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Festival of Ideas

Inspiration
Creativity
Evoke
Design
Imagination
Conception
Originality
Reflection
Vision
Thought
Image
Insight
Ambition
Reaction
Realise
Explore



Evaluation report 2010

"Appreciated the willingness of speakers and staff to share their knowledge"
"The enthusiasm and helpfulness of the staff - thank you so much for your hard work"
"Very varied programme of events"



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Executive summary

The Festival of Ideas 2010 has received positive, enthusiastic feedback from the general public, with more than 9,000 visitors attending over 180 events. The Festival has succeeded in meeting many of our aims and objectives and has been well received by both members of the public and University and College institutions. There is constructive criticism from University and College event organisers and attendees too, which we can use to improve the Festival of Ideas in 2011.

Introduction

The Cambridge Festival of Ideas began as a pilot public engagement initiative in 2008. It has expanded every year in terms of University, College and external organisations taking part, the audience it reaches and the scope of the programme. This report details the feedback we have received from co-ordinators and members of the public.

The Festival of Ideas aims to encourage members of the public to explore the arts, humanities and social sciences. It also aims to provide an opportunity for the public to enter University of Cambridge buildings, meet academics and students and explore the world in which we live.

An impetus for establishing the Festival of Ideas was the ongoing popularity of the annual Cambridge Science Festival with the public, and the valuable communication experience that staff and students have reported that they have gained through engaging with the public. The Festival of Ideas helps to try and readdress the imbalance between public engagement in the sciences and the arts, humanities and social sciences.

The Festival was funded by the Higher Education Funding Council for England and generously supported by Cambridge University Press, Barclays Corporate, the Darwin Festival, the John Coates Charitable Trust, Irwin and Joan Jacobs, Granta and Anglia Ruskin University.

Now in its third year, the Cambridge Festival of Ideas built on the success of previous festivals and reached more people than ever before. Over 9,000 visitors of all ages took part in Festival events and activities. We have received very positive feedback about the quality and variety of events on offer as well as constructive advice for improvements to future events. We will run the Festival again next year, consolidating the new partnerships and the programme of events from this year. We are seeking sponsorship to enable us to build on the activities from this year's programme as well as develop new, innovative events.

'Ideas in the Community' returned for a second year and offered a variety of events for all age groups in three community centres across the City. The project is run in partnership with the Cambridge City Council Community Development Team, and targets hard-to-reach communities across Cambridge.

There has been some extremely astute and useful feedback from co-ordinators and members of the general public which we will use to improve and develop the 2011



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Festival of Ideas. These changes are outlined in the 'Actions and improvements' sections of this report.

Aims and objectives

- To generate public interest in the arts, humanities and social sciences
- To secure media coverage of the Festival, the academics and partners involved
- To promote year-round access to museums and other University of Cambridge resources relevant to arts, humanities and social sciences
- To attract at least 7,500 visitors to over a week of events from 20 October – 31 October 2010
- To engage with the Cambridge community, reach new audiences and build lasting relationships with new groups and organisations
- To contribute towards the University's widening participation aims by providing events for school pupils at primary and secondary level

Overview of the 2010 Festival

The Festival was composed of a wide variety of events and activities for all interests and ages. These were hosted by both University departments and museums, but also by many partner organisations from within the local community. Some of the many activities that were on offer included; language taster sessions, hands on workshops, film screenings, tours, exhibitions and debates.

There was no overall theme for the 2010 Festival of Ideas as the name of the Festival is still being established. The theme for the 2009 Festival, 'Centuries of Ideas' tied in with the University's 800 celebrations, however many members of the public became confused and thought that this was the name of the Festival.

Evaluation methods

After the success of the online evaluation in 2009, we decided to use this method again in conjunction with paper evaluation forms (to view both feedback forms, please see Appendix 2). Both evaluation forms were reviewed to improve continuity, ensure that they were in-line with the collection of equality and diversity statistics and minimise the amount of time needed for data input and analysis.

Using these two methods allowed us to receive feedback from a large number of participants, however unavoidably there was a small amount of duplication if visitors completed a paper form as well as an online survey (the latter being of much more detail than the former). We also asked for feedback from all Festival event co-ordinators.

424 paper evaluation forms were received, and 266 people completed the online evaluation form. This was a large increase in the number of evaluation forms (both paper and online) completed from last year and is a subsequent improvement on the reliability of the data collected. Paper evaluations were handed out at the majority of Festival events (people who completed paper evaluations could also opt to complete a further, more detailed online questionnaire) and members of the public who had



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booked spaces at events were emailed to ask them to complete an online evaluation. A link to the online evaluation was also available from the Festival website.

We are aware that the evaluation data collected may not be one hundred percent representative of the audience at the Festival of Ideas as the evaluation forms are completed voluntarily and some types of events do not suit our evaluation methods (few people want to complete paper forms at standing events or hands on, drop in activities). We will investigate the use of an evaluation video kiosk to make providing feedback more fun and interactive for children and the use of iPads to engage teenagers with the feedback process.

Using a combination of actual attendance figures at events where attendance was recorded, and estimates from 'open door' events, we estimate that we attracted over 9,000 visitors to over 180 events between 20 October and 31 October. (Details of attendance at the centrally organised series of 'Spotlight Talks' is on page 10-11).

General co-ordinator comments on the Festival of Ideas

Allan Bringham, Blue Badge Tour Guide

*"Festival was great. The organisation was flawless, with support and contact from staff whenever needed. Nearly all those booked turned up this year, which was a big improvement (about 35 on each tour in the end). Most of those who came had never been on a Festival of Ideas event in the past, hopefully they will have tried other events by the end of this year. Being part of a big programme full of such a variety of activities with speakers providing their time for free felt good.
Thank you, and thanks to the University for at last stretching out into the wider community."*

Annette Shelford, Museum Education Officer, Sedgwick Museum of Earth Sciences

"A number of quite young children turned up with booked adults and we had to turn them away because it was not suitable for them at all; they were all ok about this fortunately (especially when we showed them the programme entry which clearly states 16+). It might be worth reinforcing the age tolerances when people book so as to avoid disappointment?"

General visitor comments on the Festival of Ideas

<i>Positive comments:</i>	<i>Suggestions for improvements to the Festival:</i>
<u>General comments</u> <i>"Speakers were engaging and involved the audience."</i>	



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<p><u>Scheduling</u></p> <p><i>"Tons of events and clear and easy-to-read schedule website."</i></p>	<p><i>"Too many events on at the same time."</i></p> <p><i>"I couldn't book or squeeze in as much as I would have liked to."</i></p> <p><i>"Time keeping could be improved, the event over ran, speakers were hurried."</i></p>
<p><u>Staff, demonstrators and volunteers</u></p> <p><i>"The enthusiasm and helpfulness of the staff. Thank you so much for your hard work."</i></p> <p><i>"Wonderful professional staff and volunteers."</i></p> <p><i>"Willingness of speakers and staff to share their knowledge."</i></p>	
<p><u>Website / bookings / reservations</u></p> <p><i>"Well organised, especially online event booking."</i></p> <p><i>"Firstly, booking was excellent with both events contacting me directly both in terms of confirming booking but also relating to my needs as an adult with disabilities."</i></p> <p><i>"The website was very informative and easy to browse."</i></p> <p><i>"Clear and easy-to-read schedule website."</i></p>	<p><i>"It would be nice if there were (online) counters for how many places were remaining for lectures that require bookings."</i></p> <p><i>"Inaccurate information in brochure - some events said booking required when it wasn't."</i></p> <p><i>"I found some of the website hard to navigate, for instance when trying to find events taking place one particular weekend."</i></p> <p><i>"Online programme a bit clunky."</i></p>
<p><u>Signage and navigation</u></p>	<p><i>"Could have been better signposted."</i></p> <p><i>"Better signage needed for cancelled events."</i></p>
<p><u>Publicity and the programme</u></p> <p><i>"You provided a very comprehensive programme."</i></p> <p><i>"Very varied programme of events."</i></p>	<p><i>"I would like to have seen more publicity earlier."</i></p> <p><i>I didn't hear about the Festival until quite late"</i></p>

Actions and improvements for the future

Scheduling

There were a disappointing number of programme alterations and event cancellations in this year's programme. We will provide more support and guidance



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for co-ordinators on preventing programme changes and minimising the effect that these changes may have. We will also stress the importance of good time-keeping to co-ordinators.

The Festival team will try to pinpoint events which are likely to be extremely popular early on and ensure that these do not clash with other headline events. We will work with co-ordinators to try and improve the scheduling of talks.

Staff, demonstrators and volunteers

We have received extremely positive feedback about the friendliness and helpfulness of our stewards and we are very grateful to them for devoting their time to the Festival. Stewards were provided with T-shirts to identify them. A list of stewards and volunteers can be found on page 30.

The Festival team had meetings with the Health and Safety division, Security and the Fire Office during the preparation period for the Festival and created a contingency plan. Co-ordinators in all participating departments and organisations were asked to forward copies of their risk assessments to the Festival team. Event co-ordinators were also asked to train their staff and volunteers in evacuation procedures. Stewards and volunteers were briefed in all health and safety procedures and child protection policy. We thank the Red Cross and University First Aiders for their professional first aid cover of the event.

Website / bookings

Website:

The website featured the same searchable event listing that was piloted last year, however several improvements were made to the system, such as the introduction of a search by event reference number option and an event spotlight box at the top of every webpage. The spotlight box was used to highlight events and offer a one-click link to the event. Please see Appendix 3 for a screenshot of the Festival of Ideas website. Changes were also made to improve the continuity between the Festival of Ideas website and Science Festival website so that both websites looked and behaved in a similar fashion.

The website was fed from an online Event Management System where co-ordinators could enter their own event details. This helped to minimise the occurrences of inaccurate information on the website or in the printed programme. We will keep encouraging co-ordinators to use this system next year (rather than submitting details by email) in order to reduce errors and minimise the amount of office time spent on data entry.

For next year's website, we will work with colleagues in Management Information Services Division (MISD) to create a rolling spotlight box which can be updated automatically from the Event Management System (all changes were laboriously made by hand this year). The search options could also be improved to make them more simple to use and make searches quicker. Event descriptions on the website could be made more attractive by encouraging co-ordinators to include photographs.



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The Festival of Ideas website was updated more regularly. A 'Latest news' page was introduced featuring links to the most recent press articles mentioning the Festival of Ideas and news articles which featured speakers from the Festival.

During October, (the two and a half weeks in the run-up to the Festival and the 12 days of the Festival itself) there were over 17,500 visits to the Festival of Ideas website and over 95,000 page views. Over 39% of the visits were from people who had never visited the Festival of Ideas website before. Full details of the traffic to the Festival of Ideas website are in Appendix 3.

Bookings:

This year, we piloted the use of Eventbrite (www.eventbrite.com) as an online booking system, used in conjunction with telephone booking. Eventbrite (an external booking website) was hyperlinked to from the Festival website. The online booking system proved very effective in reducing the quantity of telephone calls the main Festival booking line received and cutting the administrative time spent producing door lists. We will recommend the use of Eventbrite for online booking to event co-ordinators and provide support on its implementation. If co-ordinators also use Eventbrite, it will reduce the number of different booking websites in use and make the process less confusing for the general public. We will still advise co-ordinators to offer a telephone booking option for those members of the public who do not have internet access.

The website and booking system contained the most up-to-date, comprehensive information on events, including access information, age restrictions and booking details. The increased use of the online booking system means that we cannot emphasise restrictions as we would with telephone booking and that members of the general public do need to carefully read all information.

Signage and navigation

Signage was put up by colleagues in the Community Affairs team around the five main locations used during Saturday 23 October; Mill Lane, New Museums and Sidgwick Sites, the Pitt Building and Newnham College. The signage, however, can not easily be attached to some surfaces and so often falls down over the course of the day. We will look into signage which can be attached more easily and also has the Festival branding.

We will stress to co-ordinators the importance of displaying signage and particularly putting up signs at cancelled events. We will also ask co-ordinators to be present at cancelled events to suggest alternative events or apologise to disappointed members of the general public.

Publicity and the programme

Programme:

A number of changes were made to the printed programme this year and continuity was improved between the two Festival programmes (the Science Festival and the



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Festival of Ideas). Event reference numbers were introduced to make it quicker and easier to refer to events (both online and over the phone) and the map references were redesigned to make sure that these could not be confused with event references. More comprehensive venue information was included (street names as well as postcodes) and clarity of the map in the back of the programme was improved by using zoomed in cut-aways. Booking information was made less ambiguous by stating the details in full (pre booking details were not previously included for the main Festival's booking line).

Anglia Ruskin University events were fully integrated into the programme this year. This made the programme far less confusing as all events were in chronological order, and also makes it possible, in future years, to label each page with the date to make locating events easier.

Publicity:

Please see page 15-16 for information on programme distribution.

In addition to current programme distribution, we will investigate making programmes available in City shopping centres and using more, highly visible street banners to publicise the Festival.

'Ideas in the Community'

'Ideas in the Community' is an exciting, innovative approach to engaging harder to reach local communities in the educational resources of the University. Developed in partnership with the Cambridge City Council Community Development Team, it consisted of a series of fun, educational sessions which took place in local community centres in the run-up to and during the main Festival. Its primary aim was to diversify the audience of the Festival of Ideas. The content of these satellite Festivals was chosen and developed in collaboration with the communities which use the centres, in order to ensure that it met local interest and a real social and educational need.

140 people came to three events held at Brown's Field Community Centre, Ross Street Community Centre and Trumpington Pavilion. A range of talks, taster sessions and workshops took place for all ages. Participants enjoyed a rag-rug making workshop, healthy cooking demonstration, African drumming, mask making, mono-printing, and talks on the 'lost medieval gardens of Cambridgeshire', 'varieties of English around the world', and 'the history of transport in Cambridge'.

"Two excellent lectures with good illustrations and slides about medieval gardens and Cambridge transport - both subjects were enlightening."
Comment from a visitor at 'Ideas in the Community' at Ross Street Community Centre.



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Actions and improvements for the future

We were extremely pleased with the development and delivery of 'Ideas in the Community', and plan to work in partnership with the City Council Community Development Team again, to run this strand as part of next year's Festival. In response to feedback, we will make a number of logistical modifications, including considering new community venues and reviewing the timings for the days. We will also make sure that the sessions are correctly targeted and marketed to community groups who use the community centres.

Saturday 23 October

Event description

Many talks, hands on activities and workshops took place on Saturday 23 October with open afternoons in several departments at the University, museums and many partner organisations.

Events took place on the University's Sidgwick Site, Mill Lane Site, the New Museums Site, Cambridge Archaeological Unit and at various City venues. There were Information Points on the Sidgwick Site as well as the Pitt Building in central Cambridge. Stewards at the Information Points provided details of activities taking place throughout the day, handed out programmes and gave directions to visitors.

The Festival team ran a series of five talks aimed at adults in the Mill Lane Lecture Rooms. The talks included Spike Bucklow explaining the human fascination with gold, Ha-Joon Chang dispelling the myths about capitalism and speakers from the Faculty of Modern and Medieval Languages examining the development of different writing systems throughout the ages.

The headline event aimed at children was Jacqueline Wilson speaking about her life and works. Other popular children's activities included the 'Prehistory day', 'Drumming workshop' and drop in drawing events at the University Museums.

We held events again at Newnham College including a performance by the popular Cambridge University Dancesport Team and talks by the author Mary Hoffman and Dai Jenkins.

We estimate that over 2,500 members of the public attended activities during Saturday 23 October.

Comments from Saturday event co-ordinators

Napoleon Katsos, Senior Research Associate, Research Centre for English and Applied Linguistics

"One attendant commented that the acoustics of the rooms could be improved upon, and that there was no loop induction for the hearing impaired. This is something I will try to take into account when selecting rooms in the future."



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Dr Lizzie Burns, Bringing science to life

"Many thanks everyone for all your help and the opportunity to run 'Art of Dreams' together with Dr Matt McFall. It was a fascinating theme and we're both still taking in all the thoughtful creations and ideas that emerged."

Saturday visitor comments

Positive comments:

*"Good presentations and engaging speakers."
"Enjoyed the talks and Questions and Answer sessions."
"Enjoyed working in a group." ('Drumming workshop')
"Enjoyed the book signing." ('Jacqueline Wilson')
"Very hands on, the children and the adults enjoyed all the activities." ('Prehistory day')
"Friendly and welcoming staff."*

Suggestions for improvements:

*"Fixed timings when actually rolling."
"Not enough history talks."
"Most of the events suitable were on one day. A better spread over the half term week would have been good. But still worked well."
"Not enough seats for all."*

Actions and improvements for the future

There was a good turnout for all events on Saturday 23 October with the series of adult talks in the Mill Lane Lecture Rooms being particularly well attended and received by members of the general public.

Logistical difficulties were encountered due to the use of multiple sites spread out across the City. Next year, we will explore using fewer sites over a smaller area of the City Centre. This will also help people to attend the maximum number of events on offer and reduce the time spent travelling between locations.

Children's events on Saturday 23 October were well attended and the headline talk, 'Jacqueline Wilson' reached capacity. Unfortunately, this talk did not start on time as the room was in use for a lecture prior to our event and as a result there was insufficient time to seat the theatre. Next year, we will schedule headline events in venues with at least an hour free beforehand. We will also investigate using scanners to process tickets for entry into large events such as the Jacqueline Wilson talk. This will speed up the process for ticket takers and get the queues moving faster.

The Saturday 23 October programme this year included fewer events for children and the events that did take place were spread across several sites. We will look investigate programming a wider variety of events for children on a larger scale and utilise more central venues for these activities. We would like to build on the success



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and popularity of the children's authors strand of the Festival and put on more high profile literary events.

'Spotlight Talks'

Event description

The series of 'Spotlight Talks' was expanded from seven talks last year, to ten talks this year. The series was renamed this year to minimise the confusion in the programme of referring to one talk as an 'Evening Talk' even though the surrounding talks in the programme are also talks running in the evening. The 'Spotlight Talks' are organised centrally by the Festival team (some talks were co-programmed this year). The topics ranged from a discussion on the future of finance (sponsored by Barclays Corporate), to the probability that there is life on other planets, to an examination of whether the West is losing its power. Attendance was up on last year, with the majority of talks being approximately three quarters full. We estimate that over 1,400 members of the public attended the 'Spotlight Talks' during the Festival.

Title	Speaker(s)	Approximate number of attendees
Howards End (PG): adaptation from literature to film	Professor Adrian Poole	80
The Mark Pigott Lecture: When did the British Constitution become un-written?	Linda Colley	90
Future of finance (Sponsored by Barclays Corporate)	Colin Lizieri, Simon Taylor, Professor William Brown, John Kelting	180
Attitudes to body image	Ben Barry	This event was cancelled
The future of the book (Presented with Anglia Ruskin University)	Professor John Thompson, Richard Fisher and Juan Lopez-Valcarcel	170
Life on other planets	Lord Rees	210
Is the West losing its power?	Will Hutton, Professor Christopher Hill, Professor Stephen Chan and Professor Jaideep Prabhu	220
Good parenting: an evidence-based perspective	Professor Jacqueline Scott, Professor Susan Golombok, Professor Michael Lamb, Dr John Coleman and Katherine Rake OBE	210



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Fiction, emotion and imagination	Dr Cain Todd	120
The reluctant bride	Lucy Mangan	128
Approximate number of total attendees		1408

Comments from ‘Spotlight Talks’ event co-ordinators

Samantha Rayner, Deputy Director, CoDE, Anglia Ruskin University

“Thanks again to you and your team! Here’s to next year!”

Comments from Spotlight Talks visitors

Positive comments:

“The talks from professors with their studies are very interesting and also interaction between them and the attendants through questions made the event useful and practical.”

“Chance to hear an expert present a thoughtful talk on a subject I knew little about, presented for a general audience.”

Suggestions for improvements:

“The talks I was interested in were too early in the evening (too early for full time workers, or those awaiting childcare from!). But I appreciate that only applies to a few people.”

“There could be more talks and maybe discussions.”

Actions and improvements for the future

One of the high profile ‘Spotlight Talks’ was unfortunately cancelled. This event did not require pre booking and as a result it was inconvenient and disappointing for members of the public to be turned away. Information about this cancellation was on our website, however we will investigate more comprehensive methods of informing the public about programme changes. For example, it may be possible in future years for the public to register to hear about programme alterations by email.

There were a number of ‘Spotlight Talks’ which were co-programmed with University departments and external organisations. It is our intention to build upon this method of working and to provide further support for co-ordinators to feed into the series. We will expand the series to include more talks and debates next year.

The majority of the talks were held in the Mill Lane Lecture Rooms. These rooms do not have ideal audio facilities for panel discussions and so we will investigate alternative venues or equipment to improve upon the sound quality at panel discussions.



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Other ‘Throughout the Festival’ events (not centrally organised by the Festival team)

Event description

The Festival programme contained an extensive number of talks, walking tours, workshops and activities for adults as well as hands on activities and talks for children. These events were organised by University Departments, Colleges and outside organisations and not by the central Festival team.

Some of the extremely popular adult events which received positive feedback included; ‘Carmen Elektra: opera underground’, where music students composed two mini operas which were performed in the vaults of the Museum of Zoology; the ‘Town and gown walk’, led by Blue Badge Guide and local historian Allan Brigham; and the ‘Criminal Cambridge tour’ organised by the Institute of Criminology.

Popular events for children included; ‘Paleocreations’, young people were given the opportunity to reconstruct fossils at the Sedgwick Museum of Earth Sciences; and ‘Exploration station’ at the Polar Museum where children could get kitted out for an Antarctic adventure.

Comments from event co-ordinators

<i>Susan Miller, Visitor Services Officer, Cambridge & County Folk Museum</i>
<i>“Thanks for all your hard work in helping to organise this year’s Festival. Our talk, ‘The Monstrous regiment of women’ was well attended and generally well received. We did have some complaints on the evening however, regarding the admission price of £3. Several visitors mentioned that the website had advertised the event as being free.”</i>

<i>Hugo Azérad, Faculty of Modern and Medieval Languages</i>
<i>“Here we are, exhausted, but so happy: many, many smiling faces...total success (apart from the very few disgruntled people who had to be turned away!) Helpers have been great, vital in fact, thank you for sending them to me. Do make sure to thank them at the end. We rely on them 100%!</i>
<i>Suggestions for future:</i>
<i>1) Too many people turn up to one event: we should say that all events are first-come first-served, and we reserve the right to turn people away.</i>
<i>2) Late cancellations: make sure a sign is put on the building where the event was supposed to occur and perhaps suggest that people should check a few days in advance if the event has not been cancelled or that the venue has not been changed.”</i>

<i>Sally Marsh, Education Assistant, Cambridge University Botanic Garden</i>
<i>“Our events for families on Wednesday and Thursday were really well attended and we collected some lovely comments from people. Our bookable event for ‘Nature as design’ on Monday went less well as less than half of the people who had booked on actually turned up. This was a big shame for both the tutor who</i>



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had put so much effort into preparing the day and for those who were unable to get a place. A few of the people who did not come had actually booked multiple places."

Reverend Peter Hayler, Chaplain to University Staff, Great St Mary's University Church

"It was my first time as a contributor and it was good to be involved. It was good to use the established 'machinery' of the Festival to get great publicity/advertising for very little effort, which enabled me to have a go - and also to use it as a sort of 'free market' experiment on the levels of interest in the multi-faith 'agenda' and on the utility of Merton Hall Farmhouse. The staff at the Gates were very generous and hospitable. Some visitors struggled with being 'off the map'. I wonder would it have been possible to list the series all together in one place, rather than scatter them chronologically through the programme."

Giulia Portuese-Williams, Director & Founder, Italian Cultural Centre La Dante in Cambridge

"It was the first time La Dante participated with four events, I can only say that they were all very successful. One lady said: 'thank you for organising such wonderful events', after attending the Puccini event at La Dante. Thanks so much again and look forward to working with you and your team again next year."

Annette Shelford, Museum Education Officer, Sedgwick Museum of Earth Sciences

"A massive thank you to you and your team too for your huge help with bookings and the publicity, it really makes a difference and has worked extremely well this year. While the adult events we've run this year haven't brought in a huge number of new visitors, the vast majority of them have picked up the events from the Festival programme which is clearly working very well. One guest said: 'thanks for organising these wonderful free cultural events'. Another comment which we received several times from rather flustered late arrivals was that events should have breaks between so people can get across town from an earlier talk... It might also be worth reinforcing the age tolerances when people book so as to avoid disappointment."

Judith Jones, Marketing and Fundraising, Rowan

"All participants responded positively to Rowan, and all students responded positively to the participants. Communication and ideas sharing took place between participants, staff and volunteers. Without administrative support from the Office of External Affairs, we would not have been able to participate"

'Throughout the Festival' visitor comments

Positive comments:

"Most of the talks were very interesting and well presented."



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"Enjoyed the breath of the talks."
"The programme was extremely varied and interesting: I wish I could have attended many more talks."
"Professionalism of the speakers and talk very well organised, appropriate length of time."
"The 'Town and Gown walk' with Allan Brigham vividly brought to life the 2000 year saga of the river, streets, markets and governance of Cambridge, spiced with the leader's great humour and empathy."

Suggestions for improvements:

"More music related talks, language and history talks or films."
"Over ran, speakers were hurried."
"Some talks required prior knowledge."

Actions and improvements for the future

Attendance at pre booked events could be improved by over booking by 15% to allow for some participants not attending. We will also send out an email in future years to all booked participants in the week running up to the Festival to stress the importance of attendance and to also ask them to cancel if they do not intend to attend.

Age restrictions for events are listed in the printed programme, on the website and booking system. Next year, we will ensure that age restrictions are also printed on the Eventbrite tickets so that the restrictions are absolutely clear on all forms of communication.

We will work closely with co-ordinators to make a number of improvements to event logistics. Many Festival of Ideas visitors attend a number of events, often with very busy schedules. It is imperative that events start and finish on time and so we will work with co-ordinators to reinforce this message.

We will provide more advice and guidance to co-ordinators on inputting their information into the online Event Management System (this system feeds the printed programme and the website). We will work with co-ordinators to make sure that both the programme and the website are as accurate and up-to-date as possible. The Festival of Ideas team will try to pre-empt events which are likely to be over-subscribed early on and to suggest alternative venues with a larger capacity.

Events for schools

Event description and actions and improvements for the future

The schools component of the Festival of Ideas, 'Inspiring Ideas', was due to pilot this year, however did not run due to staff changes within the Festival of Ideas team. We will pilot 'Inspiring Ideas' at the 2011 Festival of Ideas.

Schools in Cambridgeshire and surrounding counties were sent the main Festival programme along with a letter drawing out appropriate events for schools grouped by subject area. There was a good takeup at these events from schools including at 'How to read poems' and 'Running the British economy'. We will investigate creating



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a more appealing programme to highlight events for schools which will make the Festival of Ideas more accessible and clear for teachers.

Ideas for future events from visitor feedback

- Animation events
- More theatre/performance
- More creative writing workshops
- More history-based topics
- More language/linguistics
- Author talks
- Topics on jobs and employment, employability
- More talks/hands on activities for children
- History of the Colleges / University
- Environmental sustainability
- Government and politics
- Computer technology
- Family development topics
- Religions
- Samuel Pepys Library
- Homeopathy and natural medicines
- Further poetry events
- Food trends
- Intercultural awareness
- Print making techniques

Publicity for the Festival of Ideas

Print run and distribution

A print run of:

- 30,000 x near-A5, 32 page full colour programmes
- 5,000 A6, double sided full colour flyers
- 500 x A3 full colour poster
- 35 x A1 full colour poster

Programme distribution

- 9,000 copies to a regional 75 mile radius from Cambridge using the Cambridge City Council Distribution Services
- 5,100 to all Cambridgeshire schools and colleges + 2,500 A6 flyers + 400 x posters
- 1,000 to the Cambridge Tourist Information Centre
- 1,000 to the Cambridge University Press bookshop
- 300 to sponsors, speakers and reception guests
- 600 to event co-ordinators
- 600 to Cambridge Colleges
- 4,000 available for Saturday and evening lectures



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- 3,000 available for telephone and email requests, and to our mailing list
- 1000 to community centres

In future years, we will reduce the number of A1 posters we print and instead increase the number of A3 and A4 posters produced as these are preferable for notice boards. We will also produce promotional materials such as logo bugs, bookmarks or balloons to hand out at children's events.

Publicity and marketing

With the help of colleagues in the Communications team, the Festival of Ideas received coverage from local and national, print and broadcast media. A web story was written every day of the Festival highlighting upcoming events and reviewing past talks.

Full details of Festival of Ideas media coverage can be found in Appendix 1.

Selected Festival of Ideas publicity:

Culture 24 <i>Jacqueline Wilson and snake charming in Festival of Ideas at University of Cambridge</i> Online article with colour photos	12 September 2010
Cambridge News <i>Something new to try at Ideas event</i> 334 word (online and print) article	1 October 2010
Cambridge First <i>Festival of Ideas for Cambridge</i> 301 word (online and print) article with colour photos	21 October 2010

The marketing plan for the Festival of Ideas built upon last year's plan and further developed targeted marketing for specific events. With the help of colleagues in the Community Affairs team, there was an extensive campaign of email marketing to targeted community groups and details of the Festival were uploaded to relevant external websites.

There was no Grafton Centre promotion day for this year's Festival. We will investigate re-instating this next year and look into a promotional aid to engage members of the public (the Science Festival uses a remote control robot to attract families to the stand).

New media

Use of new media to promote the Festival of Ideas was expanded from the promotional activities used to market the Science Festival back in March. Regular updates were made to both Twitter and Facebook with details of upcoming events,



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links to news articles and invitations to provide feedback on the Festival. Cohesion of the Festival's online presence was also improved by linking all social media sites together which allowed fans to follow the Festival using whichever new media method they preferred. The Festival team also worked closely with colleagues in the Communications team to ensure important information was reposted on the main University of Cambridge social media sites.

The iPhone was used at Festival events to send real-time tweets (text-based posts), photos and audio recordings to Facebook and Twitter followers.

The Cambridge Festival of Ideas Facebook page currently has 661 fans. The number of total likes has been steadily rising since last year, and this rose to over 600 during the 2010 Festival. The number of page views peaked at 115 in one 24 hour period during the Festival. Full details of traffic to the Festival of Ideas' Facebook page are in Appendix 3.

The Festival of Ideas Twitter feed has 347 followers. The team tweeted slightly less frequently this year than last and this is something we will rectify next year. Full details of the Festival of Ideas Twitter feed are in Appendix 3.

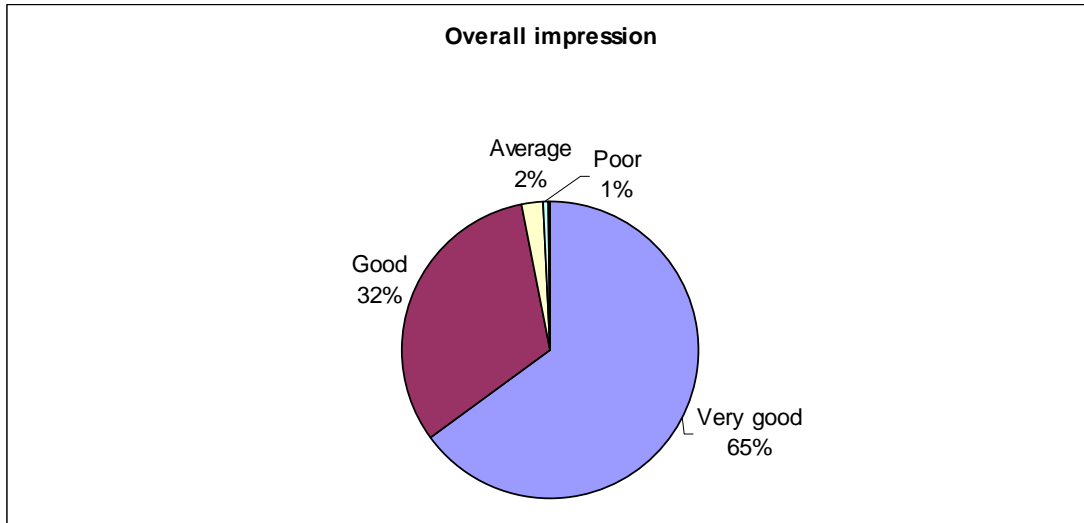
We will increase the number of visitors using Twitter and Facebook to follow the Festival by including links to our social media sites in the printed programme, on emails and event tickets.

Various Festival events were filmed, including ballroom dancing by the University Dancesport Society, children taking part in hands on activities at the 'Prehistory day' and the 'Drumming workshop'. This footage will be edited into a short promotional video for the Festival of Ideas website. Thanks go to Nick Saffell and colleagues in the News team for their assistance in filming Festival events.

A selection of the 'Spotlight Talks' were audio recorded and then uploaded to the main Festival of Ideas website within a few days of the talk. The recordings were also available on the University's Streaming Media Service which feeds into iTunesU and YouTube.

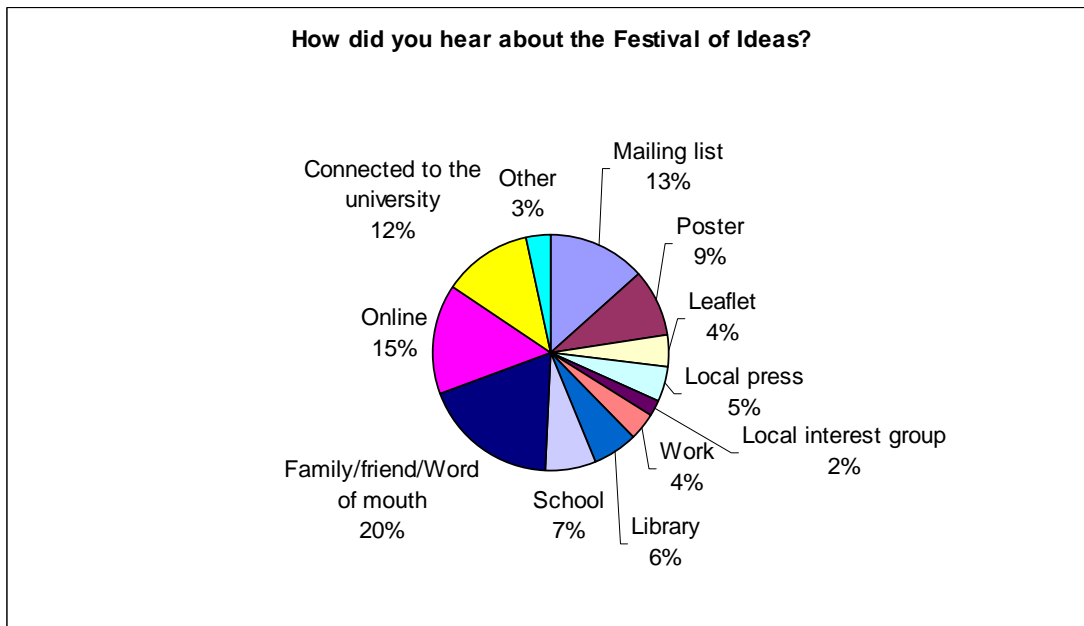
Visitor statistics from evaluation forms

We processed information from 424 paper evaluation forms (please see appendix 2 to view the form) to assess feedback from the general public about the Festival. We also conducted an online questionnaire (please see appendix 2), for which we had 265 responses.



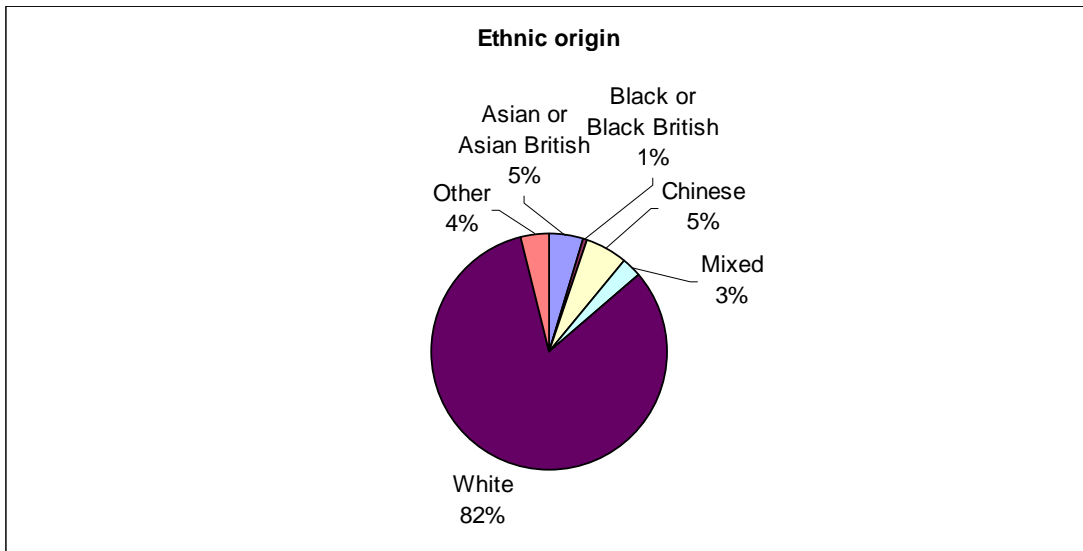
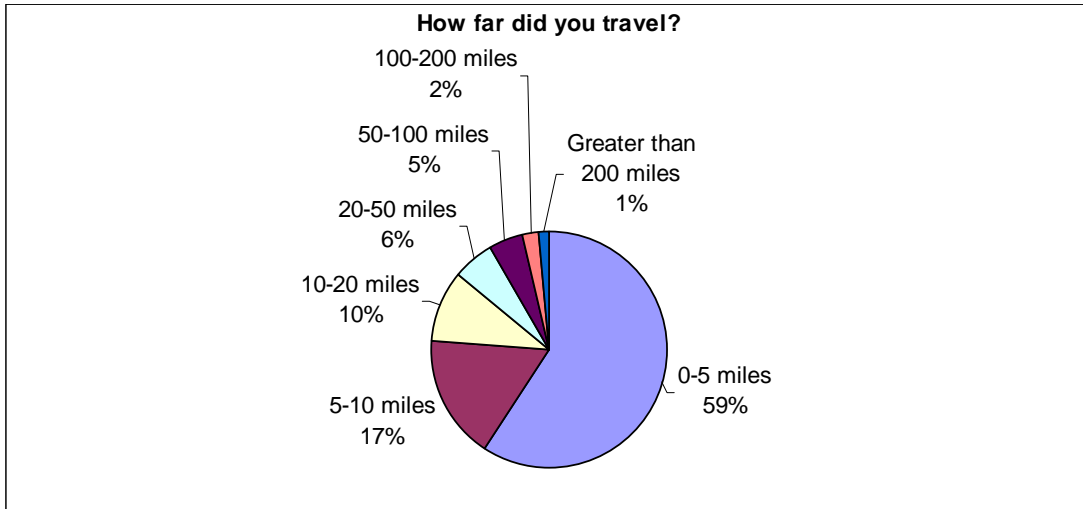
The overall impression of the Festival was quite similar to feedback from the 2009 Festival of Ideas, however there was a 1% increase in people who rated the Festival as 'very good' or 'good'.

The following question aimed to assess the effectiveness of our various marketing efforts.



We are pleased to see that 'family/friend/word' of mouth is high as the public is clearly enthusiastic about the Festival. We are also glad that our online marketing strategies proved so effective and will develop this further next year.

The following few questions aimed to assess the geographic and demographic statistics from participants.



Group	Event%	Local% ¹	Area% ²	Region% ³
Asian/Asian British	5	4	1	2
Black/Black British	1	1	1	1
Chinese	5	4	1	1
Mixed	3	2	1	1
White	82	89	96	95
Other	4	0	0	0

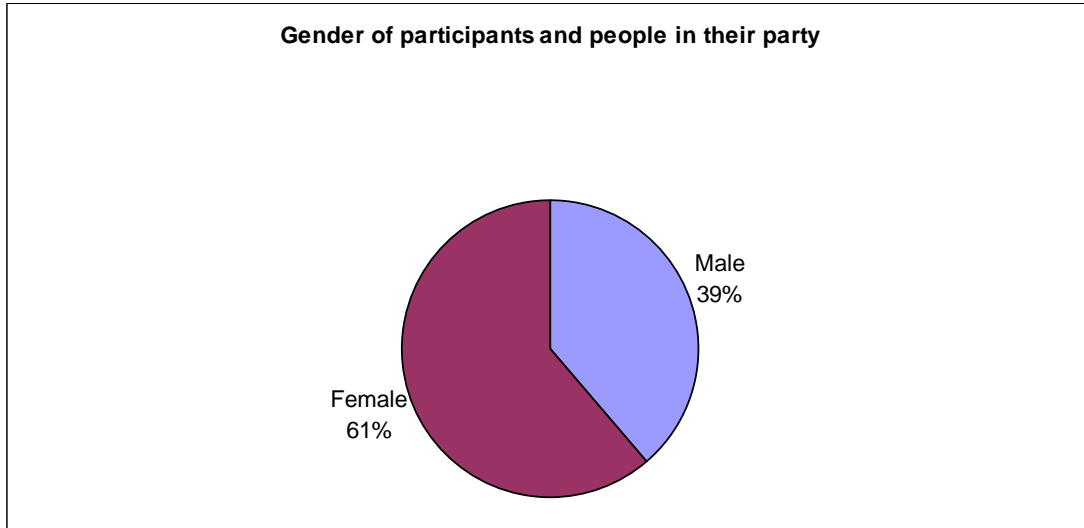
¹ Statistics taken from ONS 'Local Authority' data from 2001 Census = the city

² Statistics taken from ONS 'Education Authority' data from 2001 Census = the county

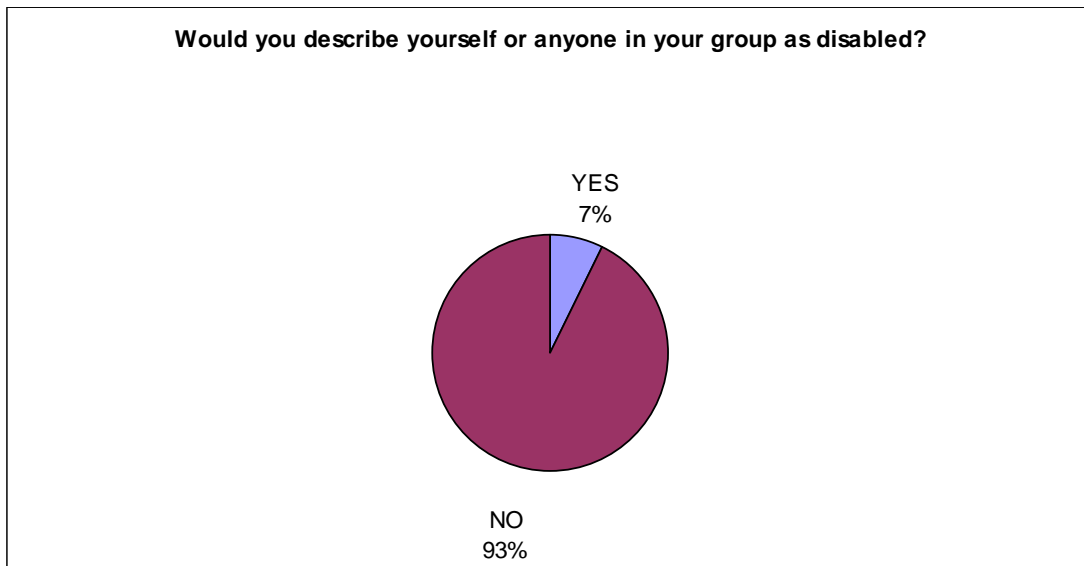
³ Statistics taken from ONS 'Health Authority' data from 2001 Census = the eastern region



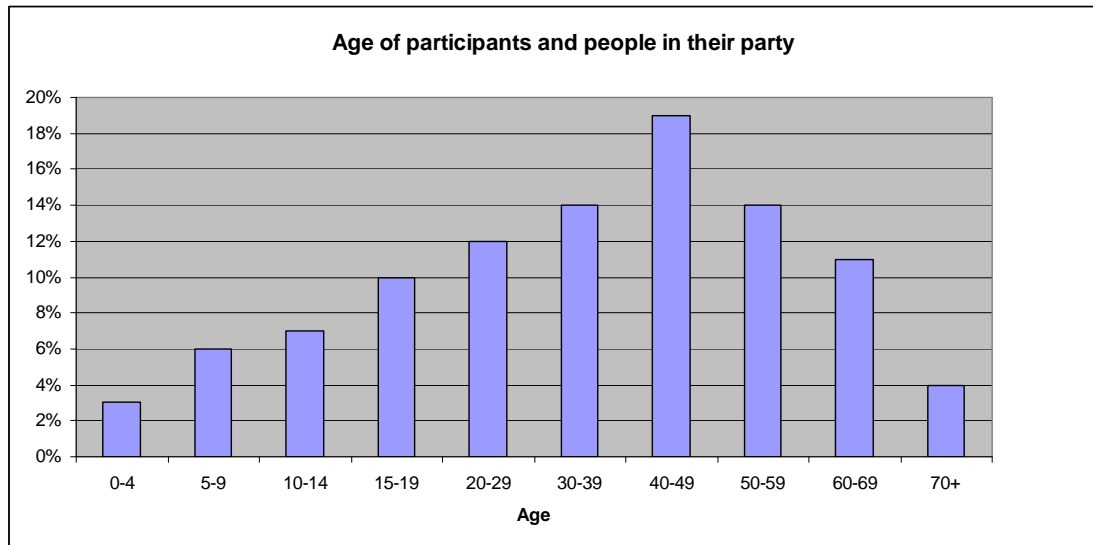
The proportion of respondents who were of Asian/Asian British, Chinese, Mixed or other ethnic origin was slightly higher than the statistical proportions for the city, county and the eastern region.



There were a high number of female respondents; however we do not believe that this is an accurate representation of the gender of attendants at the Festival as females may be more likely than men to complete a feedback form. This highlights the importance of using random sampling for feedback to gain a more accurate picture of the gender of participants and also counting the number of female and male attendees where possible.



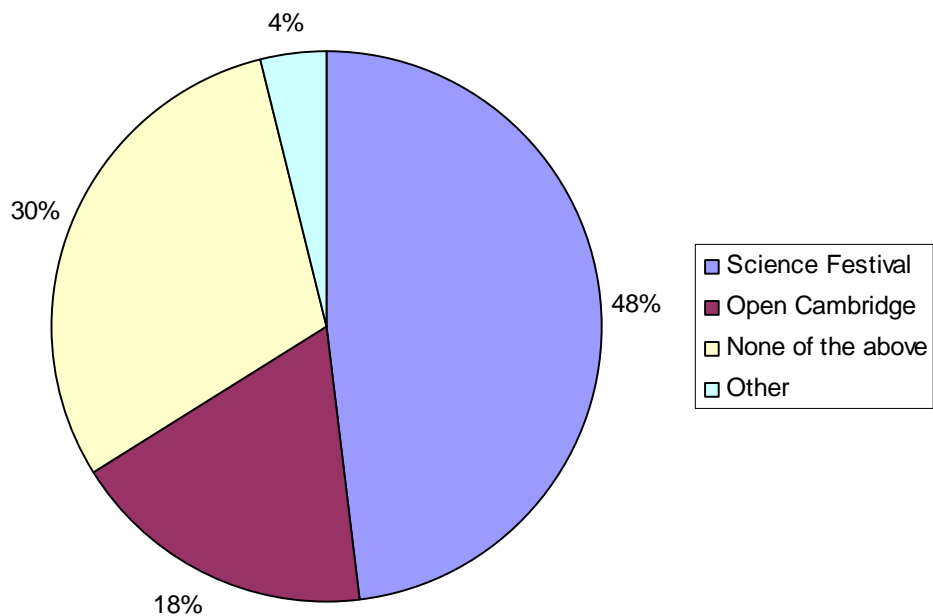
This statistic for disability is within tolerance of Cambridge City Council's Mapping Poverty report conclusion that 10% of working age claimants for Housing Benefit and Council Tax Benefit are disabled, where 61% of claimants are of working age.

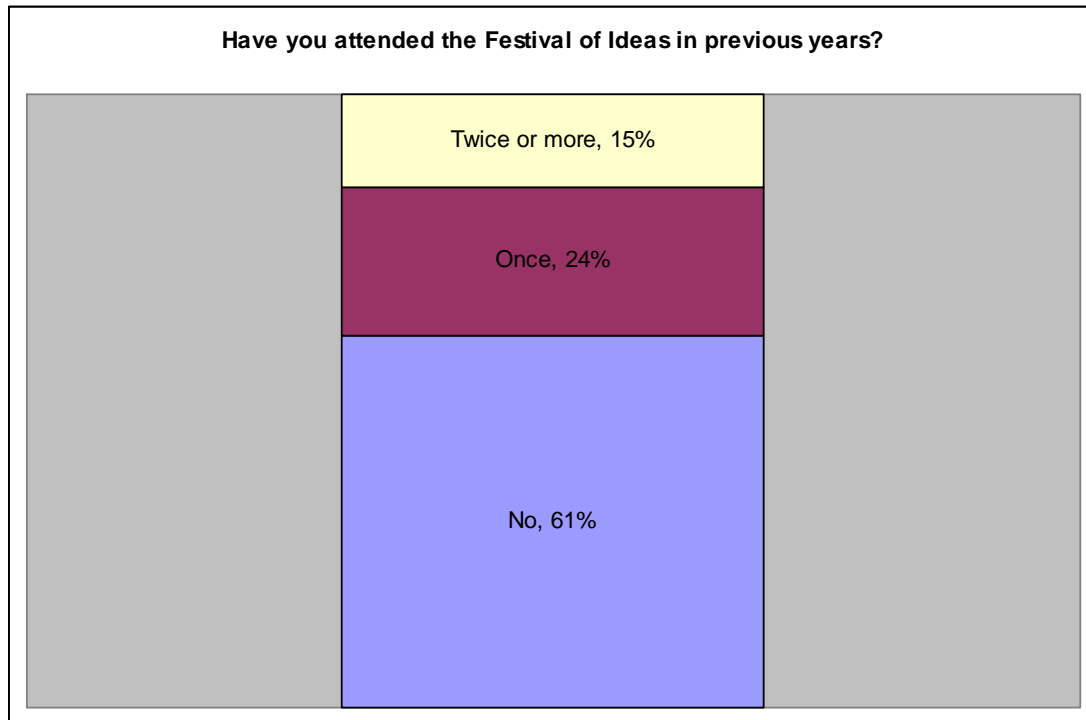


Participants who completed the online questionnaire provided the following additional feedback.

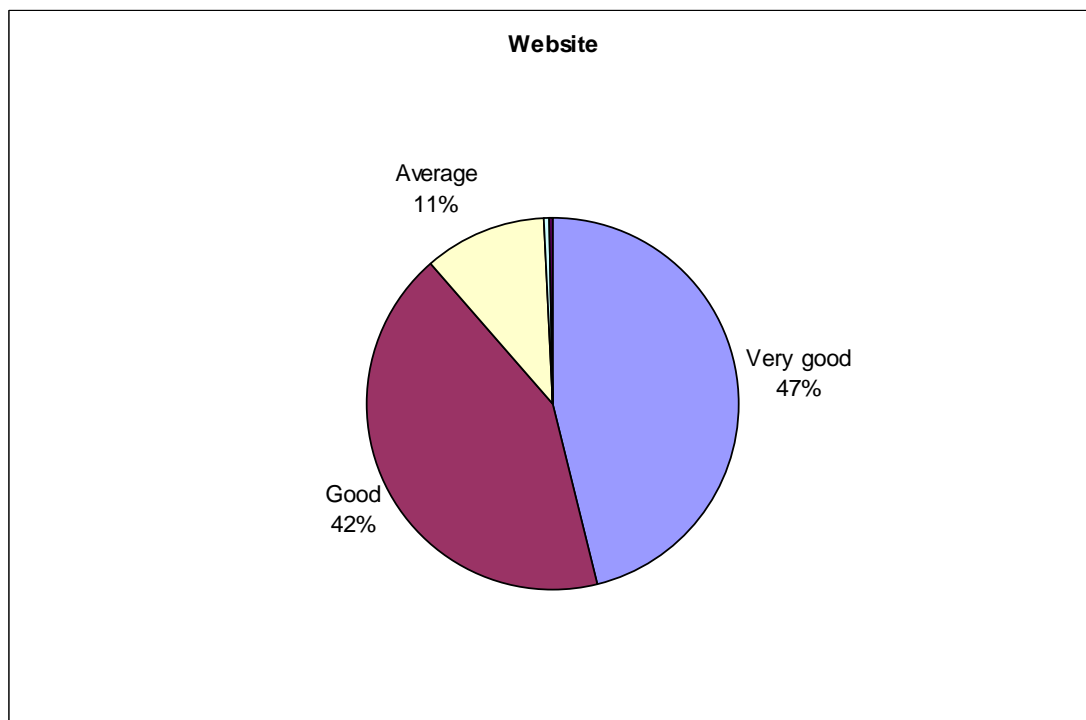
Previous attendance at University of Cambridge Festivals

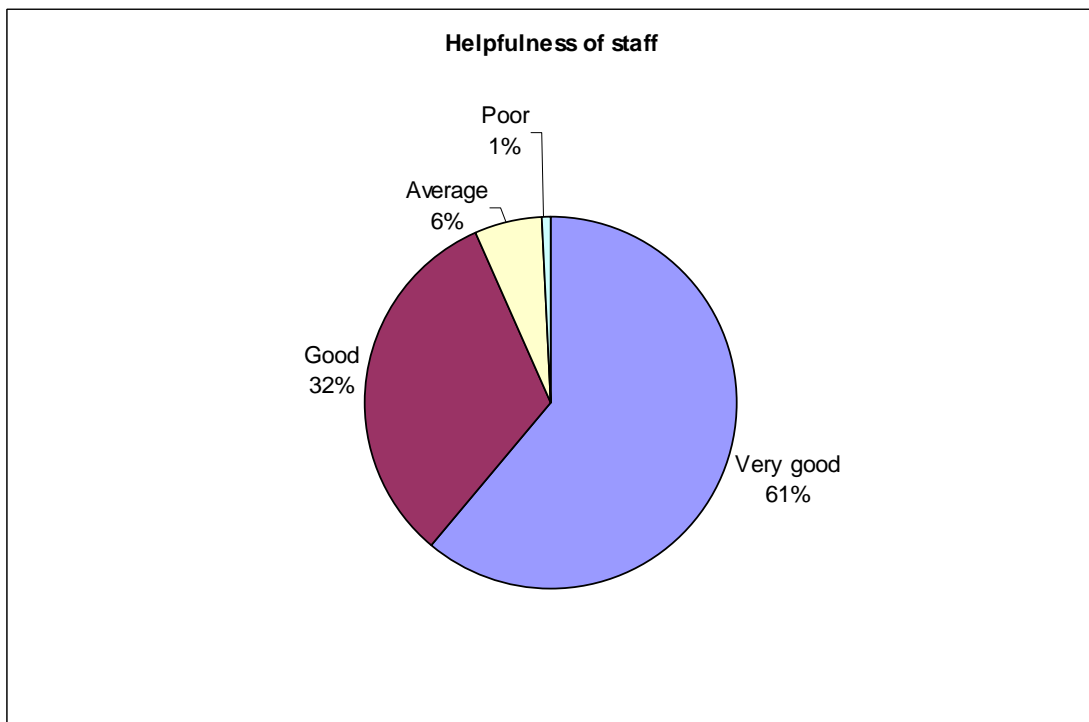
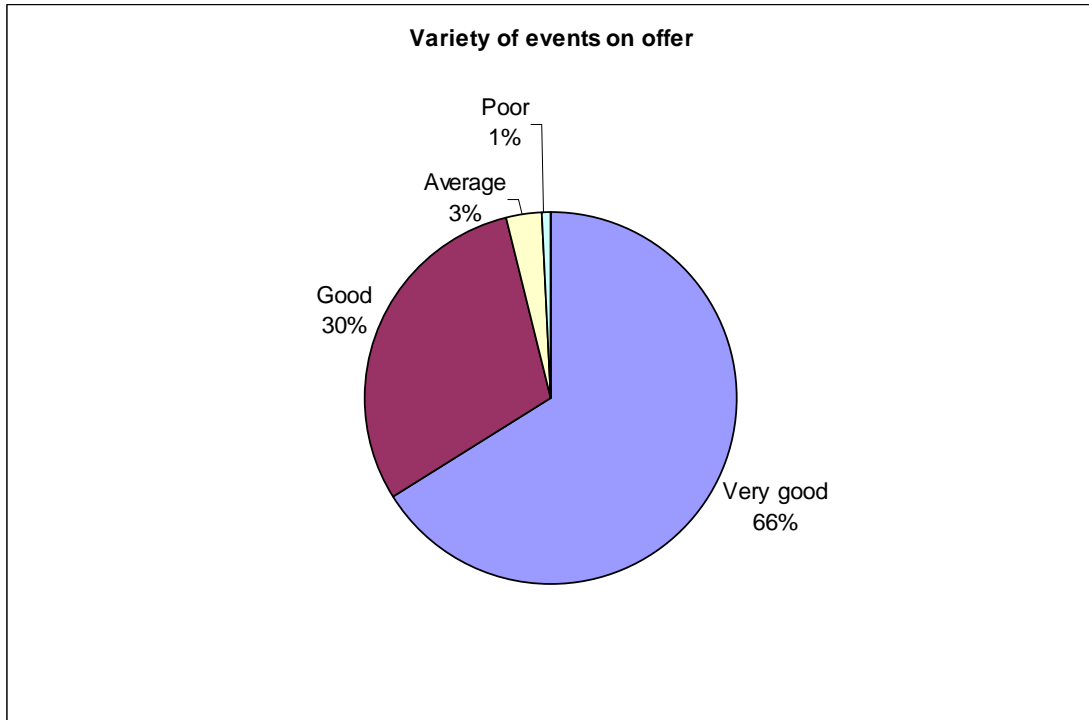
Have you previously attended any of our other events?

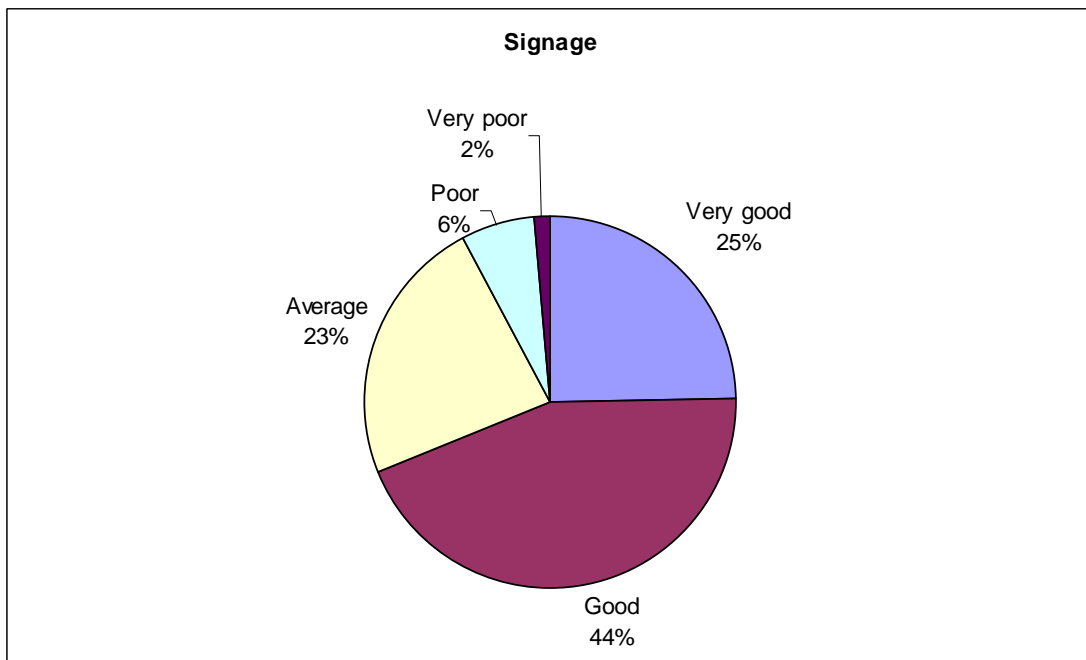
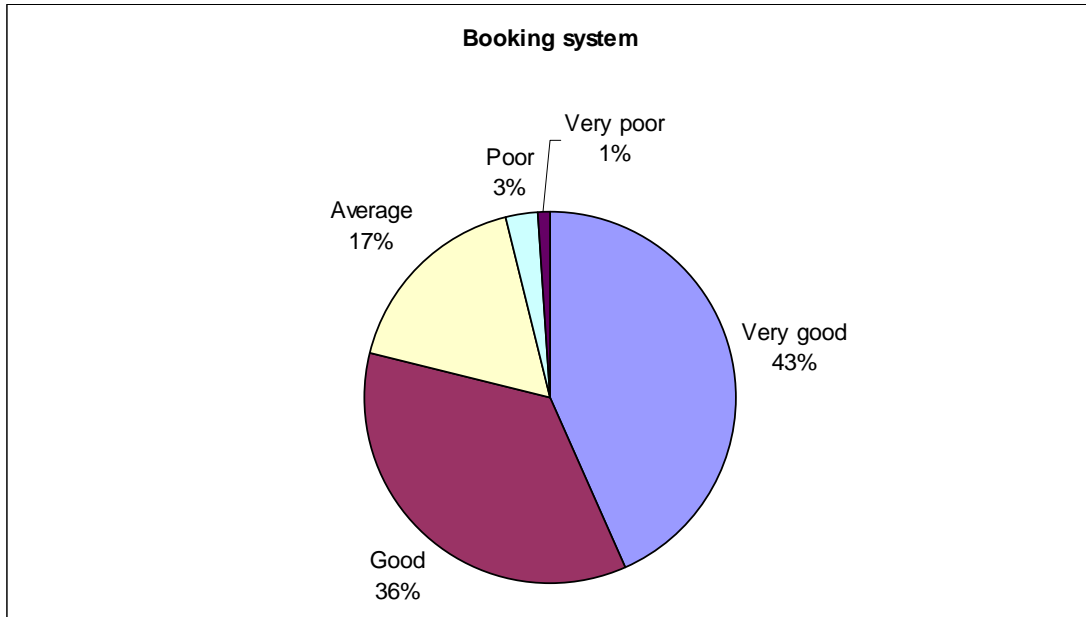




Online evaluation participants were also asked to rate the following aspects of the Festival organisation.









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Actions and improvements for the future

The Cambridge Festival of Ideas 2010 received positive feedback from the general public. The attendance at events was up on last year and 97% of people gave feedback that the Festival was 'very good' or 'good'. The Festival is meeting our aims and objectives and our evaluation work shows that the Festival of Ideas is valued both by Cambridgeshire residents and the University and College institutions taking part.

We have received some extremely constructive comments from the general public and from co-ordinators about the Festival. We will be applying the following changes to the Festival next year:

- Improve and develop the Festival marketing strategy to try and reach more people who have never attended a University festival before.
- Encourage departments to concentrate on organising fewer, but higher profile events.
- Develop more events for children, particularly on the first Saturday.
- Pilot the schools' strand of the Festival; 'Inspiring Ideas'.

The Festival of Ideas team is extremely grateful to event organisers in arts, humanities and social sciences departments, museums, student societies, Colleges and external organisations for delivering a diverse and high quality Festival. We have made a number of improvements to the Festival this year, and look forward to developing and expanding the Festival of Ideas next year.

Thank yous

The Festival of Ideas is made possible through funding from the Higher Education Funding Council for England (Higher Education Innovation Fund) and sponsorship support from Cambridge University Press, Barclays Corporate, the Darwin Festival, the John Coates Charitable Trust, Irwin and Joan Jacobs, Granta and Anglia Ruskin University.

We would like to thank senior members of the University of Cambridge who have been supportive in establishing the Festival of Ideas. Thanks go to the outgoing Pro-Vice Chancellors; Professor Ian Leslie (Research) and Dr Kate Pretty, (International Affairs) as well as the newly appointed Pro-Vice Chancellors; Professor Lynn Gladden (Research) and Professor Ian White (Institutional Affairs). We are extremely grateful to Professor Simon Franklin (School of Arts and Humanities) and Professor Willy Brown (School of Humanities and Social Sciences). Thanks also to the Director of External Affairs and Communications, Stephen Jolly and to Lorraine Headen and colleagues in the University Development Office and Alumni Relations Office. We would like to thank the many Heads of Departments for their financial, staff and student time commitment.



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The Festival team would like to thank all of the speakers who took part in the Festival, including academics and external speakers.

We thank our partners: Vital Communities, Central Library Cambridge, Cambridgeshire Film Consortium, The Big Draw, Moving tone, Cambridge City Council, Renaissance East of England, Routes into languages and Arts Picturehouse Cambridge.

We would like to thank all of our colleagues in Community Affairs, and the wider Office of External Affairs and Communications for their considerable time spent on the Festival of Ideas. Our PR officers for 2010 were Mandy Garner and Stuart Roberts and we thank them both for all of their hard work.

Steve Homent and his team at Central Sites Technical Services impress us every year with their dedication, technical skills and enthusiasm for the Festival. We also received good technical and custodian support in many other venues.

Thanks also go to our designer, Mark Mniszko of Cambridge Design Studio, who designed the programme as well as the publicity materials.

We are extremely grateful to Simon Redhead and Barney Brown for all their help on the website.

In addition to the many lecturers and contributors listed in the main body of the evaluation report, we also thank the event co-ordinators across the University and partner organisations whose hard work, volunteer recruitment and management was much appreciated by thousands of visitors.

Festival of Ideas event co-ordinators

Thanks go to the many lecturers and contributors who took part in the Festival of Ideas, and to the event co-ordinators across the University and partner organisations.

Vicky Aldred	Faculty of English
Katherine Antoniw	Scott Polar Research Institute
Madie Armstrong	Judge Business School
Hughes Azerad	Faculty of Modern and Medieval Languages
Aidan Baker	Haddon Library, Faculty of Archaeology and Anthropology
Erica Berzaghi	Anglia Ruskin University
Susie Biller	Kettle's Yard
Reverend John Binns	Great St Mary's University Church
Dr Zoe Binns	Faraday Institute
Katie Birkwood	St John's College Library
Allan Bringham	Blue Badge Tour Guide
Alexander Blustin	Moving Tone
Paula Briggs	Access Art
Spike Bucklow	Hamilton Kerr Institute
Dr Lizzie Burns	Educational Artist



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Anne-Laure Cano
Professor Christine Carpenter
Mary Chalk
Li-Kuei Chien
James Clackson
David Clouter
Professor Tony Cockerill
Julie Coimbra
Kelly Cole
Joan Dearman
Amy Devine
Nick Devison
Faith Dodkins
Anaëlle Ferrand
Kevin Flanagan
Su Ford
Yvonne Gibbs
Laura Gisborne
Mick Gowar
Joanne Gray
Polly Griffiths
Hannah Haines
Tom Hall
Pam Halls
Professor Hans van de ven
Ruth Hardie
Dr Elizabeth Haresnape
Sarah-Jane Harknett
Sara Harrop
Reverend Peter Hayler
Henriette Hendriks

Lewis Herbert
Liz Hide
Richard Hoadley
Polly Hodgson
Andrew Holding
Steve Homent
Dr Lila Janik
Yseult Jay
Gladys Jones
Judith Jones
Napoleon Katsos

Issam Kourbaj
Professor Nicholas de Lange
Jenni Lecky-Thompson
Sean Lang
Saira Law
Dr Pei-Yin Lin
Yi-Jun Lin

Alliance Française
Faculty of History
School of Arts and Humanities
Faculty of Asian and Middle Eastern Studies
Faculty of Classics
Cambridge Media and Film Academy
Faculty of Economics
Centre of Latin American Studies
Open University
Faculty of Education
Faculty of Education
Anglia Ruskin University
IJAD Dance Company
American Battle Monuments Commission
Anglia Ruskin University
Social Anthropology
Faculty of Economics
Kettle's Yard
Anglia Ruskin University
Cambridgeshire County Council
TrustMusic
University Library
Anglia Ruskin University
Cambridge Museum of Technology
Faculty of Asian and Middle Eastern Studies
Faculty of Music
Faculty of History
Museum of Archaeology and Anthropology
McDonald Institute for Archaeological Research
Great St Mary's University Church
Research Centre for English and Applied
Linguistics
Anglia Ruskin University
Fitzwilliam Museum
Anglia Ruskin University
Cambridge Folk Museum
Skeptics in the Pub
Central Sites Technical Services
Department of Archaeology
Faculty of Modern and Medieval Languages
White House Arts
Rowan
Research Centre for English and Applied
Linguistics
Christ's College
Faculty of Asian and Middle Eastern Sciences
Faculty of Philosophy
Anglia Ruskin University
The Heretic Club
Faculty of Asian and Middle Eastern Sciences
Faculty of Asian and Middle Eastern Sciences



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Gaynor Lindsay-Walters
Miriam Lorie
Nina Lubben
Sally Marsh
Sam Mather

Matt McFall
Professor David McMullen
Susan Miller
Olesya Nikiforova
Joumana Mourad
Heidi Mulvey
Lizzy O'Hara
Dr Susan Oosthuizen
Karen van Oostrum
Jussi Parikka
Libby Peachey
Glenn Pickering
Giulia Portuese-Williams
Susan Potter
Susannah Price
Rachel Priestman
Richard Purkiss
Samantha Rayner
Audrie Reed
Bronwen Rees
Jane Rich
Amanda Rigler

Odette Rogers
Anne Ryan
Eva Rybicki

Julie Sanderson
Miriam Schoneberg
Derek Scurll
Julia Seiber Boyd
Lucy Sercombe
Trish Sheil
Annette Shelford
Dr Michael Shin
Pamela Smith
Sally Stafford
Ian Steed
Professor Roel Sterckx
Jay Stock

Dr Mark Strange
Helen Stratford
John Swenson-Wright
Ben Durston Thorndyke

Open University
Cambridge Interfaith Programme
Anglia Ruskin University
Botanic Garden
Research in the Arts, Social Sciences and
Humanities
Educational Artist
St John's College
Cambridge Folk Museum
Emmanuel College
IJAD Dance Company
Cambridge University Press
Department of Anglo-Saxon, Norse & Celtic
Continuing Education, Wolfson College
Botanic Garden
Anglia Ruskin University
Mongolian and Inner Asia Studies Unit
Anglia Ruskin University
La Dante
Vital Communities
Arts and Minds
Darwin Correspondence Project
Mumford Theatre
Anglia Ruskin University
Anglia Ruskin University
Anglia Ruskin University
Squeaky Gate
New Hall Art Collection, Murray Edwards
College
Sociology Department
Moving Tone
Research Centre for English and Applied
Linguistics
Churchill Archives Centre
Anglia Ruskin University
Whipple Museum
Cambridge Szeged Society
Fitzwilliam Museum
Cambridge Film Consortium
Sedgwick Museum of Earth Sciences
Faculty of Asian and Middle Eastern Studies
McDonald Institute of Archaeological Research
Darwin Project
Humanitarian Centre
Faculty of Asian and Middle Eastern Studies
Leverhulme Centre for Human Evolutionary
Studies
Faculty of Asian and Middle Eastern Studies
Artist
Faculty of Asian and Middle Eastern Studies
Institute of Continuing Education



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Dr Daniel Trambaiolo
Katie Turnbull
George Unsworth
Bert Vaux
Sarah Willis
Ros Wade
Daniel Wakelin
Claire Wallace
John Wells
Susan White
Elly Wright
Victoria Wrigley
Naomi Young

Faculty of Asian and Middle Eastern Studies
Faraday Institute
Music of Faculty
Department of Linguistics and King's College
Fitzwilliam Museum
Museum of Zoology
Christ's College, Faculty of English
Whipple Museum of the History of Science
University Library
Faculty of Asian and Middle Eastern Studies
Museum of Classical Archaeology
Wysing Arts
Institute of Criminology



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Volunteer stewards for the Cambridge Festival of Ideas

Emma Wenborn of the Community Affairs team kindly co-ordinated the volunteer stewards for the Festival, and we thank the many staff, students, friends and family who acted as stewards and who helped in the office prior to the Festival:

Faye Aaronson
Paul Backhouse
Carol Bailey
Rosemarie Baines
Kelly Ball
Emma Beddoe
Nilgun Bishop
Graham Buckley
Tis Buckley
Alex Buxton
Jade Chung
Laura Clark
Sarah Collins
Susie Cronin
Judit Damásdi
Lizzy Drew
Samantha Dumiak
Anne French
Andrew Hacket Pain
Catherine Hall
Sarah Hannaford
Gary Hawkins
Joanna Heaton
Adelle Hendley
Ena Hodzik
Qin Hu
Darryl Hutchison
Safa Ishan
Imarin Kaur-Uppal
Tom Kirk

Gill Luff
Jenny MacKay
Golnar Malek
Jessica Massucco
Laura McGarty
Tingting Meng
Claire Mohamed
Kirsty Munro
Terry Ndee
Molly Peoples
Julia Perez Barraza
Isobel Piper
Angela Pittock
Stuart Roberts
Nick Saffell
Norma Schifano
Brigite Sebastiao
Natalie Sheehan
Elizabeth Smith
Salima Souanef-Ureta
Adam Spargo
Joanna Taylor
George Unsworth
Farooq Usmani
Elizabeth Ward
Ann Waterman
Deborah Whiteland
Mark Wilson
Travis Winstanley

Interns:

Lily Brandhorst
Lindy Fleming
Katia Smith-Litiere
Hamida Farooq

We thank these volunteers and the many hundreds more who helped to demonstrate and deliver events across the University, recruited and co-ordinated by their own institutions.



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Staff

The Festival team comprised:

Nicola Buckley, Festivals and Outreach Manager
Sophie Smith, Festivals and Outreach Officer
Natalie Harney, Festivals and Outreach Assistant
Stuart Roberts, Communications Officer
Mandy Garner, Communications Officer

With the outstanding assistance of their Community Affairs colleagues:

Penny Wilson, Head of Community Affairs
Shelley Bolderson, Festivals and Outreach Officer (Science)
Emma Wenborn, Community Affairs Officer
Sue Long, Festivals and Outreach Officer

We also thank the many members of the External Affairs and Communications Office, many of whom appear in the 'Volunteer stewards' list above.

Contact details

Please contact:

Nicola Buckley, Festivals and Outreach Manager
Sophie Smith, Festivals and Outreach Officer

Cambridge Festival of Ideas
Office of External Affairs and Communications
University of Cambridge
The Pitt Building
Trumpington Street
Cambridge
CB2 1RP

www.cambridgefestivalofideas.org

cfi@admin.cam.ac.uk

01223 766766



Appendix 1: Media coverage

Print media

Date of publication	Name of publication	Title of article
14-Sept-2010	Culture 24 (online)	Jacqueline Wilson and snake charming in Festival of Ideas at University of Cambridge
Oct-2010	The Listing	Discover and learn – Festival of Ideas
Oct-2010	Velvet Magazine	Festival of Ideas
Oct-2010	Meldreth Matters	Festival of Ideas
Oct-2010	Chesterton Challenge	Festival of Ideas
Oct-2010	Love Cambridge	Festival of Ideas 2010
Oct-2010	Cambridgeshire Libraries Newsletter	Festival of Ideas
Oct-2010	Style Magazine	Cambridge Festival of Ideas
Oct-2010	Girton Parish News	Festival of Ideas 2010
Oct-2010	Explorer Magazine	Festival of Ideas
01-Oct-2010	Cambridge News	Something new to try at Ideas event
01-Oct-2010	Cambridge First	Australian artist exhibition in Cambridge
07-Oct-2010	The Cambridge Student	The sound of the underground
07-Oct-2010	News and Crier	Free events start Festival of Ideas
08-Oct-2010	Varsity Newspaper	Operating Theatre
20-Oct-2010	Gates Cambridge Scholarships	Gates scholars to speak at Cambridge Festival of Ideas
21-Oct-2010	Cambridge First	Festival of Ideas for Cambridge
22-Oct-2010	Cambridge Network (online)	Future of finance
28-Oct-2010	Varsity Newspaper (online)	Cambridge's annual Festival of Ideas come to a close
5-Nov-2010	Varsity Newspaper	Singing Bones

Broadcast media

Name of broadcast organisation	Title of broadcast	Date of transmission
BBC Radio 4	Interview with Professor Michael Lamb about notions of attachment and modern parenting on 'Bringing Up Britain' with Mariella Frostrup	22 September 2010 (8pm)
BBC Radio Cambridgeshire	Interview with Drumming Workshop facilitator Jane Hollingworth on 'Cambridge Breakfast' with Jeremy Sallis	20 October 2010 (8:50am)

Online media

Name of website	Title of article	Where is information listed
ADeC Events	Festival of Ideas	Events listings
Anglia Ruskin Student Union	Festival of Ideas	Events listings
BBC Cambridgeshire	Festival of Ideas	Events listings
Brit events	Festival of Ideas	Family events listing



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Brit info	Festival of Ideas	Events listings
British Arts Festivals Association	Festival of Ideas	Arts networking
British Council (arts)	Festival of Ideas	Website has notice board
Cambridge Science park	Festival of Ideas	Cambridge Science Park events
Cambridge 105 (replaced 209 Radio)	Festival of Ideas	Local radio
Cambridge City Council	Festival of Ideas	Events listings
Cambridge Network	Festival of Ideas	Events listings
Cambridge Online	Festival of Ideas	Links and events listing
Cambridge site	Festival of Ideas	Links and events listing
Campaign for Learning	Festival of Ideas	Events listings
Children and Arts	Festival of Ideas	Events listings for children
Facebook	Festival of Ideas	Social networking
Families in Cambridgeshire	Festival of Ideas	Family events listing
Fenland Arts Association	Festival of Ideas	Send in details more than a week beforehand
Gumtree	Festival of Ideas	Individual events listings
Heart radio (replaced Q103)	Festival of Ideas	Cambridge radio
Ideas for the kids	Festival of Ideas	Family attractions
Lecturelist online	Festival of Ideas	Individual events listings
Local Secrets	Festival of Ideas	Profile of organisations and what's on
New mums	Festival of Ideas	Events listing
Remote goat	Festival of Ideas	National events listings
South Cambridgeshire District Council	Festival of Ideas	Events listings
The Best of Cambridge	Festival of Ideas	local info business guide events
Twitter	Festival of Ideas	Social networking
Viva street	Festival of Ideas	Posting site
We're All Neighbours	Festival of Ideas	Events listings
Where can we go	Festival of Ideas	Family events listing



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Appendix 2 – Feedback forms

Festival of Ideas postcard evaluation form:

(Recto)



Festival of Ideas 2010 – Evaluation form

Please complete one form for the whole of your party.
Please list the events you attended:

Overall impression of the events attended:

- Very Good Good Average Poor Very Poor

What did you like

and what didn't work so well?

--	--

Are there any topics or themes you would like to see covered in future years?

How did you hear about the Festival of Ideas this year? (Please tick all that apply)

- Already on mailing list Poster Local press Local interest group
 Work Library School Family / friend / word of mouth
 Online Connected to the University

How far did you travel to the Festival?

- 0-5 miles 5-10 miles 10-20 miles 20-50 miles
 50-100 miles 100-200 miles > 200 miles

PLEASE TURN OVER

(Verso)

Please indicate the ethnic origins of all people in your party:

	Asian or Asian British	Black or Black British	Chinese	Mixed	White	Other
No. of people

Please indicate the age and genders of all people in your party:

	0-4 yrs	5-9 yrs	10-14 yrs	15-19 yrs	20-29 yrs	30-39 yrs	40-49 yrs	50-59 yrs	60-69 yrs	70+ yrs
No. of females
No. of males

Would you describe yourself or anyone in the group you visited the Festival with as disabled?

- Yes No

Please give us your email address if you would like to hear about future public events at the University of Cambridge:

.....

Would you be willing to participate in further online evaluation of the Festival of Ideas?

- Yes No

Everyone who takes part in the online evaluation will be entered into a prize draw to win an iPod Touch or Amazon voucher.

Your email address will be stored in accordance with the Data Protection Act 1998. We will only contact you 1) regarding the University of Cambridge and Cambridge College public events, if you have indicated you would like to receive updates 2) for evaluation purposes, if you have indicated you are willing to participate in further evaluation of the Festival of Ideas We will not share or transfer the information you have provided

Please hand this form to a steward or send it to: Festivals and Outreach Assistant, Office of External Affairs and Communications, The Pitt Building, Trumpington Street, Cambridge, CB2.1RP

Thank you for your feedback which will help us to improve and develop the Festival of Ideas



Festival of Ideas online questionnaire:

<https://universityofcambridgecommunity.wufoo.com/forms/z7x3w7/>

WUFOO

Festival of Ideas 2010 evaluation

Thank you for taking the time to participate in this research. The results of this survey will be used to improve and develop future festivals, as well as the academic understanding of the impacts of arts communication activities. Your responses will be kept strictly confidentially, with no identifying information attached to your statements in the final report.

Have you attended the Cambridge Festival of Ideas in previous years? *

No Once Twice or more

Have you previously attended any of our other events? *

Cambridge Science Festival
 Open Cambridge
 None of the above
 Other

Please tick the type of Festival of Ideas you attended: *

Family day (Saturday 23 October)
 Events at Museums
 Evening Lectures
 Other events in the City centre
 Events not in Cambridge City centre

Please give the name of the event(s) you attended (as best you can remember):

Please rate your overall impression of the festival as a whole: *

	Very Good	Good	Average	Poor	Very Poor
Overall impression	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5



What did you like about the Festival?

What didn't work so well?

Please rate the following aspects of the Festival / Festival organisation: *

	Very good	Good	Average	Poor	Very poor
Website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety of events on offer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helpfulness of stewards/demonstrators	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Booking system	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Signage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How did you hear about the Festival this year?

- Already on mailing list
- Poster
- Local press
- Local interest group
- Work
- Library
- School
- Family / friend / word of mouth
- Online
- I am connected to the University
- Other

If applicable, please specify the website / publication / local interest group etc. which informed you of the Festival?



What, if anything, do you feel you gained from attending the Festival?

Do you think you will pursue additional interests as a result of attending the Festival of Ideas?

- No
- Yes, I plan to read more on a subject which I found interesting at the Festival
- Yes, I plan to take a course on a subject I found interesting at the Festival
- Yes, I plan to visit museums or galleries to develop my interest in topics
- Other (please specify)

Has your attendance at the Festival increased your interest in registering for any further or higher education courses?

- Yes
- No
- Neutral / No opinion

If yes, please provide details:

How far did you travel to the Festival? *

- 0 - 5 miles
- 5 - 10 miles
- 10 - 20 miles
- 20 - 50 miles
- 50 - 100 miles
- 100 - 200 miles
- Greater than 200 miles

Please enter the number of females in the group you attended the Festival of Ideas with (including yourself):



Please give the number of males in the group you attended the Festival of Ideas with (including yourself):

Please indicate the number of people in your group (including yourself) in each age category. (If nobody in your group fits within an age category, leave that one blank):

	1 person in group	2 people in group	3 people in group	4 people in group	5 people in group	6 or more people
0-4 yrs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5-9 yrs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10-14 yrs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15-19 yrs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
20-29 yrs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
30-39 yrs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
40-49 yrs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
50-59 yrs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
60-69 yrs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
70+ yrs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please indicate the number of people in your group (including yourself) in each ethnic category. (If nobody in your group fits within an ethnic category, leave that one blank):

	Asian or Asian British	Black or Black British	Chinese	Mixed	White	Other
1 person in group	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2 people in group	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3 people in group	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4 people in group	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5 people in group	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6 or more people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Would you describe yourself or anyone in the group you visited the Festival with as disabled?

- Yes No

What is your highest completed level of education?

- Still in education
 Before GCSE or equivalent
 GCSE or equivalent
 A-level or equivalent
 Degree
 Postgraduate degree

Are there any topics / themes you would like to see covered in future years:

Please give us your email address so that you can be entered into a prize draw to win an iPod Touch or Amazon book voucher

Would you like to hear about future public events at the University of Cambridge through the email address provided above?

- Yes
 No

Would you be willing to participate in further research relating to your attendance at the Cambridge Festival of Ideas? (e.g. a focus group)

- Yes
 No



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Office of External Affairs
and Communications

By filling in this form, you are consenting to the information being used to evaluate the Cambridge Festival of Ideas. Your contact details will not be shared with any other organisation. Your email address will be stored in accordance with the Data Protection Act 1998.

We will only contact you regarding University of Cambridge and Cambridge College public events, if you have indicated you would like to receive updates.

Thank you for your time filling in this survey. Your help will ensure the Festival of Ideas gets even better next year!

Our next event is a Marshall's Holiday Lectures: Crisp packet fireworks! On Saturday 18 December there will two performances of 'Crisp packet fireworks', with the Naked Scientists at 2pm and then a repeat of the same explosive show at 3.45pm

<http://www.admin.cam.ac.uk/sciencefestival/marshallslectures.html>

Also, don't forget to stay posted for details of the Cambridge Science Festival in March. www.cambridgescience.org

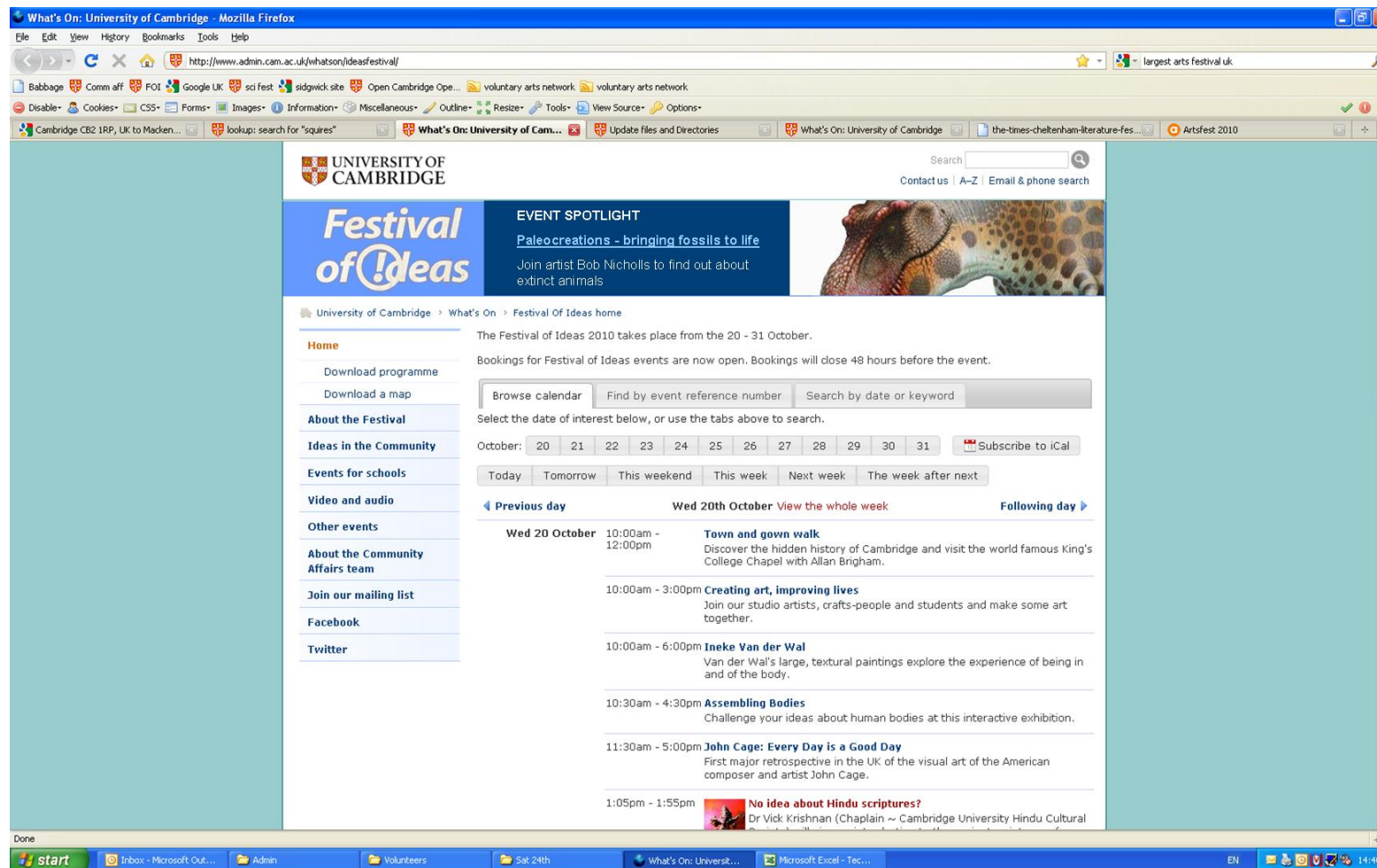
To find out about public events at the University of Cambridge visit:

<http://www.cam.ac.uk/whatson/>

Submit

Appendix 3: Website and social media sites statistics

Screenshot of the Festival of Ideas' website: www.cambridgefestivalofideas.org





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Google Analytics statistics on the Festival of Ideas website:

www.cambridgefestivalofideas.org

Festival Of Ideas Dashboard 1 Oct 2010 - 31 Oct 2010 Comparing to: Site



Site Usage



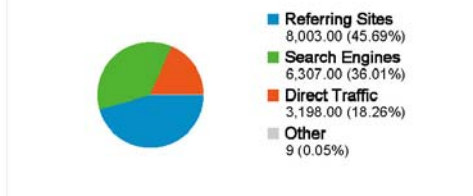
Visitors Overview



Map Overlay



Traffic Sources Overview



Content Overview

Pages	Pageviews	% Pageviews
/whatson/ideasfestival/	15,456	16.24%
/whatson/ideasfestival/index.s	2,976	3.13%
/whatson/ideasfestival/index.s	2,419	2.54%
/whatson/ideasfestival/index.s	2,273	2.39%
/whatson/ideasfestival/index.s	2,173	2.28%

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	5,987	34.18%	cambridge festival of ideas	1,322	20.96%
cam.ac.uk (referral)	3,595	20.52%	festival of ideas cambridge	989	15.68%
(direct) ((none))	3,198	18.26%	festival of ideas	920	14.59%
facebook.com (referral)	584	3.33%	cambridge festival ideas	117	1.86%
localsecrets.com (referral)	402	2.29%	cambridge university festival	77	1.22%



17,517 visits came from 105 countries/territories

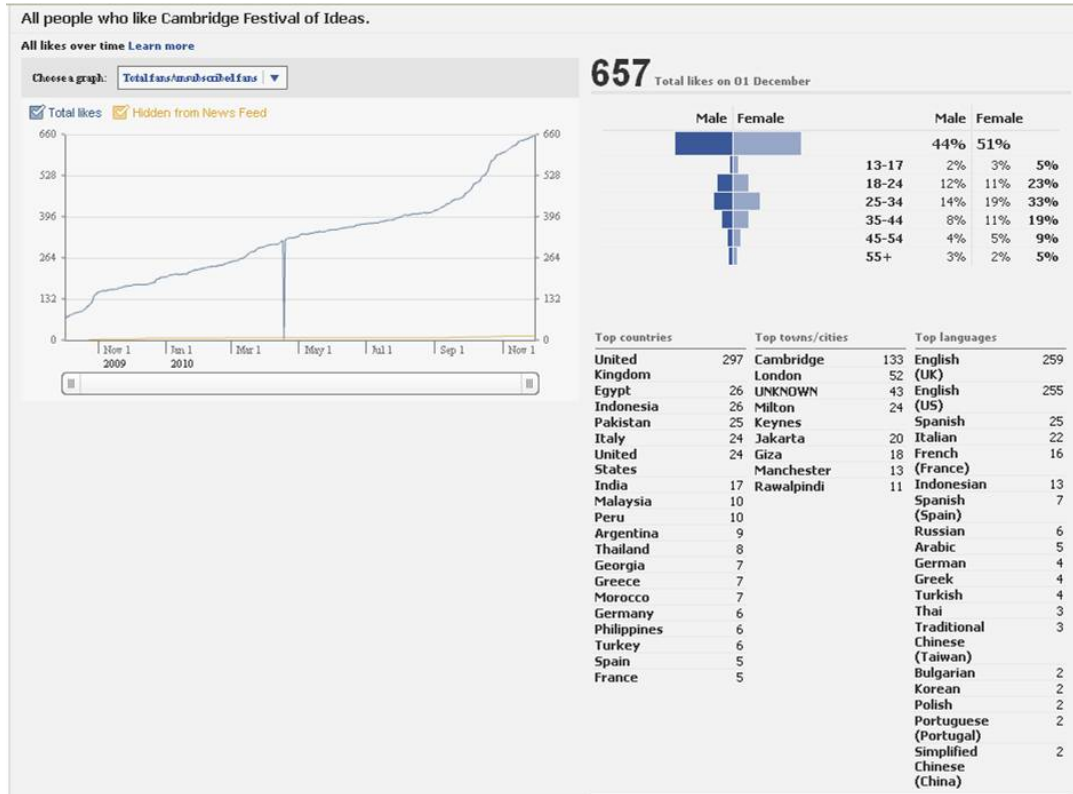
Site Usage					
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
17,517	5.43	00:03:44	39.82%	37.33%	
% of Site Total: 100.00%	Site Avg: 5.43 (0.00%)	Site Avg: 00:03:44 (0.00%)	Site Avg: 39.81% (0.53%)	Site Avg: 37.33% (0.00%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United Kingdom	15,749	5.73	00:03:56	35.95%	34.92%
United States	277	2.19	00:01:08	77.98%	65.70%
China	173	2.52	00:03:26	82.08%	56.65%
Germany	84	3.29	00:01:44	63.10%	45.24%
India	66	2.88	00:01:50	80.30%	48.48%
France	60	7.08	00:05:49	55.00%	43.33%
Canada	50	1.82	00:00:40	86.00%	70.00%
Spain	49	2.20	00:01:23	77.55%	69.39%
Italy	45	2.44	00:01:20	66.67%	51.11%
Russia	42	2.79	00:02:00	78.57%	61.90%
1 - 10 of 105					



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Festival of Ideas Facebook page statistics: www.facebook.com/cambridgefestivalofideas



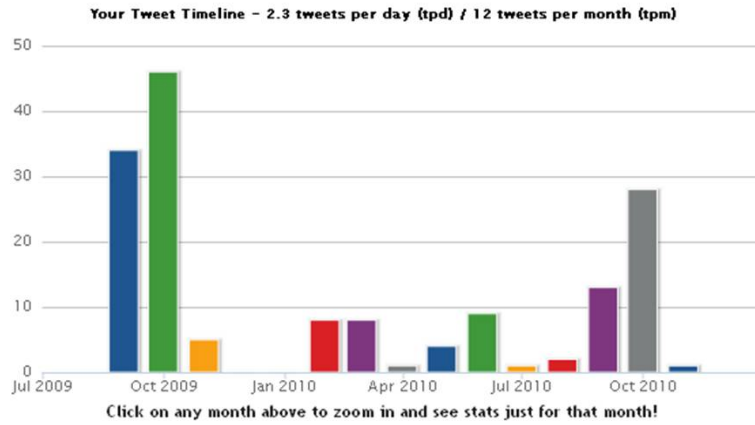
Festival of Ideas Twitter feed statistics: <http://twitter.com/camideasfest>



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TweetStats for [camideasfest](#) [\[Tweet This!\]](#)
Last updated 06 Dec 2010 at 10:26



Like Be the first of your friends to like this.

