

# Cambridge Science Festival Evaluation

- UK's largest free science festival
- Over 180 talks, hands-on activities, drop-in events, experiments, workshops, schools' events
- 30,000 individuals visiting
- 1000 staff and student volunteers
- 30 external partner organisations and 40 internal departments, museums and student societies
- Organised by Community Affairs team, UoC – also organise Festival of Ideas, public engagement training, Open Cambridge, other schools, community outreach



# What can Festivals achieve?

- Festivals can be flexible, inclusive, exciting forms of science communication
- Our model includes high number of scientists and students, access to laboratories, demonstrations, talks etc; and partnerships

## Attendees

- New knowledge gained
- Opinion changes
- Social / cultural outcomes
- Behaviour changes

## Organisations behind Festival

- Organisational changes

## Other stakeholders

- Social / cultural outcomes
- Economic outcomes
- Destination marketing



# Generic learning outcomes

- Knowledge and understanding: learning facts or information, making sense
- Skills: intellectual, social, emotional, communication
- Attitudes and values: feelings and perceptions, opinions about ourselves and others, attitudes towards organisations
- Enjoyment, inspiration and creativity: having fun, being inspired, innovative thoughts, actions
- Action, behaviour, progression: what people do, intend to do, change in behaviour, progression towards further learning or developing new skills



# Generic social outcomes

- Improving inter-group dialogue and understanding
- Encouraging healthy lifestyles and wellbeing
- Encouraging participation in wider civic and political engagement
- And many more



# Social / cultural outcomes: arts festivals

## **Possible Outcomes**

- Volunteering opportunities
- Local skills development
- Educational benefits
- Schools' involvement
- Community development
- Community involvement / buy-in
- Community identity
- Local pride / sense of belonging
- Destination image
- Business community involvement
- Supporting cultural diversity and inter-group understanding
- Local attendance at shows
- Increased interest in the arts
- Improved arts / leisure facilities

## **Possible Measures**

- Views of local authorities
- Numbers, hours of local volunteers
- Feedback from community organisations
- Numbers of local people on festival boards
- Numbers of school trips to see shows
- Numbers of events in schools
- Feedback from schools regarding children's interest
- Number of events in community locations
- Community identity surveys – before and after
- Resident surveys – festival perceptions
- Visitor surveys – destination image
- Financial and in-kind support from local businesses
- Number of residents attending shows

# Cambridge Science Festival Evaluation methods 2009

- Paper forms (900+)
- Online survey (73)
- Focus groups (14)
  
- Particular focus on outcomes with attendees over 18

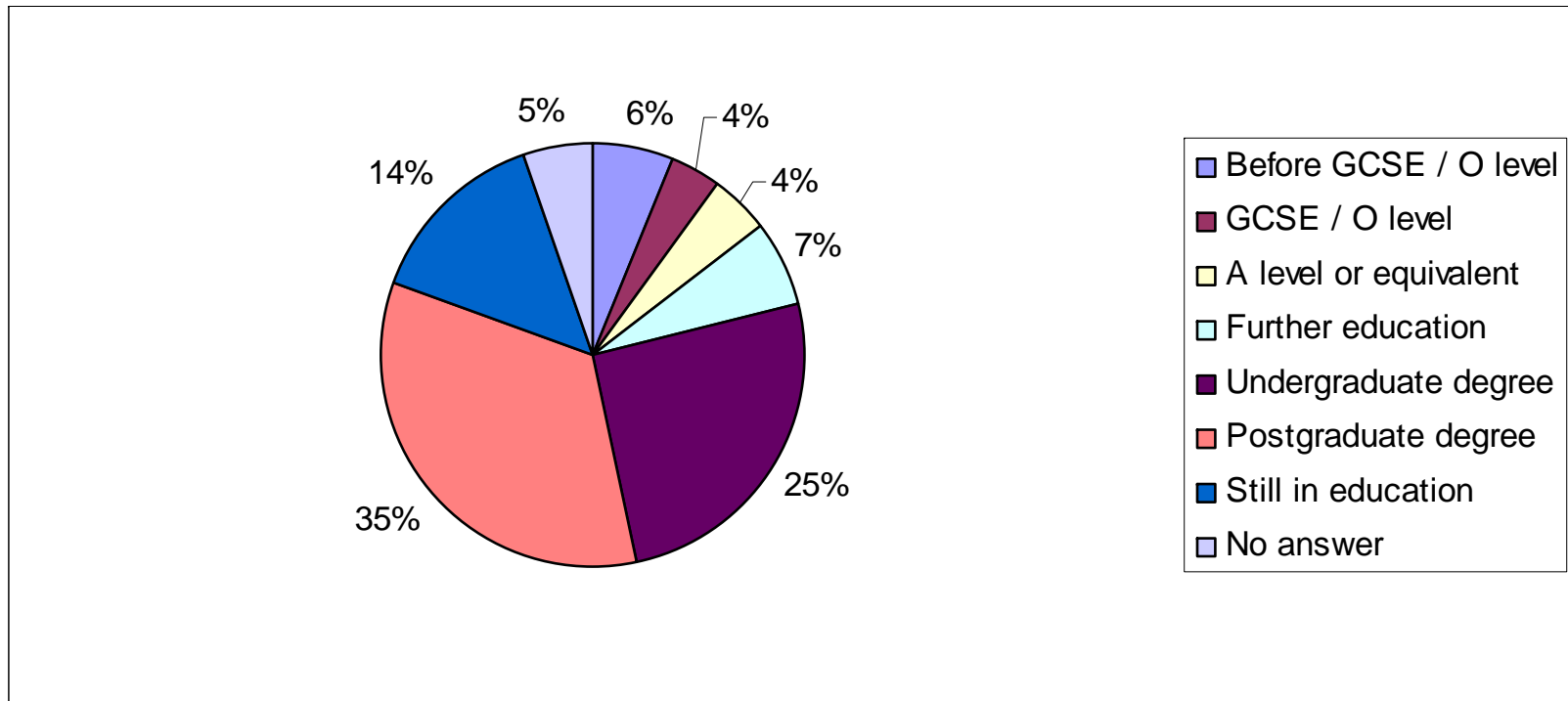


# Paper forms

- Paper forms good for capturing feedback about individual events.
- Share all feedback with individual event organisers
- We make comments public except personal negative comments on lecturers (!)
- Make comments public on organisation, reactions to events as a whole
- Take ages to process though



# Educational background



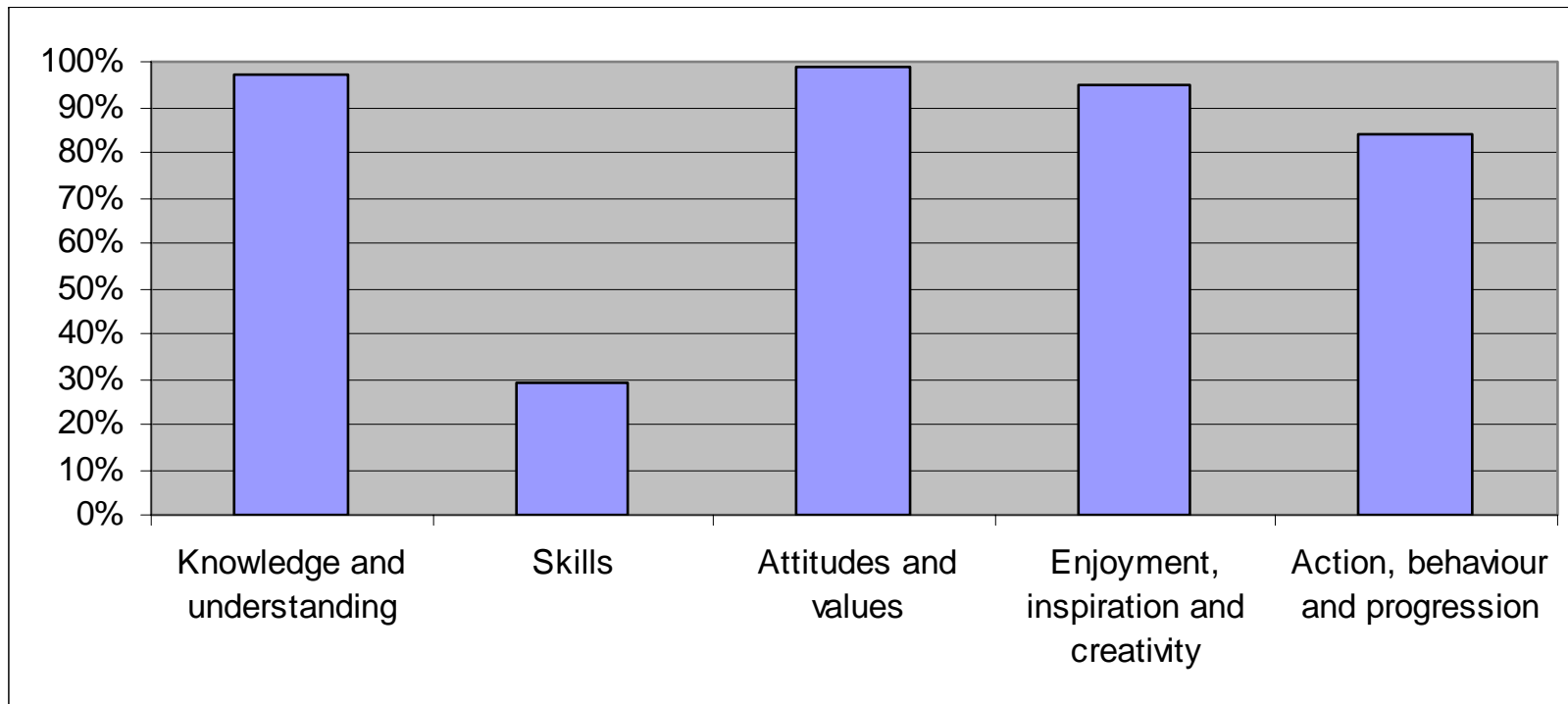
n = 906

# Online survey

- We used wufoo
- Dr Eric Jensen, Anglia Ruskin University helped devise questions
- 20 minutes to answer
- 73 respondents

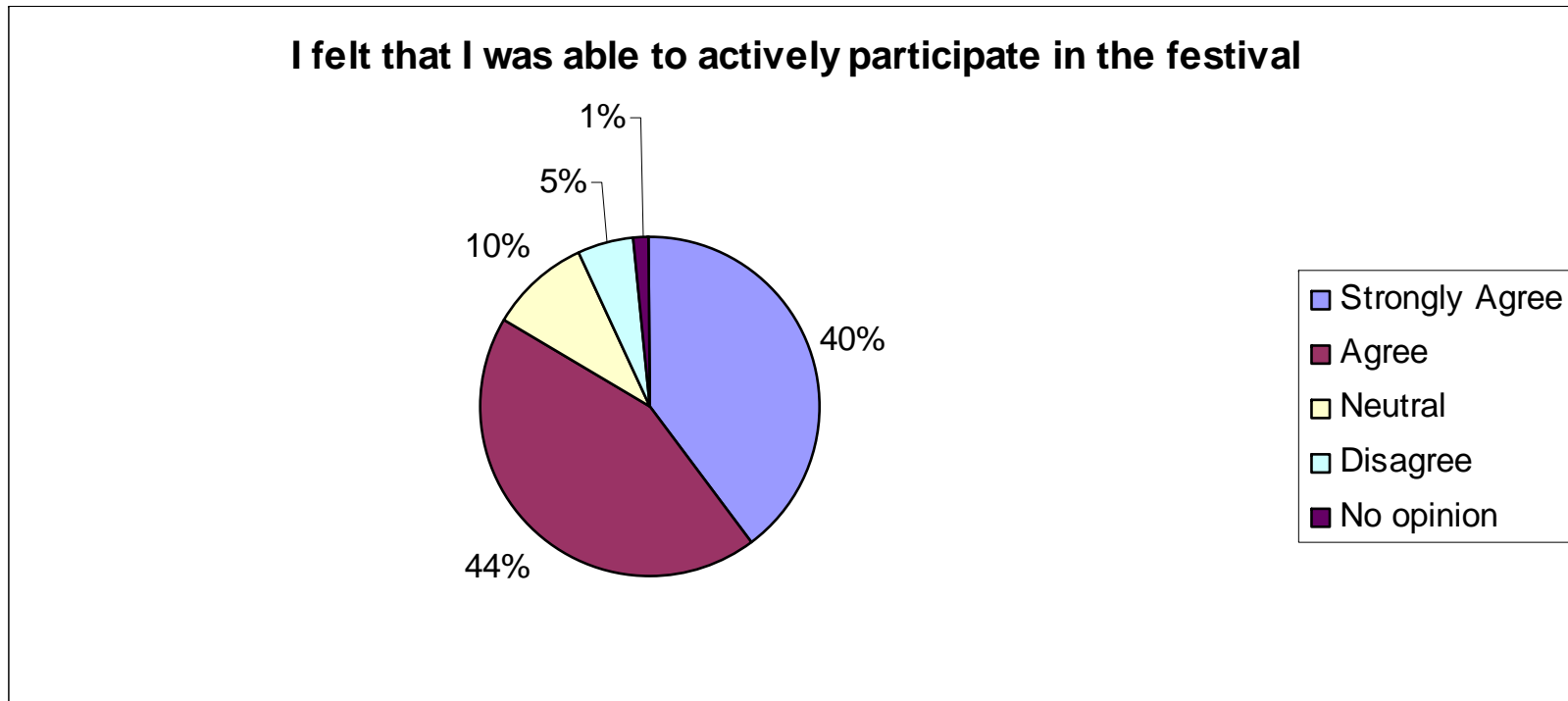


# Generic learning outcomes



n = 73

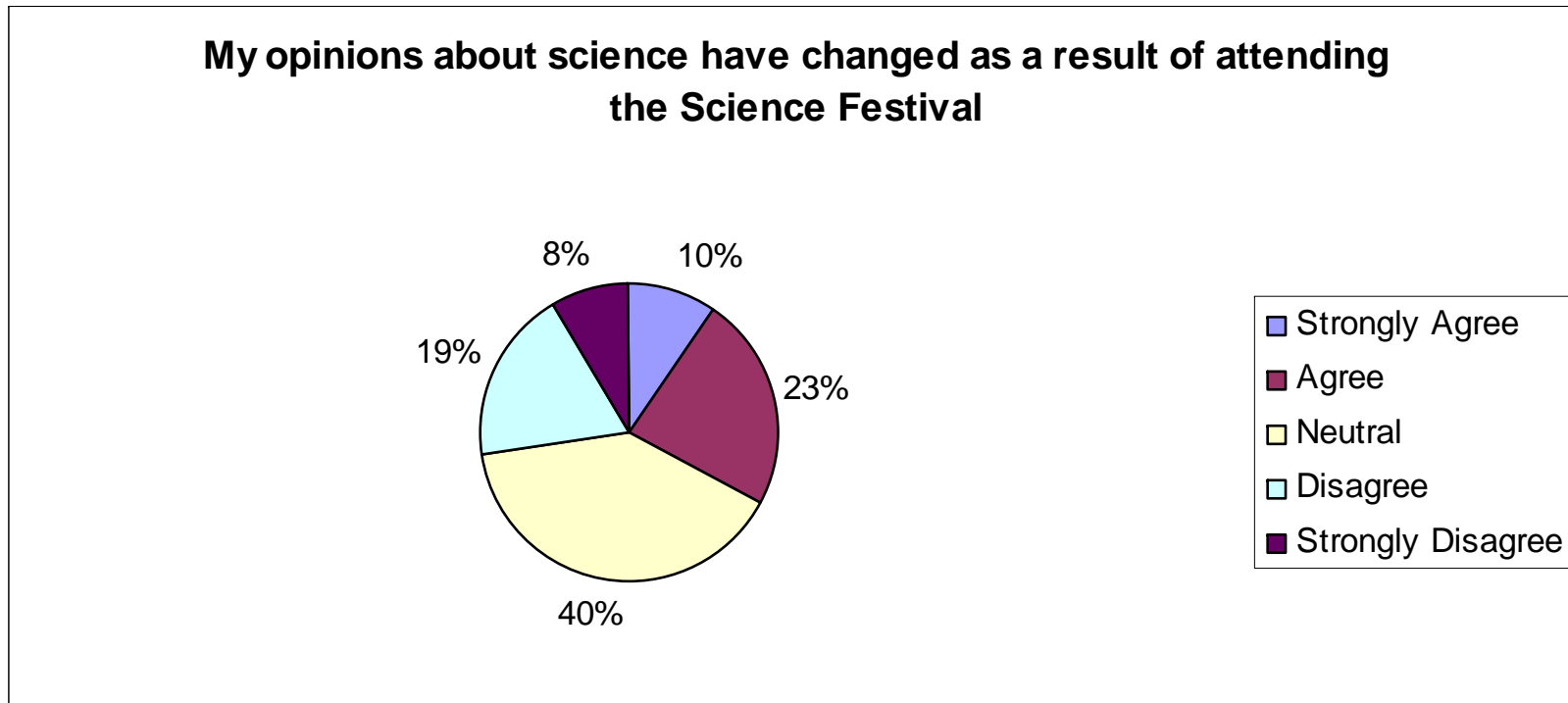
# Participation



n = 73

# Opinions

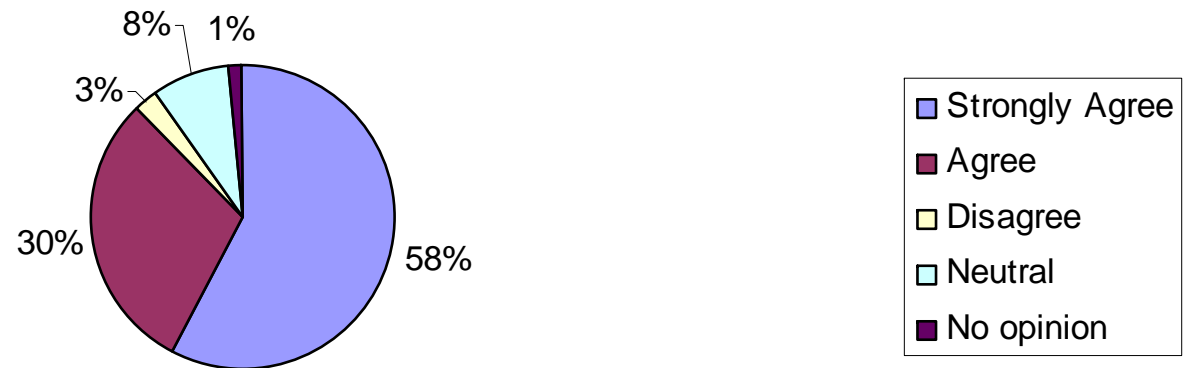
n = 73



Of the 6 people who strongly disagreed, 4 said they were very positive about science beforehand and 4 had a science degree. Of the 14 who disagreed, 13 had a science degree

# Progression

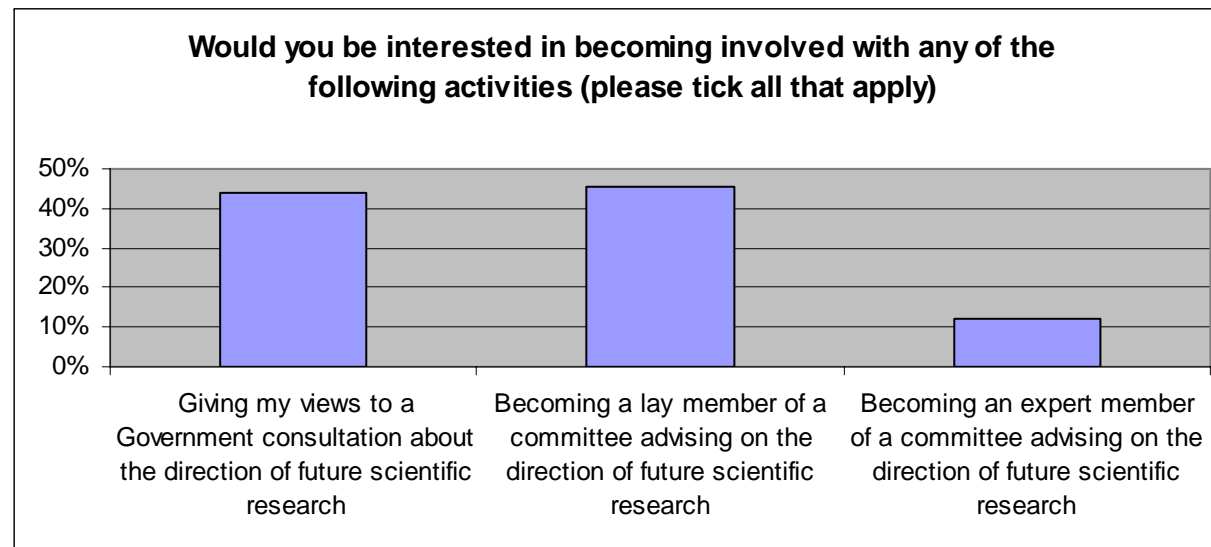
I am interested in further investigating scientific topics I encountered at the festival



n = 73

# Public engagement: further

- Asked whether Festival attendees were interested in getting involved in other forms of public consultation on science research policy



n = 73

# Any questions

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