject in their work, one public policy seminar held	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
Specific Objective: Maintain a science in society focus to the week with the addition of more innovative public engagement and dissemination activities	Maintain a 60 % number of science in society activities	Achieved: 68% of events targeted either the general public or young people	Achieved: 64% were science in society (targeting general or young people audience)	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 <i>primary</i> target audience for 55% of events
	Maintain at least 50% of events are innovative, interactive events	Achieved: 57% of events were innovative or interactive	Achieved: 52% of the events were interactive or innovative	Achieved: Most events contained an interactive element and many events took innovative formats
	Maintain 25% of events are aimed at <20 year olds	Achieved: 32% of events were mainly targeted at young people under 20.	Achieved: 29% specifically targeted young people	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 <i>primary</i> target audience for 18% of events
<p>Specific Objective:</p> <p>Incorporate and promote key messages about social sciences to a general audience</p>	At least 85% of events are raising awareness of ESRC and social sciences to their audience.	Not achieved: 83% of events aimed to communicate information about ESRC and 71% aimed to increase awareness and understanding of social science in general	Not fully achieved: 71% of attendees agreed events raised awareness of the social sciences, 78% agreed it raised awareness of the value of social sciences	
<p>Specific Objective:</p> <p>Awareness and experience among young peoples of ESRC research and social sciences in general is raised</p>	Maintain 80% attendees found the activities useful and learnt something new (NEW 2010)	Achieved: 91% stated the event had increased their knowledge of the particular topic		
	Maintain 60% attendees would use the knowledge they gained (NEW 2010)	Achieved: 80% will use the information from the event in their current course		
<p>Specific Objective:</p> <p>To increase social science events in other festivals held during the same week</p>	Co-branding with at least 4 other festivals	Not achieved: aside from NSEW there was no co-branding, although there was an event that took part in the Oxford Literary Festival	Achieved: Apart from National Science and Engineering Week, the Festival was a part of the Bath Literature Festival	

Appendix 1: Media Coverage 2010

Date of article	Publication Name	Headline
04 March 2010	Science Codex	Between nostalgia and innovation -- Scotland explored through social science
04 March 2010	Science Codex	Generation 2012: What have the Olympics ever done for us?
04 March 2010	Science Codex	What does the social science do for me
04 March 2010	EurekAlert	Generation 2012: What have the Olympics ever done for us?
05 March 2010	Science Codex	Myths and realities of life in St Ann's
05 March 2010	Science Codex	Keeping Safe - Online
06 March 2010	WebIndia123.com	UK event to make internet users more security conscious
05 March 2010	NewsGuide.us	What does the social science do for me
04 March 2010	Politics.co.uk	What does the social science do for me
05 March 2010	Recyclingportal	ESRC's Festival of Social Science 2010: discussing about climate change
04 March 2010	ePolitiX.com	Between nostalgia and innovation -- Scotland explored through social science
04 March 2010	EurekAlert	Between nostalgia and innovation -- Scotland explored through social science
04 March 2010	Politics.co.uk	ESRC: Between nostalgia and innovation - Scotland explored through social science
05 March 2010	SecuObs	ISG Project to take part in ESRC's FSS
05 March 2010	Science Codex	Saving Peak District Moorlands
04 March 2010	ePolitiX.com	Generation 2012: What have the Olympics ever done for us?
04 March 2010	Politics.co.uk	ESRC: Generation 2012: What have the Olympics ever done for us?
08 March 2010	Politics.co.uk	ESRC: The blank page: How do we get inspired
08 March 2010	eGov monitor	Universities help develop tomorrow's good citizens
08 March 2010	Politics.co.uk	ESRC: Universities help develop tomorrow's good citizens
08 March 2010	ePolitiX.com	The blank page: How do we get inspired
05 March 2010	FirstScience.com	Myths and realities of life in St Ann's
05 March 2010	Politics.co.uk	ESRC: Myths and realities of life in St Ann's

05 March 2010	redOrbit	Myths and realities of life in St Ann's
08 March 2010	BrightSurf.com	Keeping Safe - Online
05 March 2010	ePolitiX.com	Keeping Safe - Online
05 March 2010	FirstScience.com	Keeping Safe - Online
05 March 2010	Politics.co.uk	ESRC: Keeping Safe Online
05 March 2010	redOrbit	Keeping Safe - Online
06 March 2010	Yahoo! News	UK event to make internet users more security conscious
06 March 2010	Express & Echo	Pre-Natal genetic testing debate
07 March 2010	Zeenews.com	UK event to make internet users more security conscious
05 March 2010	BrightSurf.com	What does the social science do for me
06 March 2010	MediLexicon	What do the social sciences do for me?
08 March 2010	BrightSurf.com	Positive ageing: Technology and positive attitudes improving older people's lives
07 March 2010	ecademy	Community : Impact of technology and media on positive ageing
05 March 2010	ePolitiX.com	Positive ageing: Technology and positive attitudes improving older people's lives
05 March 2010	FirstScience.com	Positive ageing: Technology and positive attitudes improving older people's lives
08 March 2010	Medical News Today	Technology and Positive attitudes improving older people's lives
05 March 2010	Politics.co.uk	ESRC: Positive ageing: technology and positive attitudes improving older people's lives
05 March 2010	redOrbit	Positive ageing: Technology and positive attitudes improving older people's lives
04 March 2010	FirstScience.com	Between nostalgia and innovation -- Scotland explored through social science
05 March 2010	ePolitiX.com	Saving Peak District Moorlands
05 March 2010	Politics.co.uk	ESRC: Saving Peak District Moorlands
05 March 2010	redOrbit	Saving Peak District Moorlands
05 March 2010	BrightSurf.com	Generation 2012: What have the Olympics ever done for us?
09 March 2010	Canterbury Christ Church University	Crunch or Crisis?
08 March 2010	eGov monitor	Universities help develop tomorrow's good citizens
08 March 2010	Wiredgov	Universities help develop tomorrow's good citizens

09 March 2010	ePolitiX.com	Seminar to showcase university's 'job crafting' tool
09 March 2010	Politics.co.uk	ESRC: Seminar to showcase university's 'job crafting' tool
09 March 2010	ePolitiX.com	The role of baby-sign in child development
09 March 2010	Politics.co.uk	ESRC: The role of baby-sign in child development
09 March 2010	ePolitiX.com	Fear of crime in Sheffield
09 March 2010	Politics.co.uk	ESRC: Fear of crime in Sheffield
09 March 2010	ePolitiX.com	The crucial role of social science
09 March 2010	Politics.co.uk	ESRC: The crucial role of social science
08 March 2010	eGov monitor	Technology and Positive attitudes improving older people's lives
09 March 2010	The Press and Journal	Pupils capture noise to create soundscapes
09 March 2010	The University of Sheffield	Public festival gives insight into science of society
10 March 2010	Variety Club the Childrens Charity	Sign Language 'can aid the development of disadvantaged children'
10 March 2010	Politics.co.uk	ESRC: Textile scrapbox
10 March 2010	Medical News Today	The role of baby-sign in child development
10 March 2010	Politics.co.uk	ESRC: Essex academics share the secrets of being human
11 March 2010	bjhc & im	Social science festival event looks at technology and attitudes to improve older people's lives
10 March 2010	Politics.co.uk	ESRC: More to pharmacy than counting tablets
11 March 2010	BBC News	The Guide: Ideas for things to do
10 March 2010	ePolitiX.com	Heard about third?
11 March 2010	ePolitiX.com	Interested in how the recession could impact social cohesion?
10 March 2010	Politics.co.uk	ESRC: Heard about third? 'Question Time'
02 March 2010	Children & Young People Now	Young researcher fair will demonstrate impact on policy
10 March 2010	Wiredgov	Textile scrapbox
15 March 2010	Wiredgov	Improve your second life
11 March 2010	Culture 24	National Science and Engineering Week whizzes into action
10 March 2010	Wiredgov	Seminar to showcase university's 'job crafting' tool

12 March 2010	Nottingham Evening Post	Hundreds to join study
11 March 2010	Ordance Survey	Walking trails on heather moorland may be under threat
15 March 2010	University of Bristol	Bad Behaviour - Local Sixth formers invited to have their say
17 March 2010	Alliance for natural health	FAO and ANH go head to head on Codex
17 March 2010	BBC News	Youth movie highlight health issues
18 March 2010	The Star	Working to improve your job satisfaction
16 March 2010	Wiredgov	Young people try out an emergency exercise
13 March 2010	Cumberland and Westmorland Herald	Lancaster University launches Cumbria flood workshops
16 March 2010	Hull Daily Mail	Children quizzed about flooding
11 March 2010	Milton Keynes Citizen	News in brief
11 March 2010	Whitehaven News	Flood recovery events launched
15 March 2010	Western Morning News	All grist to the mill as visitors look around
13 March 2010	Western Morning News	Society must debate new prenatal tests
16 March 2010	Children & Young People Now	Young researchers given the chance to show their skills
18 March 2010	St Albans and Harpenden	Babies learn sign language in St Albans
17 March 2010	BBC Radio Norfolk	Festival of Social Science
18 March 2010	redOrbit	A bleak outlook for social science
20 March 2010	Medical News Today	Hearing is not all down to your ears
21 March 2010	Times Higher Education	How to counter the 'anti-research mood': take an MP to lunch
18 March 2010	University of Leeds	Climate Risk and the City
12 March 2010	Politics.co.uk	ESRC: Improve your second life
15 March 2010	Children and Young People Now	Sign Language beneficial for babies in low-income families, study finds
14 March 2010	Guardian.co.uk	How gestures help babies born to poorer families
12 March 2010	Politics.co.uk	ESRC: Uncovering the challenges facing parents with bilingual and multilingual children
15 March 2010	ePolitiX.com	Sheffield's young people have their say
15 March 2010	ePolitiX.com	Festival goers just want to break free

12 March 2010	thisisnottingham.co.uk	University to remake St Ann's film
12 March 2010	Media Centre (Sheffield Uni)	Waste proves to be fishy business for school children
24 March 2010	BBC Alba Radio channel/TV	Future of public service delivery - Report broadcast on 'Aithris na Maidne' & AN LA
19 March 2010	Peak District - National Park Authority	Pupils boost Moorland climate change research
15 March 2010	Politics.co.uk	ESRC: Festival goers just want to break free
15 March 2010	Politics.co.uk	ESRC: Young people paint a picture of health
15 March 2010	ePolitiX.com	Young people paint a picture of health
16 March 2010	Star (Sheffield)	What a fishy way to learn about waste
25 March 2010	NaturalMatters.net	FAO and ANH go head to head on Codex
18 March 2010	Bioscience Technology Online	Climate risk and the city
16 March 2010	Bioscience Technology Online	Timescapes exhibitions - Family Lives & Turning Points
18 March 2010	ePolitiX.com	Moving pictures: Experience of migration
18 March 2010	ePolitiX.com	The future of football: A public debate
16 March 2010	ePolitiX.com	Young people try out an emergency exercise
16 March 2010	Film London	Film London News Bulletin - 15 March 2010
21 March 2010	Grough	Students help Peak moorland climate-change research
16 March 2010	Media Newswire	Bad behaviour - local sixth formers invited to have their say
21 March 2010	Medical News Today	Hearing Is Not All Down To Your Ears
18 March 2010	News Guide	A bleak outlook for social science?
16 March 2010	Politics.co.uk	ESRC: Floods of tears
18 March 2010	Politics.co.uk	ESRC: Hearing is not all down to your ears.
18 March 2010	Politics.co.uk	ESRC: The future of football: a public debate.
04 April 2010	Stirling Observer	Science festival is full of outdoor fun
16 March 2010	Politics.co.uk	Young people try out an emergency exercise
16 March 2010	Politics.co.uk	ESRC: Innovation debate on people living in rural areas
23 March 2010	Procto Med	5 Foods to Flatten Your Abs

18 March 2010	The University of Sheffield	Businesses shown how to combat effects of recession
16 March 2010	The University of Sheffield	Football stars argue the game's importance for today's society
06 April 2010	University of Sheffield	Pupils debate use of private information for research
23 March 2010	University of Sheffield	Sheffield launches international development network
11-Feb-10	BBC.co.uk/Scotland	Western Isles gear up for first science festival
11-Feb-10	EPRC.strath.ac.uk	Celebrating the ESRC Festival of Social Science on the Isle of Lewis
08 March 2010	scientistlive.com	Saving Peak District moorlands
20 March 2010	thisisderbyshire.co.uk	School pupils help with climate work
17 March 2010	yorkshirepost.co.uk	Students head for Peak moorland to throw light on climate change