

# Open Cambridge evaluation report 2010

**“These buildings I have long walked past and tried to imagine what goes on behind the doors, but have never had the chance - so Open Cambridge has fulfilled dreams.”**



**UNIVERSITY OF  
CAMBRIDGE**

**“The staff in the Open Cambridge office were very friendly and helpful, and the people running the tours were superb.”**

## Open Cambridge evaluation report 2010

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### Introduction

Open Cambridge is a relatively new University public engagement initiative, which ran as a pilot in 2008 and with an expanded programme in 2010 to welcome a number of city venues to the programme. It has received very positive feedback this year, which is detailed in this report.

A two day event in September which coincides with the national Heritage Open Days scheme, Open Cambridge takes inspiration both from this scheme and the highly successful and popular London Open House weekend. On the Sunday of the Open Cambridge weekend, the Bridge the Gap sponsored walk takes place.

Open Cambridge provides an opportunity for visitors to see into principal University and College buildings and grounds with accompanying information and interpretation through a number of free events and activities. This year there were also tours of some of the city's most significant and historic buildings.

This year Open Cambridge was funded by Cambridge City Council, R G Carter Cambridge Ltd, English Heritage East of England, John Lewis Cambridge, Millcam Construction Ltd, Cambridge University Press, Mills & Reeve and RMJM.

The expanded 2010 Open Cambridge programme ran across two days, over 2100 visitors booked on tours and there were 1100 visitors to College and departmental libraries which opened for drop in access. Four Open Cambridge talks took place and just under 300 visitors attended. This year, for the first time, two local primary schools visited the Museum of Zoology as part of the Open Cambridge Schools Tours. It was also the first year working with non-traditional audiences. Students from Rowan, a local Cambridge charity that provides artistic training and work experience to adults with learning disabilities, visited the University's Gardening Service. The students had a tour of the plant nursery, learnt about different plants and took back some plants to develop the garden at their studios in

Humberstone Road. It is hoped the garden will be a tranquil place, and also provide a new space in which to work.

Open Cambridge also incorporated the annual Bridge the Gap Charity Walk, an established event which took place for the ninth time this year, with 2,700 members of the public participating. These two events, which aim to foster and improve relations between the University and Cambridge residents, form a weekend of University engagement with the public.

Building on the important public engagement work already undertaken by the Colleges and the University, and the free admission which many Colleges currently offer to local residents, Open Cambridge and Bridge the Gap are three days of special access aimed at local residents who might not normally venture into Colleges and the University. This year we were very pleased to welcome a number of city venues to the programme.

### **Aims and objectives**

Our objectives are:

- to encourage local residents to visit and interact with the University and Colleges
- to increase awareness of the University and Colleges within the local community
- to promote communications between local residents and University / College staff and students

This document evaluates Open Cambridge in its third year. It includes feedback from visitors and Open Cambridge activity co-ordinators, and suggestions and improvements for Open Cambridge in the future.

### **Plans for Open Cambridge 2011**

Open Cambridge was well received by members of the public this year and we would like to run Open Cambridge again next year from Friday 9 – Sunday 11 September, consolidating the new activities that we have added to the programme. We are seeking sponsorship to enable us to repeat all of the activities from this year's programme.

In 2011, we hope to expand Open Cambridge, with more Colleges, departments and University buildings taking part, as well as tours of more of the city's most significant and historic buildings. We would also like to encourage more people to take part who have had no previous connection with the University and Colleges. In addition, we would like to incorporate a more child focussed element to the programme, with additional Open Cambridge Schools Tours and more family friendly events taking place.

We will also work to further incorporate the Bridge the Gap Charity Walk into the Open Cambridge programme, capitalising on joint publicity and promotion.

We will make some practical changes in 2011 following the feedback received, and these are outlined in the Conclusion of this report.

### **Overview of Open Cambridge 2010**

Open Cambridge took place from Friday 10 – Sunday 12 September 2010. It consisted of a number of different events and activities, which are outlined below.

## **Open Cambridge tours**

The core element of the Open Cambridge programme is the free, pre-booked tours led by University staff, students and city tour leaders which open up specific areas and buildings.

In 2009, tours took place on Friday 11 and Saturday 12 September. 25 College and University venues took part, offering 29 different tours with a total of 1413 places, of which 1303 (92 percent) places were booked.

In 2010, tours took place on Friday 10 and Saturday 11 September. 22 internal and 21 external venues took part with a total of 2,238 places, of which 2,153 places were booked. Total bookings were at 96 percent of maximum capacity (before the 15 percent overbooking). Internal bookings were at 106 percent of maximum capacity and external bookings were at 87 percent.

In 2009, a new online booking system was piloted with the intention of simplifying the booking process for members of the public and reducing administration levels for the Open Cambridge team. In the main, the online booking system met these objectives, although there were a few technical and logistical issues. We worked with the Management Information Services Division (MISD) to remedy these issues and used the same booking system for Open Cambridge 2010. Booking by telephone was still available for those without access to the internet. In 2009, we limited members of the public to booking on to one tour only, in order to reach as many members of the public as possible. This year we did not restrict the number of bookings and this seemed to work well.

### Changes from 2009 system:

The website was brought more into line with the Science Festival and Festival of Ideas' websites, i.e. similar layout, menus and use of the new Event Management System.

The booking system allowed users to book onto multiple tours (in 2009 they were restricted to one tour per household).

A map of locations was also published on the Open Cambridge website. The new Event Management system was combined with the booking system. This new system is much clearer and makes all our event web pages look the same (What's On, Festival of Ideas and the Science Festival).

This year, when participants received an email confirmation of their booking, the electronic ticket in the body of the email specified the event name, date and time, as well as the meeting point at the start of the tour so they wouldn't need to refer back to their programme or the website for venue details. For accuracy of booking details, each ticket confirmation email was verified against the booking system to ensure attendees were receiving correct information.

### Problems with the 2010 system:

Users had to fill in all their details every time they booked on to a new tour (this system cannot store addresses etc). In addition, users had difficulty finding events due to the way the information was organised on the webpage, and the links to complete the online booking for events were not obvious to users therefore many would end up telephoning to enquire as to how to complete the online booking (thus defeating the purpose on having an online booking system to reduce telephone queries).

### Solutions:

Investigate using a system such as Eventbrite to take bookings. This would require far less of MISD's time to get up and running and provide a more user friendly experience for the public booking online.

In 2009, there was a relatively high (20 percent) level of people pre-booking a tour and then not attending. As a result of feedback received from tour leaders in 2009 we overbooked all tours by 15 percent, except in one case where we were specifically requested not to. This was an attempt to reduce the number of 'no shows' and feedback has suggested this worked well, although some overcrowding did occur on some tours.

We offered a tour advice session to all tour leaders, as in 2009. This session was led by Allan Brigham, a local Blue Badge Guide, and provided support and key tips for leading tours for members of the public. This session also enabled tour leaders to meet with each other and the Open Cambridge team, and discuss any queries or concerns that they had. Following on from the success of this session, we will organise similar opportunities for next year's tour leaders, providing support and an opportunity to meet.

**The College, University and City venues which offered Open Cambridge tours were:**

- Abbey House
- Ascension Burial Ground
- Brooklands
- The Buddhist Centre
- Cambridge American Cemetery
- Cambridge Union Society
- Cambridge University Library
- Cambridge University Press
- Cambridge Central Library
- Cambridge Museum of Technology
- Clare College
- Clare Hall
- Crematorium and Cemetery
- Donarbone Waste Management
- Fire Station
- Fitzwilliam College
- Fitzwilliam Museum
- Folk Museum
- Girton College
- Guildhall
- Hughes Hall
- Institute for Manufacturing
- Institute of Astronomy
- Jesus College
- John Lewis
- King's College
- Madingley Hall
- Marshall of Cambridge
- Mill Road Cemetery
- Museum of Archaeology and Anthropology
- Museum of Classical Archaeology
- Museum of Zoology
- Murray Edwards College – New Hall Art Collection
- Newnham College
- Parkside Police Station
- Polar Museum at the Scott Polar Research Institute
- Robinson College
- Sidney Sussex College
- St John's College
- Trinity Hall
- Wolfson College

### **Introduction of city venues into the 2010 programme:**

As mentioned above, 21 external venues took part in this year's Open Cambridge Tours. Here is a summary of how organisers and participants felt it went.

Summary of tour organiser comments:

Liked:

- Visitors were interested and enthusiastic
- Attendees seemed to really enjoy the tours
- The tours were well booked to capacity and nearly everyone turned up
- The tour guide training was very helpful
- Open Cambridge was well supported and organised
- Great exposure and publicity

Didn't like:

- Not enough guides, we realise that more are needed for next year
- Better signage is needed
- More time is needed for tours
- Group capacities will be reviewed according to available space
- Some people turned up un-booked, needs to be clearer in programme

Summary of public responses:

Liked:

- Seeing behind the scenes
- The tours were very interesting
- Excellent speakers/tour guides, well informed
- Diversity of tours

Didn't like:

- Event times ought to be longer, too much information and felt rushed
- Events ran too long which meant other events were partially or fully missed
- Better directions and signage needed

For a summary of feedback from the general public, please see Appendix 2.

For a summary of feedback from the tour organisers, please see Appendix 3.

### **Open Libraries**

In 2009, The Open Libraries element of Open Cambridge was organised in partnership with Katie Birkwood, Hoyle Project Associate at St John's College Library, who co-ordinated College and departmental libraries opening up for free drop-in access for members of the public. This year Open Libraries was brought into the central administration of Open Cambridge which enabled us to provide an equal level of support and communication with the library co-ordinators as with all tour leaders. Following feedback from last year, we provided all the libraries with posters to advertise their opening times on the day.

In 2010, 16 libraries participated by opening their doors on Friday 10 and Saturday 11 September, providing the opportunity to view collections and buildings not normally open to the public. A number of the libraries also arranged trails of the collections, and temporary exhibitions. Next year, we will explore the possibility of having standardised opening times for the libraries involved.

The participating libraries were:

- African Studies Library
- Christ's College Old Library
- Churchill Archives Centre and Churchill College Library
- Fitzwilliam College Library and IT Centre
- Forbes Mellon Library, Clare College
- Haddon Library of Archaeology and Anthropology
- King's College Library
- Lucy Cavendish College Library
- Modern and Medieval Languages Library
- Parker Library at Corpus Christi College
- Pendlebury Library of Music
- Radzinowicz Library, Institute of Criminology
- Sidney Sussex College Library
- South Asian Studies Library
- St John's College Old Library
- The Wren Library, Trinity College

Library attendance figures:

According to the feedback that was received from the majority of participating Open Libraries coordinators, over 1,100 members of the public turned up on Friday 10 and Saturday 11 September to explore library collections on display.

Summary of public responses:

Liked:

- The library staff were friendly and extremely knowledgeable
- Great selections of old books to look at
- Well presented displays/exhibitions

Didn't like:

- Better directions needed to get to locations
- Better signage is needed
- Information on subjects well as buildings would help

For a summary of feedback from members of the public, please see Appendix 2.

### **Open Cambridge talks**

Four talks took place throughout the day on Saturday 11 September and covered an interesting range of topics, detailed below.

The talks were held at the Babbage Lecture Theatre, on the New Museums site. Talks lasted for 45 minutes and were given by representatives from across the University and the City.

As a result of feedback from last year, there were only four talks (compared to six in 2009). This allowed longer for each talk with sessions for questions and answers. It also allowed for a lunch break. In 2009 some visitors reported attending all six talks without a break!

The talk programme consisted of:

- *Elephants, kings and archbishops: the library of Matthew Parker*  
Speaker: Dr Christopher de Hamel, Fellow Librarian of Corpus Christi College
- *Cartoon Cambridge: varsity life and town/gown relations as seen in caricatures and comic postcards 1800-1914*  
Speaker: Chris Jakes, Principal Librarian Local Studies, Cambridgeshire Collection
- *Science and art, past and future: understanding the Botanic Garden*  
Speaker: Professor John Parker, Director of the Botanic Garden
- *Cambridge: city of history and change*  
Speaker: John Preston, Historic Environment Manager for Cambridge City Council

<b>Name of talk</b>	<b>No. attendees</b>
<i>Elephants, kings and archbishops: the library of Matthew Parker</i>	90
<i>Cartoon Cambridge</i>	45
<i>Science and art, past and future: understanding the Botanic Garden</i>	60
<i>Cambridge: city of history and change</i>	100
<b>TOTAL ATTENDEES</b>	<b>295</b>

Summary of public responses:

Liked:

- The speakers were enthusiastic, informative and friendly
- The talks were fascinating and entertaining
- Provided access to well known and less known treasures
- Opportunities to increase knowledge and understanding of the city

Didn't like:

- It would be even better if Open Talks also included Sunday

### **Open Cambridge reception**

In addition to the public events and activities on offer as part of the Open Cambridge weekend, there was also an invitation only reception, kindly hosted by John Lewis Cambridge. One hundred and sixty guests attended and Dr Mark Goldie from Churchill College gave a short introduction to his Open Cambridge tour, *A Cambridge necropolis: the Ascension Burial Ground*. We hope to organise a similar evening event incorporating a reception and talk as part of Open Cambridge 2011.

### **Bridge the Gap charity walk**

Since 2002, many Colleges have opened up their grounds for the sponsored Bridge the Gap Charity Walk and over £300,000 has been raised for local charities. In 2010, 10 Colleges and two checkpoints were key attractions on the route and Arthur Rank Hospice Charity and Press Relief and the Cambridge News Community Fund were beneficiary charities.

The participating Colleges and checkpoints were:

- Christ's College
- Clare College
- Corpus Christi College
- Darwin College
- Downing College



- Jesus College
- Magdalene College
- Pembroke College
- St Catharine's College
- St John's College
- The Cambridge Union
- The Polar Museum

The Polar Museum and the Cambridge Union building opened as checkpoints, where walkers could explore points of interest in further depth, and also collect a checkpoint sticker before continuing on the route. Traditionally, a University museum features as a checkpoint, as it provides an exciting opportunity to engage with thousands of local people that might not ordinarily access the museums. Walkers had the opportunity to visit the recently refurbished Polar Museum, and explore the debating chamber at the Cambridge Union building, while also learning about the architecture of the building and the high-profile speakers who have been there.

2,700 local people took part in the five-mile walk, many commenting that they had lived in Cambridge all their lives and had never been into any College grounds. At the time of writing, £45,000 has been raised through entry fees and donations. We expect this figure to increase substantially when sponsorship money has been returned by walkers, and gift aid calculated and reclaimed. In 2009, £38,000 was raised in total.

Blue Badge Guides once again made a significant contribution to the walk – 19 volunteer guides were stationed at various points on the route offering to talk to walkers about the history of the Colleges and city landmarks. Walkers were also invited to participate in a quiz which asked them to find various symbols around the route which corresponded to letters that spelt a word.

2010 saw the design and implementation of an online booking system, which was led by Cambridge Rotary Club. It is anticipated that this will lead to a significant reduction in staff time over the coming years, as well as increasing efficiency in online and email marketing.

A launch event was hosted by headline sponsors, Cambridge Building Society at the St Andrew's Street branch on Wednesday 16 June. The event marked a date in the calendar which focussed publicity and enabled the committee to generate interest in the walk amongst local businesses and community stakeholders. Brief speeches were given by representatives from Cambridge Building Society and the beneficiary charities.

A prize giving ceremony will be held at the Old Schools on Tuesday 23 November, hosted by the Vice-Chancellor. Arthur Rank Hospice and Press Relief will be presented with cheques, and prizes will be awarded to walkers in the following categories:

- Top adult fundraiser
- Top child fundraiser
- Top team fundraiser
- Top corporate team
- Top school team/youth club fundraiser
- Top photo of the day
- Top review of the day
- Quiz winner

Full details of Bridge the Gap feedback can be found in Appendix 4.

## Publicity for Open Cambridge 2010

With a vastly expanded programme since 2009, it was important to promote Open Cambridge 2010 even further through general and targeted marketing efforts.

To fully promote Open Cambridge 2010, we produced a programme containing all of the weekend's activities. We had printed 15,000 full colour, 19 page A5 programmes, and 200 A4 posters. These were distributed throughout Cambridgeshire, targeting in particular local interest groups, libraries and community centres.

All promotional materials and publicity encouraged the public to visit the Open Cambridge website, which included the full programme and through which most bookings were made using the online system. Booking by phone was still available for those without access to the internet. To encourage local residents who would not normally have interaction with the University, we offered priority booking to local community groups and centres. The take up for this was low, despite offering travel grants for these groups to attend.

Open Cambridge was featured in a number of media outlets, both local and national. John Lewis also assisted in promoting Open Cambridge to their staff and customers. Full details of Open Cambridge publicity can be found in Appendix 1.

Selected Open Cambridge publicity:

BBC News 30 August 2010  
*Art unites artist Mary Husted and son adopted in 1960s*  
Print and online article with colour photos

BBC Radio Cambridgeshire 10 September 2010  
*Cambridge Breakfast with Jeremy Sallis (7:00am)*  
Radio interview with Festivals and Outreach Officer Sue Long

BBC Radio 4 11 September 2010  
*Cambridge historian Dr Mark Goldie tells the BBC's Jozef Hall the story of the Ascension Burial Ground*  
Radio interview with Dr Mark Goldie, history teacher at the University of Cambridge

Cambridge News 13 September 2010  
*Final resting place of the dead clever finds friends*  
Print and online article with colour photos

Publicity for Open Cambridge was very successful with nearly all tours fully booked, and high visitor numbers at the other events and activities. The full colour programme and website were essential to this, providing attractive, easily accessible and informative sources of information.

For Open Cambridge 2011, we will follow a similar promotional strategy, making minor alterations to the publicity materials produced i.e. ensuring that the programmes contain information presented in a chronological order (by event date/time), a corresponding map and a more user-friendly online booking system. In 2011, we will again incorporate Bridge the Gap information into the programme and into the website, to ensure that it is clearly an integral part of the weekend.

Throughout the year, we will continue to build on the Open Cambridge website, adding photos and press releases/publicity created during Open Cambridge.

## Conclusion

We are very pleased with Open Cambridge 2010, which has received really enthusiastic and encouraging feedback from the general public. Despite the scale and breadth of activities, much expanded from the 2009 programme, the 2010 programme has maintained an overall coherency. We are meeting our aims and objectives and our evaluation work shows that the Open Cambridge weekend is valued both by Cambridgeshire residents and the University and College institutions taking part. The feedback indicates that it was a worthwhile initiative to include other venues in the City in Open Cambridge in 2010 and we plan to develop this initiative in 2011.

In response to feedback from our activity organisers and members of the public, we will be making a number of logistical changes to the organisation of Open Cambridge in future years. These changes are addressed throughout this evaluation report, with overarching issues detailed below.

We will correspond further with all activity organisers, providing support, advice and regular networking sessions for all involved in Open Cambridge. We will also work closely with them to make useful operational changes where necessary, such as offering an appropriate number of sessions per event, re-evaluating the length of tour times to ensure they are of appropriate/realistic length based on this year's timing issues, working on improving signage/visibility of venues and stressing the importance of asking participants to complete evaluation forms.

We will also produce leaflets including a listing of Open Libraries in order to promote these venues and increase attendance, as well as considering an increase in our overbooking percentage (higher than 15 percent) for our Open Tours to further ensure full attendance and compensate for no-shows. Another item to consider is a smaller, more intimate venue for the Open Talks, as this year's venue was quite large in proportion with participant turnout.

We will consider new online booking systems which will make the online booking experience more logical and user friendly as well as including an electronic Open Cambridge map on the website, ensuring that visitors to the website have a coherent and accessible experience.

We will make significant changes to the look of the Open Cambridge programme so that the information listed appears in a logical, chronological order by date, incorporating an Open Cambridge logo/branding and modifying the look to be more in line with the Science Festival and Festival of Ideas programmes.

We will explore the possibilities of incorporating more family and children focussed events and activities into the Open Cambridge programme, to ensure that the weekend appeals to all ages and interests.

We will work with the Bridge the Gap team to further embed the Charity Walk within the Open Cambridge weekend.

Through further communication with local community groups, we will encourage people to take part in 2011, who have had no previous connection with the University and Colleges.

**We would like to thank all of the Colleges, buildings and individuals who participated in Open Cambridge.**

## Appendix 1

### Open Cambridge publicity

#### Radio, newspaper and magazine articles:

Name of publication	Name of article	Date of release	Type of publication
BBC News	Art unites artist Mary Husted and son adopted in 1960s	30-Aug-2010	Newspaper-online
BBC News	Britain's brainiest cemetery	10-Sept-2010	Newspaper-online
BBC Radio Cambridgeshire	Cambridge Breakfast with Jeremy Sallis (interview with Festivals and Outreach Officer Sue Long)	10-Sept-2010 (7:00am)	Radio
BBC Radio 4	Cambridge historian Dr Mark Goldie tells the BBC's Jozef Hall the story of the Ascension Burial Ground	11-Sept-2010 (8:19am)	Radio
Cambridge First	Open Cambridge weekend starts today	10-Sept-2010	Newspaper-online
Cambridge News	From killer's letters to how Winnie the Pooh was born	29-July-2010	Newspaper
Cambridge News	Open Cambridge lifts curtain on the city's hidden treasures	09-Sept-2010	Newspaper
Cambridge News	Final resting place of the dead clever finds friends	13-Sept-2010	Newspaper
Cambridgeshire Journal	Hidden treasures	Sept-2010	Magazine-article, calendar page and events page
Explorer	Open Cambridge	Sept-2010	Magazine-What's On section
Greater Cambridge Partnership	Open Cambridge	12-Aug-2010	Online article on website's events section
Library & Information Update	Cambridge treasures opened up	Nov-2010	Digital magazine
Maxey Life	Open Cambridge Weekend & Festival of Ideas	Sept-2010	Magazine
Meldreth Matters	Open Cambridge Weekend	Sept-2010	Magazine
Star Radio	Mark Peters at Breakfast (interview with Festivals and Outreach Officer Sue Long)	8-Sept-2010 (7:30am)	Radio
Sourcews UK	Dead Scholars' Society	11-Sept-2010	Online article
The Guardian	Sketches of the son I gave away	28-Aug-2010	Newspaper

#### Website listings:

Name of website	Web address	How was the information listed?
24hourmuseum/culture24	www.24hourmuseum.org.uk	Events listings
209 Radio	www.209radio.co.uk	Local radio
Anglia Ruskin Student Union	http://angliastudent.com/	Student Union
Arts News	www.artsjobs.org.uk/arts-news	Event listed in Arts News section of website
BBC Cambridgeshire	www.bbc.co.uk/cambridgeshire	Events listings
Brit events	www.britevents.com/whats-on	Family events listing

Brit info	<a href="http://www.britinfo.net/events/">http://www.britinfo.net/events/</a>	Events listings
Cambridge City Council	<a href="http://www.cambridge.gov.co.uk">www.cambridge.gov.co.uk</a>	Profiles of organisations
Cambridge Evening News	<a href="http://www.cambridge-news.co.uk">www.cambridge-news.co.uk</a>	Events listings
Cambridge Network	<a href="http://www.cambridgenetwork.co.uk">www.cambridgenetwork.co.uk</a>	Events listings
Cambridge Online	<a href="http://www.colc.co.uk">www.colc.co.uk</a>	Links and events listing
Cambridge Science park	<a href="http://www.cambridgesciencepark.co.uk/upcoming-events/">www.cambridgesciencepark.co.uk/upcoming-events/</a>	Cambridge Science Park events
Cambridgeshire.net	<a href="http://www.cambridgeshire.net">www.cambridgeshire.net</a>	Links and events listing
Cambridge Tourist Information Centre	<a href="http://www.visitcambridge.org">www.visitcambridge.org</a>	What's On calendar of events
Campaign for Learning	<a href="http://www.welovelearning.co.uk">www.welovelearning.co.uk</a>	Individual events listings
Children and Arts	<a href="http://www.childrenandarts.org.uk/">www.childrenandarts.org.uk/</a>	Events listing for children
Facebook	<a href="http://www.facebook.com">www.facebook.com</a>	Social networking
Families in Cambridgeshire	<a href="http://www.familiesincambridgeshire.co.uk">www.familiesincambridgeshire.co.uk</a>	Family events listing
Gumtree	<a href="http://www.gumtree.co.uk">www.gumtree.co.uk</a>	Individual events listings
Ideas for the kids	<a href="http://www.ideasforthekids.co.uk">www.ideasforthekids.co.uk</a>	Family attractions
Kids direct	<a href="http://www.kidsdirect.org.uk/calendar">www.kidsdirect.org.uk/calendar</a>	Events listing
Lecture List online	<a href="http://www.lecturelist.org">www.lecturelist.org</a>	Individual events listings
Local Secrets	<a href="http://www.localsecrets.com">www.localsecrets.com</a>	Profile of organisations and What's On
Mums net	<a href="http://www.mumsnet.com">www.mumsnet.com</a>	Local events listing
Netmums	<a href="http://www.netmums.com">www.netmums.com</a>	Events listing
Q103	<a href="http://www.q103.co.uk">www.q103.co.uk</a>	Cambridge radio
South Cambridgeshire District Council	<a href="http://www.scambs.gov.uk">www.scambs.gov.uk</a>	Events listings
The Best of Cambridge	<a href="http://www.thebestof.co.uk/cambridge">www.thebestof.co.uk/cambridge</a>	Local information, business guide of events
Twitter	<a href="http://www.twitter.com">www.twitter.com</a>	Social networking
VivaStreet	<a href="http://www.vivastreet.co.uk">www.vivastreet.co.uk</a>	Posting site
We're All Neighbours	<a href="http://www.wereallneighbours.co.uk">www.wereallneighbours.co.uk</a>	Events listings
Where can we go	<a href="http://www.wherecanwego.com/">www.wherecanwego.com/</a>	Family events listing

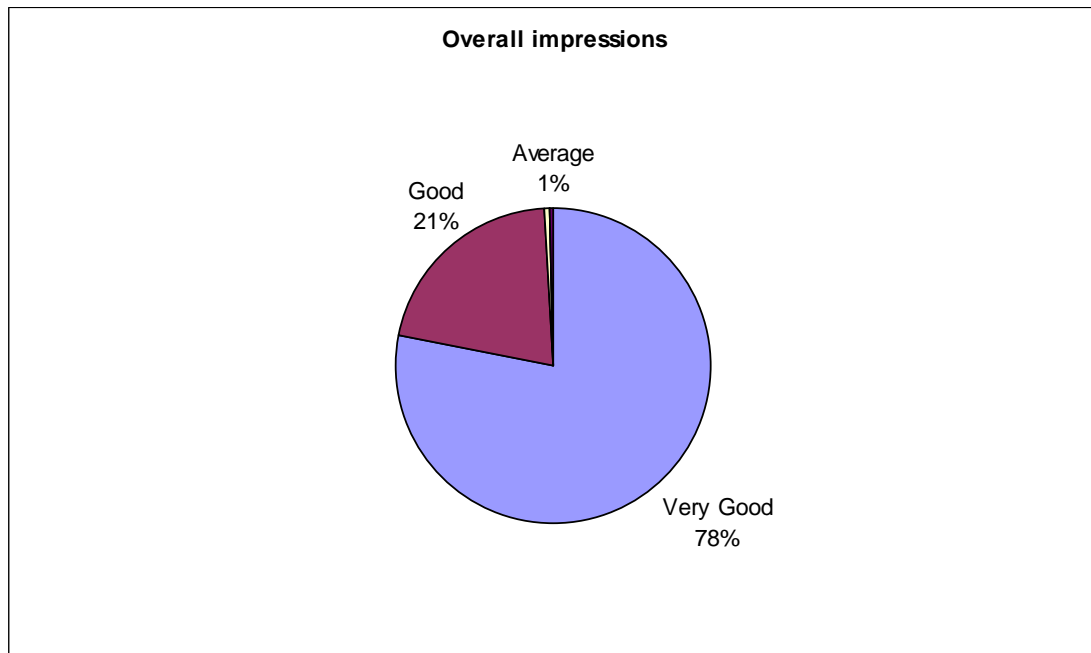
## Appendix 2

### Open Cambridge 2010 evaluation

Following last year's initiative, we conducted an online evaluation system, in conjunction with paper evaluation forms. This enabled us to collect both general and more in-depth information.

Feedback was sought from participants taking part in the pre-booked tours, but also visitors attending the Open Talks and visiting the Open Libraries. Open Cambridge event co-ordinators were also asked to complete an evaluation form.

406 paper evaluation forms were received, and 180 people completed the online evaluation form.



### What did you like and what didn't you like?

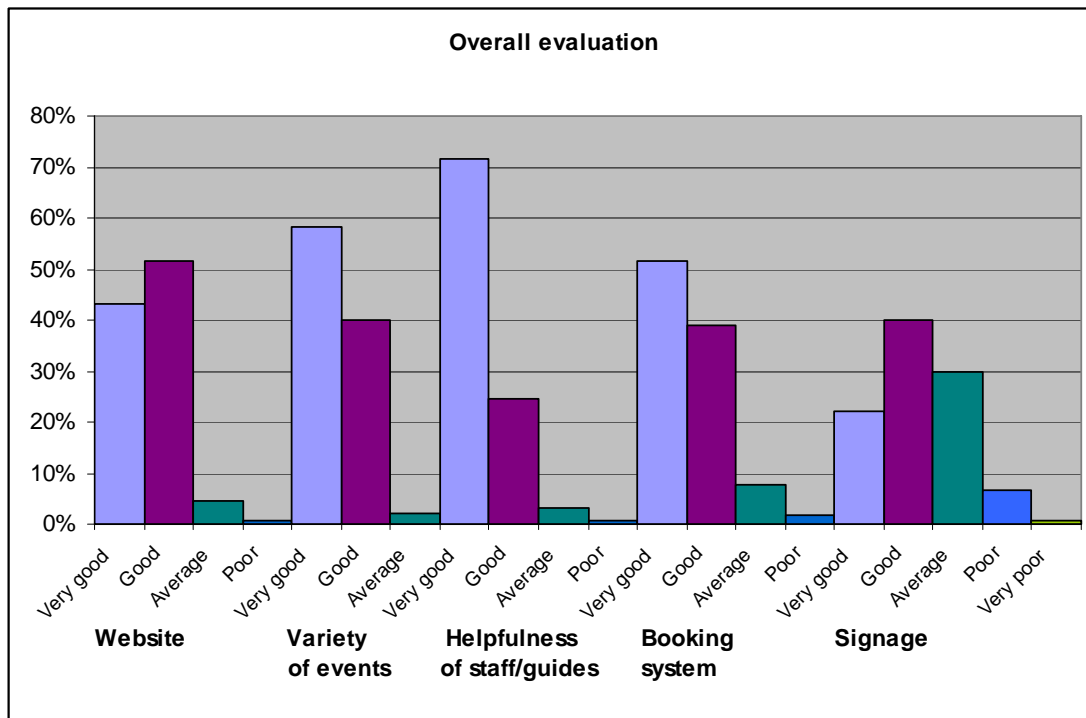
Summary of responses:

#### Liked:

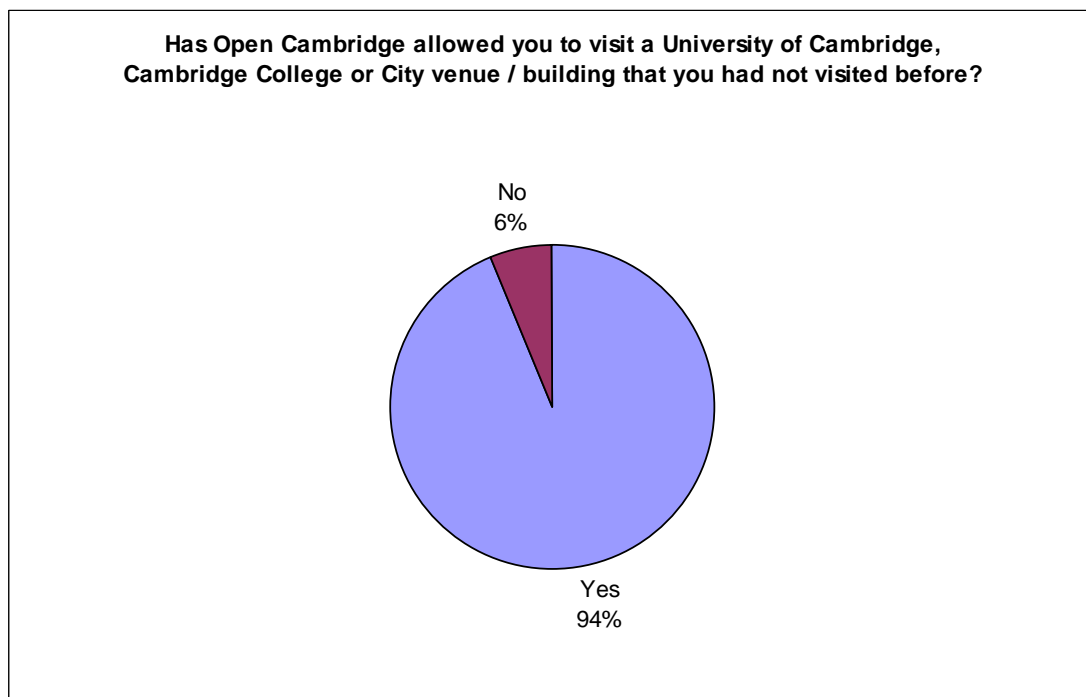
- Good variety of events on offer
- Tours were very interesting and informative
- Seeing behind the scenes, access to areas not normally open to the public
- Well organised and well explained by enthusiastic guides
- Friendly and helpful staff/volunteers

#### Didn't like:

- Tours went on too long, should stick to programmed timing (to enable the public to get to other events on time) or extend tour times
- Open Cambridge should run for more days, perhaps include the Sunday
- Not enough publicity nor way-finding signage leading to venues
- Tours booked up too quickly, more sessions to accommodate this?

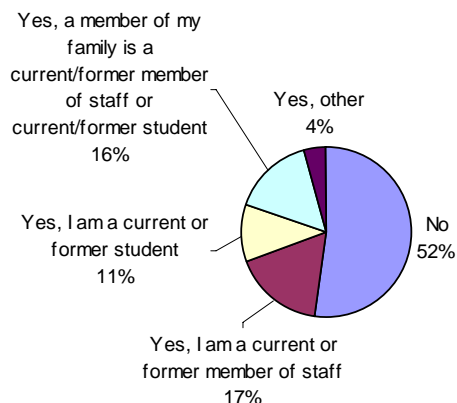


Seeing as the ratings for our Open Cambridge website and booking system are not as favourable as we would like them to be, we plan on making considerable improvements to the design/look, as well as more user-friendly navigation of the website and booking system for 2011. As for the signage, we realise that some work needs to be done to improve the way-finding experience for participants.



This result is higher than 2009 figures, showing an increase of five percent from 89 to 94 percent. With the introduction of City venues into Open Cambridge this year, it is difficult to distinguish whether evaluators are referring to university or city venues.

**Do you have any connection with the University of Cambridge or the Cambridge Colleges?**



As a whole, Open Cambridge attendees connected in some way to the university account for 48 percent of the public audience whereas in 2009, figures showed 45 percent. This result may indicate that we reached a higher number of university-related members of the public through targeted marketing efforts.

**We would like to run Open Cambridge again next year. Please include any suggestions of buildings you would like to visit.**

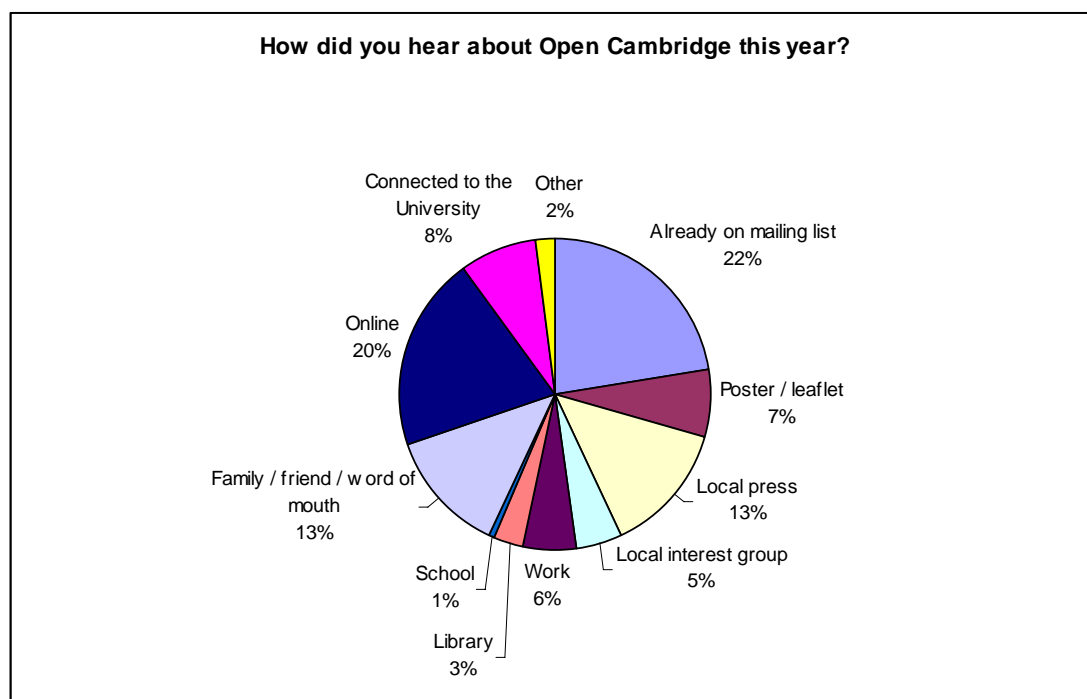
Summary of comments:

- Addenbrooke's and Papworth hospitals
- Anglia Ruskin University
- Backstage of the ADC
- Baillie Scott House
- Behind the scenes at Botanic Garden and Fitzwilliam Museum
- Behind the scenes of major hotels in Cambridge
- Bunker on Brooklands site
- Cambridge Arts Theatre
- Cambridge United
- College boathouses
- College dining halls and art collections
- College residential buildings, student rooms
- Computing in Cambridge
- Concerts in college gardens
- Continuing Education
- Darwin room
- Exhibition of shops and how they have changed (e.g. old habitat shop)
- Genome Centre, Babraham Institute
- Interesting venues in King's Hedges / Arbury
- Judge Business Institute
- Kettle's Yard
- Leckhampton House gardens
- Lloyds Bank (formerly Fosters)
- Local schools (e.g. Parkside School)

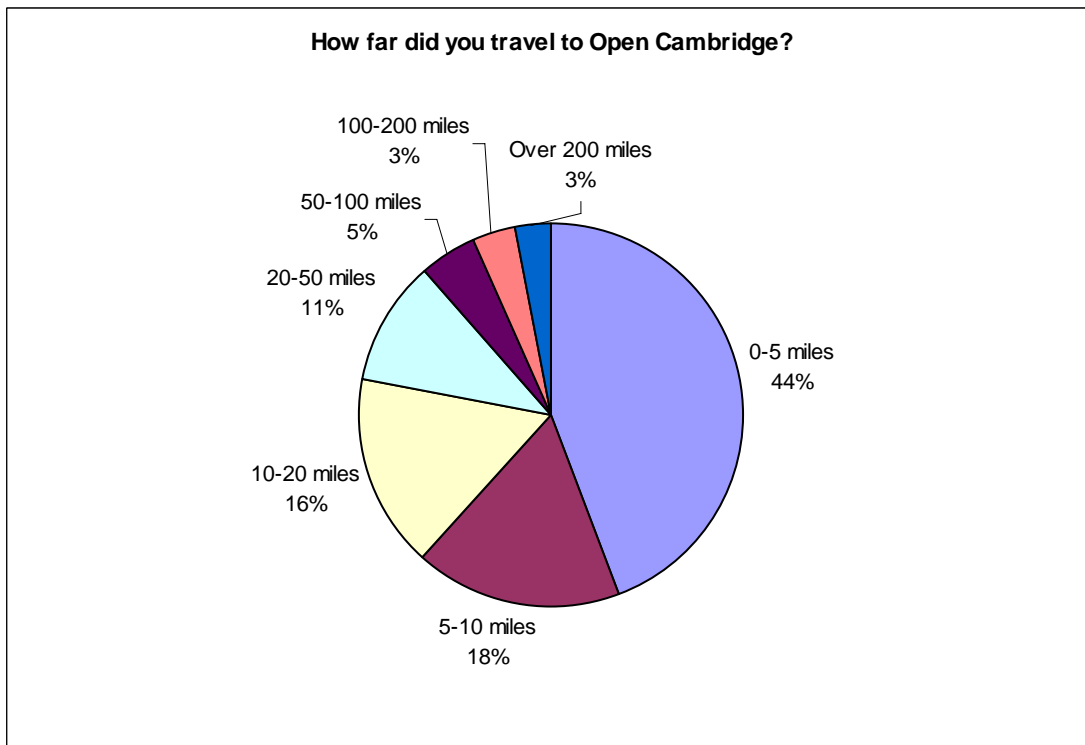


- Locks, weir and water management of the River Cam (cycle tour)
- Madingley Hall
- Magistrates and the Crown courts
- Milton Country Park
- More churches (e.g. All Saints, Great Saint Mary's, Denny Abbey), mosques, synagogues
- More college chapels
- More colleges – Queen's, Magdelene, Peterhouse, Churchill, Emmanuel, Westminster, Caius, Catherine's, Gonville
- More museums (e.g. Sedgwick, Whipple, Downing Site)
- Nanotechnology Centre
- Needham Institute
- Real Tennis Court
- Ridley Hall
- Schlumberger Cambridge Research
- Senate House
- The Cavendish laboratories and others
- The city's hidden underground tunnels
- The Old Schools
- The Science Park
- University cellars and lunch/dinner halls (e.g. Wimpole Hall, Shire Hall, Masonic Hall)
- Veterinary college and more West Cambridge sites
- Water / sewage works
- Wellcome Trust Sanger Institute
- Westcott House

We will consider these suggestions for our 2011 Open Cambridge programme.

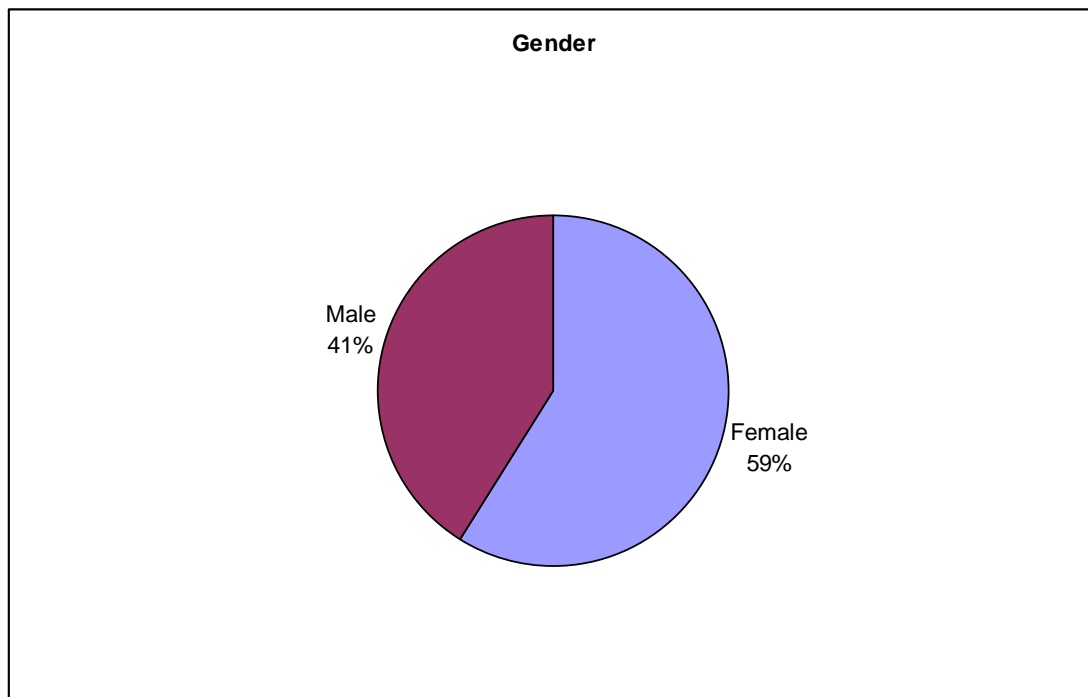


This year's figures vary from last year's, in that a higher percentage of participants heard about Open Cambridge through our mailing list (22 percent) than online (20 percent versus 34 percent in 2009). Word of mouth and local press tended to be more or less the same, and less people tended to find out about the event via poster/leaflet than last year (7 percent versus 19 percent in 2009).

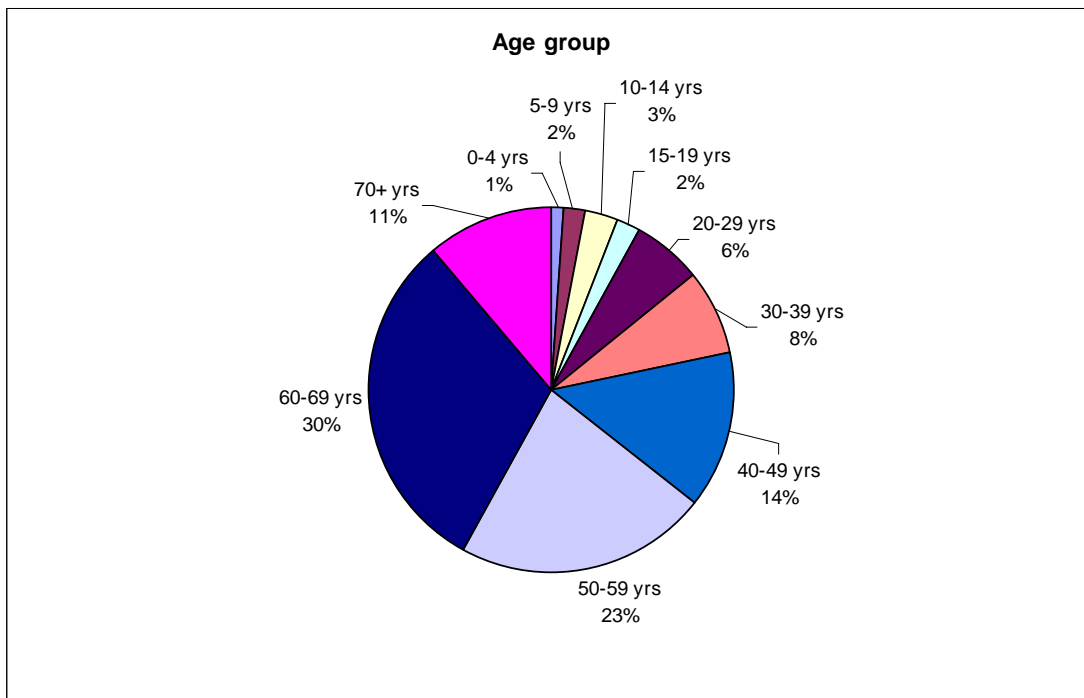


Seeing as Open Cambridge is quite a local event and as such it is marketed accordingly, it was no surprise that 62 percent of attendees travelled between 0-10 miles to attend the weekend's events.

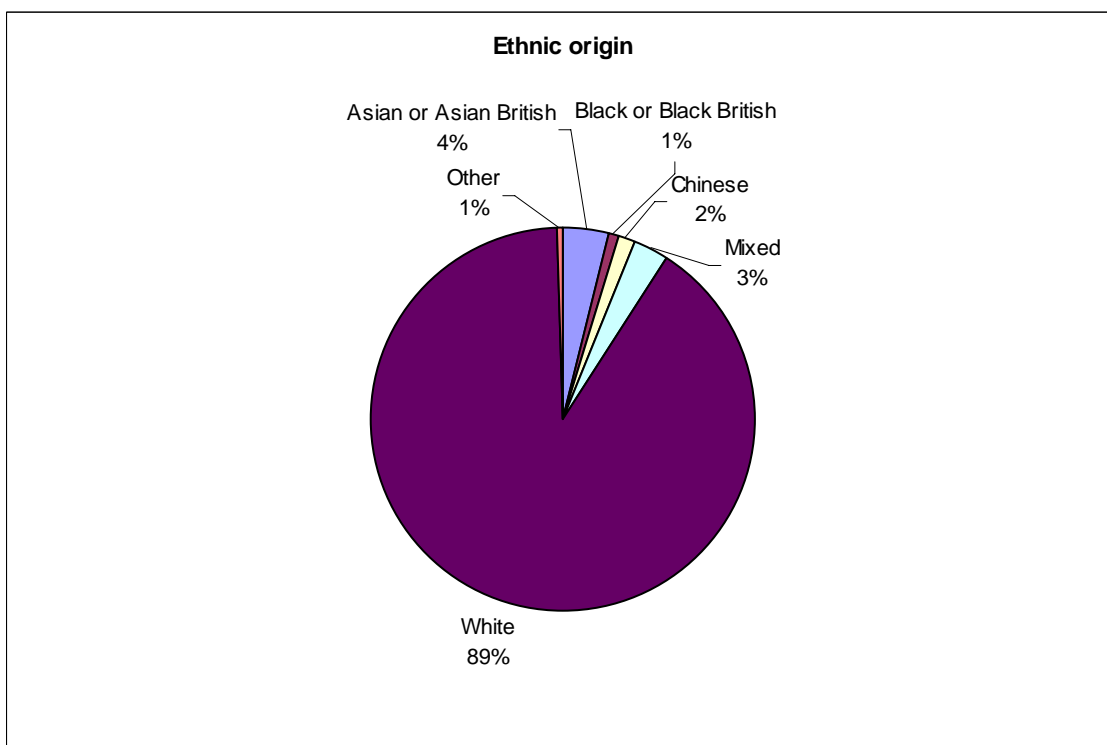
**Breakdown of participants by gender, age and ethnic origin**



The gender divide this year was quite similar to 2009 Open Cambridge attendance. This could either be interpreted as females being slightly more inclined to attend these types of events, or a greater tendency to complete evaluation forms.

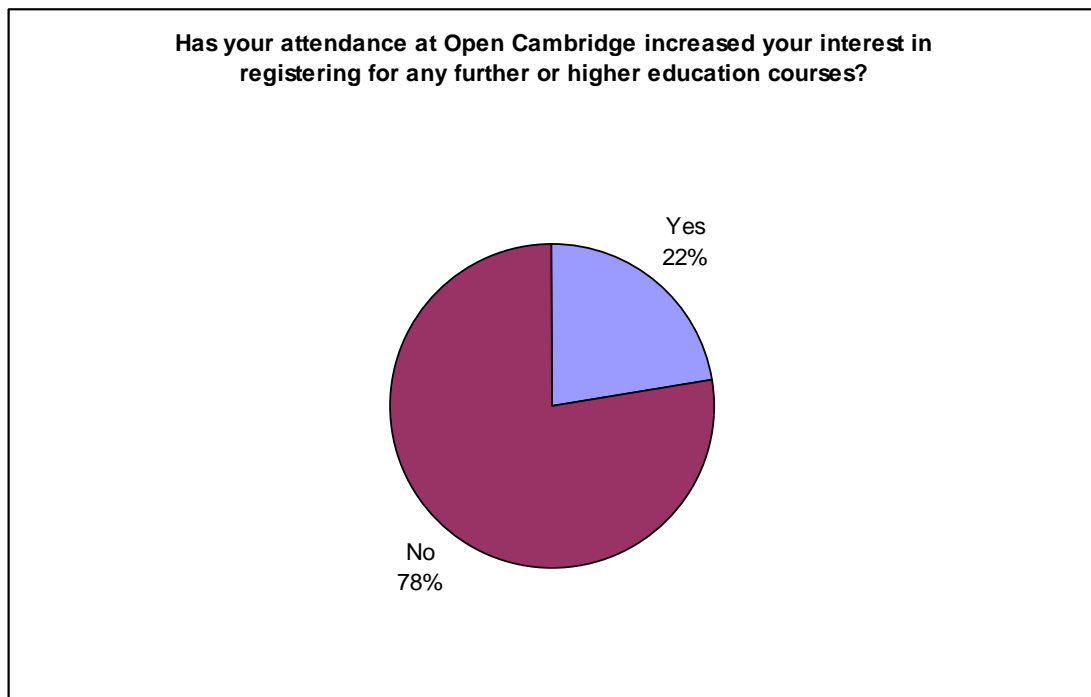
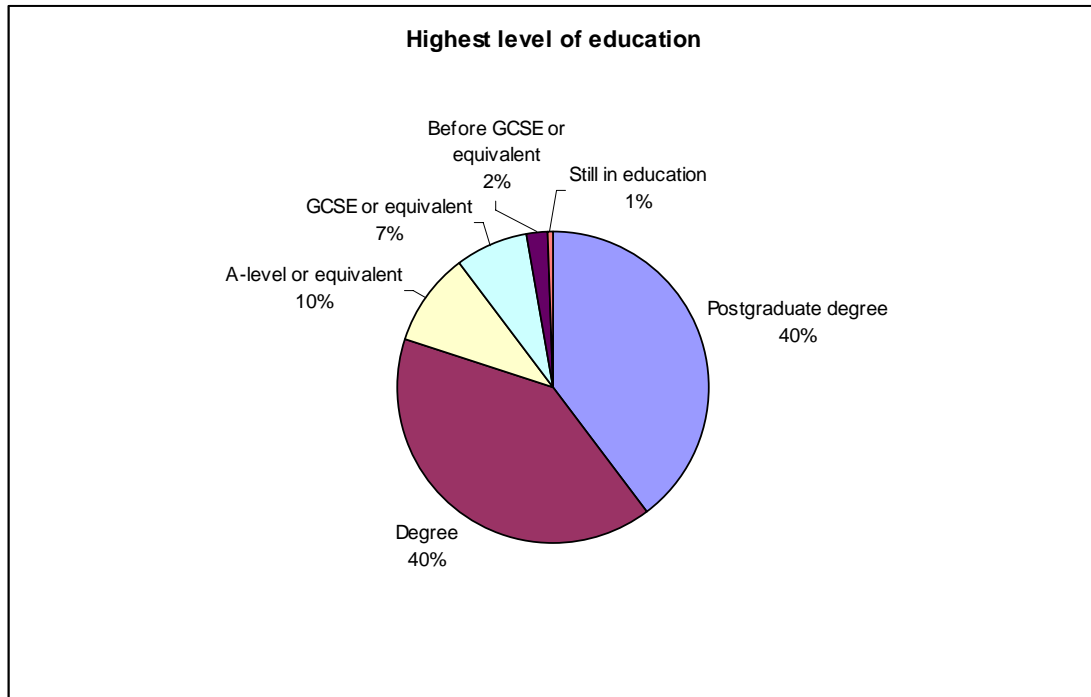


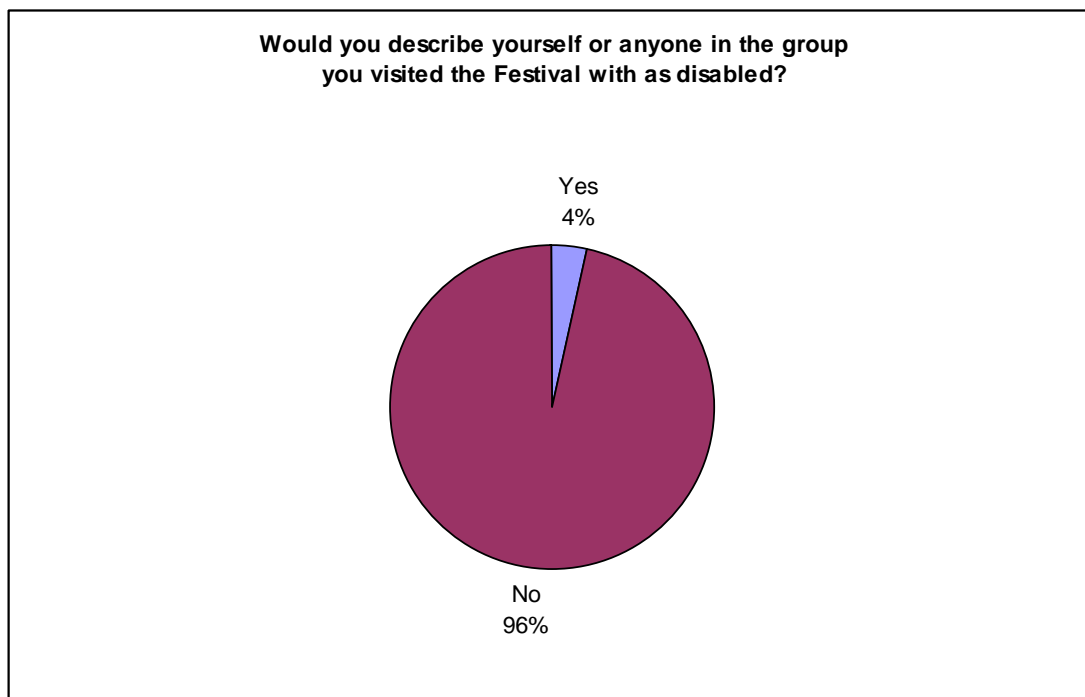
The age divide this year was also similar to 2009 Open Cambridge figures, with the majority (64 percent) of attendance resulting in members of the public aged 50-70+. Due to the nature of this event, we expected these results but hope to attract younger audiences in the future.



Compared with 2009 figures, a lower percentage of public attendance identified themselves as White this year (89 percent versus 95 percent last year). We attribute this change to targeted marketing at specific ethnic groups in an effort to attract a more ethnically diverse audience. We will continue to focus our efforts on promoting and raising awareness about Open Cambridge in the future to increase this diversity.

## Further demographic criteria





### **Tour organiser evaluations**

Full tour organiser comments are provided in Appendix 3.

Organiser evaluations were positive and most comments focused on how individual tour leaders might adapt their tours in the future, as well as the feedback they received from participants, suggestions for future tours and what they have gained from taking part in Open Cambridge.

### **Library organiser evaluations**

Full library organiser comments are provided in Appendix 3.

Organiser evaluations were positive and most comments focused on how individual library hosts might adapt their open exhibits in the future, as well as the feedback they received from participants, suggestions for future tours and what they have gained from taking part in Open Cambridge.

Tour organiser comments

What worked well on the tour?	What didn't work so well? What would you change if you did it again? Were there any practical problems?	Please tell us any feedback given by the participants	Were you happy with the organisation of Open Cambridge? Could we do anything to improve it or is there any further support that we could give you?	Please include any suggestions for the organisation of Open Cambridge.	What do you feel that your institution has gained from taking part in Open Cambridge?
Well prepared and experienced guides; other friendly helpers. Ample and delicious refreshments; attractive garden (many people spent time enjoying the sunshine in the garden). Informative display about the house's history. Generally well organised event.	We have realized from experience that we need five guides minimum. Unfortunately one of our guides couldn't do it so we only had four. This put pressure on the guides, and resulted in one tour being much too large (25 people). Need to create shoe racks for people to put their shoes on when going upstairs on a tour. Ideally we would have a 'supporter' on each tour, but we had limited manpower.	All feedback I'm aware of was very positive.	I am very happy with the organisation. The tour guide training was much appreciated. It was very helpful having extra publicity - quite a few people said they learnt about our day from the Open Cambridge booklet. As we have been holding these Open Days for several years now we are now "up and running". It is very good to feel, and be, part of a bigger event.	Nothing springs to mind.	A sense of solidarity with the University and other establishments in Cambridge - more like a partnership than just working on our own. Good publicity.
Everything.	- All fine. More turned up than had booked (24 booked) because of publicity, but not a problem. - Happy to make Necropolis an annual item. - Perhaps increase to two tours. - Include (but in the same offering) Eric Marland's studio.	They liked it.	Brilliant. Impossible to improve on an interview on Radio 4's Today programme!	Too many of the offerings were billed for Friday: surely the weekend is better for most of the public?	A huge amount of valuable publicity. Definitely good to include some non-Uni sites.
The venue (Mission Hall) was excellent. The tour was fully booked. The timing was just right. The Folk Museum was an excellent 2nd venue.	Too many familiar faces! We were hoping for a new audience with potential for recruiting new friends to the FM (Folk Museum). A shame people were being turned away on last minute bookings. *Maybe we should reserve a percentage of seats for latecomers.	Verbal feedback was encouraging about the event in general. All would be prepared to repeat it and/or expand on the theme at a future date.	See above*.	We had limited brochure space to describe quite a complicated event (compared to more straightforward tours) - some flexibility here would have been beneficial.	Great exposure: a chance to expand our mailing list. Increased solidarity through massive team effort!
People were very interested and enthusiastic about the theatre, sense of excitement and curiosity at being able to visit it.	Rather too much info for the time available, heavy editing going on on my part. Prefer 45 min to 30.	On sheets.	Yes thanks.	-	Another way to share 'our' precious building, and the history of it and see how important and valuable it is.
Using the equipment our Digital Laboratory Asst was much admired. Everything that was interactive went down well. People enjoyed the BFI mediatheque.	Space limitations as the groups were quite large. Hard to gauge level for speaking - particularly on 2nd floor which is the quiet floor! <u>Next time:</u> would include more areas, say more about some areas and about how library works. Include more participatory activities. Make the tour larger.	The mediatheque impressed most people and everyone was grateful for the tour which we felt was good - especially considering the other places they could have visited! Impressed that they saw our venue as 'up there' with the university, etc.	Very happy. Well organised and lots of information sent out. All my query emails answered promptly.	-	Demystified our technology and we were able to show that we are not sacrificing staff to technology. Hopefully we will see improved figures in our mediatheque. We were surprised at the take up figures. Appreciation of what goes into the workings of a library.
History of the place, they liked sitting in the debating chamber and seeing all over the building.	Nothing really, just ran out of time to show everyone around and answer questions.	Very positive, not enough time to see everything...	Very happy, good communication and support. Well done!	More posters around town! Online competition/quiz for participants?	Greater awareness of our presence and what we do here at the Cambridge Union. Better awareness amongst local residents.

Tour organiser comments

What worked well on the tour?	What didn't work so well? What would you change if you did it again? Were there any practical problems?	Please tell us any feedback given by the participants	Were you happy with the organisation of Open Cambridge? Could we do anything to improve it or is there any further support that we could give you?	Please include any suggestions for the organisation of Open Cambridge.	What do you feel that your institution has gained from taking part in Open Cambridge?
The tour worked well: it was balanced showing areas not normally opened to the public, namely Fellows' Library - JCR - Bultery and student rooms and of course the Garden.	-	The feedback was very good, participants saying it was balanced, informative, interesting and entertaining. They particularly enjoyed the Fellows' Library, the student accommodation and the history of Clare. They particularly appreciated the coloured guide books handed out at the end of the tour.	Yes, although on Saturday afternoon, a number of people had written confirmation of their place on the tour whose names did not appear on our list. Those people enquiring by telephone said it was not made clear that they needed to book to confirm their place; hence the extra numbers on Saturday afternoon.	-	The knowledge that a number of people have enjoyed an insight into the life and workings of Clare and the pleasure it has given us.
Format fine even in wet weather.	None, but maybe advertise as one hour.	Seemed to enjoy the tour. Going on to other venues with enthusiasm.	Yes / No change.	-	A good opportunity to present the special nature of Clare Hall as an Institute of Advanced Study with family friendliness.
Nearly everyone turned up which was great. It confirmed that we needed to stick to our minibus capacity and not overbook.	A few people were late but only a small number and they joined the tour while we were still in the building not out on site.	My apologies. We were on quite a tight turn around between visits and I forgot to give out the feedback forms each time.	Very happy with the organisation. Everything went very smoothly.	Nothing springs to mind at present. It all went really well.	It has allowed us to offer visits to the site for individuals and small groups. As a result we are going to offer something similar on a monthly basis. It also gave us a chance to participate in a very positive local project.
Admission of Visitors: reception area with leaflets, free publications and limited displays to view whilst waiting for tour to begin; goodie bags; length and duration of tour. The opportunity for participants to ask questions about both the building and the work of English Heritage.	The tours need to be refined slightly, with key stopping points for presentations/discussions - provide space for parking bicycles with better signage/directions! Either allow longer between tours, so that there is a break for the leaders or have more tour guides! A circular route into the garden would have worked well if the weather was better (and the gate key found!).	A lot of participants were going on to other Open Cambridge events, and all were very positive about the opportunities the programme of activities provided them. There was some confusion about venue addresses and a few requests for a map in the programme next year. All were genuinely very interested in visiting us and viewing the building and seem to enjoy our presentations.	Very good and clear advice.	None - well done, we were very pleased to be included.	Allowed a greater public insight and awareness into the very varied work of English Heritage and an opportunity to visit a very interesting office building.
- People arrived punctually. Almost 100 attendance. 'People enjoyed the café bar and bought lots of plants too! 'Enthusiastic comments and favourable reactions.	Would have run it twice but the lecturer not available.	"Very good tour guide; the buildings 'came to light' and the gardens were so complementary to the site. A truly splendid visit"	Yes very happy.	-	Fitzwilliam hosted about 130 keen, appreciative visitors over the weekend, some of whom also picked up admissions leaflets. There was a palpable sense of pride among staff. The gardeners had potted up about 100 plants and enjoyed selling and advising on planting.

Tour organiser comments

What worked well on the tour?	What didn't work so well? What would you change if you did it again? Were there any practical problems?	Please tell us any feedback given by the participants	Were you happy with the organisation of Open Cambridge? Could we do anything to improve it or is there any further support that we could give you?	Please include any suggestions for the organisation of Open Cambridge.	What do you feel that your institution has gained from taking part in Open Cambridge?
Looking at the sculpture trail. Making sculpture in the studio.	Not all the participants come along to the event. And several were late arriving (up to 30 min). Make the event very 'bitty'.	They enjoyed seeing the museum and having a making session in the studio.	The booking system didn't work for us. As we like to have ages of children in advance. The parents joined in as they understood it to be a family event - if all the participating children (17) had arrived with 2 adults we wouldn't have been able to cope with studio space or materials.	Be clear to participants who ticket is for (in conjunction with host organisers).	Be clear from outset who is taking bookings and these booking details agreed and passed on to us at least three days in advance to prepare studio and materials - also free events cost us to run. Staff overtime and material.
The enthusiasm of the visitors (most of whom were local), and the fact that many of them are going to recommend a return visit to the various local community groups they are involved with.	As the above numbers demonstrate a total of 25 visitors over a two-day period is disappointing. I'm at a loss as to suggestions to improve numbers in the future. Will stick with it though!	Feedback was very positive indeed, all visitors were given the evaluation slip to return to you so hopefully this will support my opinion of success.	I was happy with the organisation of the event and the level of support offered.	We made our posters (A4 size) to put out the front of the Guildhall. Perhaps a large and colourful A3 size poster advertising "Open Cambridge venue - here today" would attract a few casual passers by? Could these be supplied?	Yes, as previously stated many of our visitors (90% plus) were local tax payers and they appreciated the chance to see valuable items that belong to them! I hope they left with a positive view of the City Council.
Publicity (pre-event) and briefing notes/advice.	Booking system - people claimed to have booked - but were not on the list. Also people just turned up without booking.	Some people expressed difficulty finding our site, most people seemed happy with the tour.	I was happy with all aspects apart from the booking (see above).	N/A	Higher public profile. Opportunity to promote our other public activities.
<ul style="list-style-type: none"> <li>- Attendees enjoyed seeing the gardens. First tour - all arrived early or on time (minus no-shows).</li> <li>- Many had never been before.</li> <li>- Several people made use of our tea/coffee machine after the tour. People seemed aware of content and prepared for walking outside.</li> </ul>	Some turned up for 1st tour not having booked, didn't realise they could or had to.	<ul style="list-style-type: none"> <li>- Many wished for a tour of the hall in future.</li> <li>- Some people asked for there to be a café - for coffee before or after.</li> </ul>	<ul style="list-style-type: none"> <li>- Planning and booking of tours seemed well-organised. Good to have guidance on taking tour groups.</li> <li>- More advertising would be better, and greater clarity of which events require booking in the brochure.</li> </ul>	Seems well organised, and able to cope well with current booking system.	<ul style="list-style-type: none"> <li>- Made more people locally (and further) aware of the Institute and its continuing education work.</li> <li>- Given people an opportunity to view the gardens and its history, especially the involvement of the University on this site. Hopefully encouraged people to visit our other open days and take some of our courses - several people took brochures.</li> </ul>
Everything - Group size could go to 20.	Raining!	Feedback forms enclosed.	Yes fine - sorry couldn't make reception evening.	-	Showed off the sculpture collection which would otherwise remain largely anonymous.
Participants did enjoy themselves and this was very gratifying for the guides. We created a friendly and welcoming atmosphere which put everybody in the right mood. Partners wherever we went said hello	Timekeeping of our enthusiastic guides (mentioned on several feedback forms and in an email). Tours should have been better spaced to allow tour guides time to recover! Better signage to meeting point.	They found the guides friendly and informative and liked the anecdotes. They were fascinated by the glimpse into what goes on behind the scenes as well as by a glimpse into times gone by. One participant said "This was my first choice of	A generic Open Cambridge badge for tour leaders would be useful - I made my own but a proper one would look more professional (to be given back afterwards).	-	An opportunity to burrow even deeper into the heart of Cambridge people by showing that we have a proud history here and one we will continue whether we're John Lewis or Robert Sayle!



Tour organiser comments

and had a little chat.		all the tours and it was 10 times better even than I expected."			
<b>What worked well on the tour?</b>	<b>What didn't work so well? What would you change if you did it again? Were there any practical problems?</b>	<b>Please tell us any feedback given by the participants</b>	<b>Were you happy with the organisation of Open Cambridge? Could we do anything to improve it or is there any further support that we could give you?</b>	<b>Please include any suggestions for the organisation of Open Cambridge.</b>	<b>What do you feel that your institution has gained from taking part in Open Cambridge?</b>
Everything!	Nothing! We could accept up to 10 more for each tour.	All very positive.	Yes.	None	We have enjoyed the opportunity to work with the University.
We were very pleased with how things went. We thought we did the content pretty well, and the delivery. We did the afternoons as a double act and that was fun.	- We underestimated the time - recommend an hour next time. - We need a better system for checking attendance.	Most people are filling in forms; everyone was very enthusiastic.	We thought you were great!	-	Potentially we've gained some more members, and we certainly raised the profile of the cemetery, and gained a lot more experience ourselves.
There were some "no shows" on all the tours but the limit of 14 persons is probably the right number. We were able to keep to the schedule for each tour. Setting a minimum age worked well - we didn't have pushchairs and very young children to contend with this year!	Tour 2 (commenced at 12noon) was rain affected (heavy, if brief shower) and with restricted access in the museum presently, it was difficult to improvise. The afternoon tours enjoyed much improved weather but the stamina of the guide was put to the test somewhat!	Some participants (visitors) expressed the wish that they had been given more time and information about the collections/displayed artefacts - this despite it being made clear after similar comments last year, that the tours would concentrate on the building rather than the collections. Generally positive comments on the day, however.	People were generally tolerant of the 'feedback' form being requested but some failed to notice that it was double-sided - perhaps P.T.O. printed on the first page would have been helpful in this regard. Otherwise all appeared to work well.	-	Raised profile of museum and our ongoing work.
Good turnout - those who didn't turn up were replaced by those who just dropped by.	Arranged for family tours, but the first group were all adults (except 2 under 3yrs) - this meant a last minute chance and I was worried that it wasn't the event the young family had hoped for. The second tour was much more successful.	One lady was excited by the weekend and said it was the tour leaders' enthusiasm for what they were showing that shone through.	Organisation was wonderful. Any way to gauge attendee ages would be helpful with prep, but I know this isn't always easy.	-	As always, it was a wonderful way to encourage first time visitors for us - they are always surprised to learn that our collections are open to the public every day.
Group enjoyed it. Good chemistry. Briefing in front of plans and our photos before tour.	Nothing. No problems.	"I never knew there was such a magnificent garden here"	Yes. The Q'arans made my group groan.	Less paperwork	Participation in obviously good PR.
The visitors' attention was captivated for an hour - it worked well throughout. The organisation was very well done.	The space is a little limited but it was possible to work around this.	We enjoyed the tour'. 'Gosh what a difference' (about the museum's refurbishment - the subject of the tour).	I was pleased with the high level of support.	No.	Contact with interested locals who might not usually come to the museum.
Using a Sidney student to assist the group and to provide a 'student's view' of College.	There were 2/3 'tour guides' on each tour who dominated the group and asked so many questions that other visitors were excluded. The College would be happy to arrange a special tour for guides who wish to improve their knowledge.	Most seemed to enjoy the visit. I would be interested in any feedback so that I can adapt and improve future tours.	Good information provided in a timely manner. Thank you.	None.	Good PR especially with local residents who suffer noise and disturbance from May Balls and other events.

Tour organiser comments

What worked well on the tour?	What didn't work so well? What would you change if you did it again? Were there any practical problems?	Please tell us any feedback given by the participants	Were you happy with the organisation of Open Cambridge? Could we do anything to improve it or is there any further support that we could give you?	Please include any suggestions for the organisation of Open Cambridge.	What do you feel that your institution has gained from taking part in Open Cambridge?
The format and our choice of exhibits.	Our porters and custodians (despite our best efforts) tried to give several visitors the wrong directions. We'll try even harder in the future to make sure that all porters and custodians really understand what's happening.	Participants seemed very pleased to be able to see inside the library and to receive a 'personal' tour of the exhibits.	Yes, I was happy.	-	Improved reputation for openness within and outside the University community.
The combination of bookable tours and open access happening at the same time definitely worked.	When the library was very busy space was quite limited, so it was hard to move the group around. If we continue to be this successful (in terms of numbers) we'll consider restricting the number of people in the library at any one time.	Participants loved having the chance to see inside a College Library and to see the historic books on display.	Yes, we were happy.	I have a few libraries and general marketing suggestions which I've detailed on the enclosed letter.	We've been able to break down the 'town/gown' divide and show that we are a welcoming place for everybody. Visits like this definitely help improve the public image of the College and to show that they're a part of public life.
Everyone seemed to enjoy the visits. Nice that everyone was so enthusiastic.	No practical problems. However, a few people turned up without booking for each tour. We were able to take them all because some people didn't turn up.	"That was seriously interesting." "Fascinating."	Yes. Perhaps state that the tours are bookable under <u>each</u> tour entry (rather than at the beginning of the section in the brochure - quite a few people did not see this).	-	A chance to show the Old Library to a different audience and to local people.
Time and timing (11am for 50 min). Mixture of indoors and outdoors - luckily it stopped raining! One of our new students joined in.	9 out of 16 didn't turn up (6 x 13791, 2 x 13621 plus one other). 2 were late. So, there is something to do with 'commitment' and/or ability to get to Wolfson in time after attending a previous event.	See enclosed feedback sheets: 3 x Very Good, 2 x Good.	Yes, happy. Something to do with encouraging those who sign up to turn up.	-	We are one of 21 colleges, but often forgotten, so this helps as to remind people that we are here!

Open Library organiser comments

What worked well?	What didn't work so well? What would you change if you did it again? Were there any practical problems?	Please tell us any feedback given by visitors.	Were you happy with our organisation of Open Cambridge? Could we do anything to improve it or is there any further support that we could give you?	Please include any other suggestions for the organisation of Open Cambridge	What do you feel your institution has gained from taking part in Open Cambridge?
I was very pleased with whole event. Archival displays of letters, art-work and photographs were viewed with interest, as were films and audio-visual presentations. Visitors were keen to listen to oral history interviews and view films individually too - headphones were available.	A couple of people arrived at 12:55, so I stayed open until 14:00, whereas I had planned to close at 13:00.	Two couples have since offered to donate cine films, and other archival collections to the Centre's library, inspired by the collections they viewed.	Organisation was excellent, thank you. Sorry I could not make the party you kindly organised during the week before the event.	-	Two new archival collections and some excellent publicity. Hopefully each of the 30 visitors went away and told 3 or more people each about our collections.
Having the Library open all day so that people could wander in whenever they fancied.	The Library was difficult to sign post because it is so tucked away. I'm not sure we could improve this though.	Just a selection: - A great opportunity to see a marvellous room and its contents. - Fascinating. Good for the public to peep into this academic world. - I wish to come back! - So glad we found this. A gem. - How wonderful that you've let the public look at these treasures. Loved the Chinese cheat sheets (continues to request a whole exhibition on cheating). - Lovely library. - Very good, enjoyed the displays. We had one negative comment - 'pathetic effort' - this visitor said very loudly that he thought it was all pathetic but would not tell me how we could improve the experience for him. So I'm still not sure what he expected.	Yes, very happy.	-	Open Cambridge has been an opportunity to share our buildings and collections with the public, particularly the local community.
Visitors were interested and engaged with the display.	Advertising was poor. Archives Centre was excluded from Heritage Open Weekend website.	-	The Archives Centre was told that Open Cambridge would ensure we were entered on the Heritage Open Weekend website. This did not happen.	-	Some good local PR, though limited to a few individuals.

Open Library organiser comments

What worked well?	What didn't work so well? What would you change if you did it again? Were there any practical problems?	Please tell us any feedback given by visitors.	Were you happy with our organisation of Open Cambridge? Could we do anything to improve it or is there any further support that we could give you?	Please include any other suggestions for the organisation of Open Cambridge	What do you feel your institution has gained from taking part in Open Cambridge?
The publicity, to judge the number of people who turned up.	We weren't able to stick to the idea of tours every hour on the hour. People turned up at any time, & I didn't want to turn them away or keep them waiting, so I embarked on the tour & then others arrived while I was talking. I eventually found I'd been talking non-stop for 3 hrs. Best way...	They said they'd enjoyed it, but I can't recall anything more specific than that.	Thanks for your support.	-	Visibility.
(A) Telling the Tourist Office. See below. (B) Open Libraries as a separate part of Open Cambridge. Several of the people I talked to were local librarians or archivists, and one couple sat down to plan the rest of their day, using the libraries tour pages of the brochure. (C) Having it on a Friday, as we did this year, meant University employees were more likely to come. Having it on a Saturday, as we did last year, meant more families came. I don't know which is better, given that we haven't the resources to do it for 2 days. Perhaps Fridays on alternating years, Saturdays the others, will satisfy the demand.		(A) One couple came in, said they were in Cambridge for the day and dropped into the Tourist Office to see what was on and were told 'well the first thing you HAVE to do is go into the King's College Library open day'. (B) Another College librarian who attended was excited to see that we have letters from their founder in our collections. They have a big anniversary coming up and may be able to use our archives to help them celebrate.	I was happy with your organising it. The A4 size posters with white space are the best for us, in terms of signage. We have only little A-frames with which to direct people.		Better publicity of our collections; better association with colleagues in other similar facilities.
Visitors seemed to very much appreciate the exhibition and the tours. They seemed to be particularly drawn to tours and turned up to view the exhibition prior to taking a tour.	We were happy with the day - all the arrangements went very smoothly. We would have liked to see more visitors and need to put some thought into how to attract higher numbers. The people who came seemed to plan their visit around the two tours of the library. We will bear this in mind for next time and will discuss how to extend the scope of the tours offered. We were conscious that taking part on the Friday rather than the weekend limits potential visitor numbers. It is however easier to make	Some of the College's "neighbours" came and appreciated finding out more about the College. We had some visitors who came last year and enjoyed the exhibition so much that they returned this year.	The promotion of the event and our library were very much appreciated. We also found the emails covering organisational details before the event were well timed and very helpful.	It would be very helpful to have a summary of what worked well in other libraries e.g. timing of tours.	We very much appreciate the opportunity to promote the holdings of our Library and Archive. It is also a chance to inform the local Cambridge community about our College. Thank you very much for all your hard work organising this event.

Open Library organiser comments

	arrangements for the Friday due to staffing, security etc.				
<b>What worked well?</b>	<b>What didn't work so well? What would you change if you did it again? Were there any practical problems?</b>	<b>Please tell us any feedback given by visitors.</b>	<b>Were you happy with our organisation of Open Cambridge? Could we do anything to improve it or is there any further support that we could give you?</b>	<b>Please include any other suggestions for the organisation of Open Cambridge</b>	<b>What do you feel your institution has gained from taking part in Open Cambridge?</b>
Being open generally rather than for booked tours meant that we had more people through the door - including many who didn't know about Open Cambridge but were just general tourists. The librarian gave a talk which publicised the library and brought in more visitors throughout the Saturday. Opening hours of 10-4 seemed to work really well - we were busy throughout.	We need more and better signage in the college to point the way to the library. We also had some requests for a list of the items on display that people could take away. We also need to think about making the merchandise we have (guide books and postcards) more available on the day. It's really only a case of getting other parts of the college more involved in the event.	We had lots of positive feedback from visitors. People commented that they didn't know libraries in Cambridge had such treasures, that they thought the exhibition was really interesting. Several visitors told us that they'd travelled from pretty far away (e.g. Northampton, Suffolk coast) specifically for the Open Cambridge event.	Yes, the posters were great - with the option to customise. It would be helpful if we could have had more booklets to give out to visitors - there were plenty who didn't know about Open Cambridge, Maybe next year we should request/collect some? It is worth having evaluation forms for visitors to gauge further reaction? Maybe that takes place on the booked tours?	Some visitors told us that they'd been disappointed that the bookable events they wanted to attend filled up so quickly. They said they'd like to register their email address to be notified when booking opened. Don't know how much work that would be for the Open Cambridge team?	Great visibility and PR for us - lots of visitors, both locals and tourists who appreciated seeing the library and its treasures. At the end of a summer when we've charged for admission to the college for the first time, it was nice to do something for free and see just how much interest there is. Getting so much positive feedback reinforces our sense that it is worthwhile doing such outreach activities. And seeing our collection through fresh eyes helps us appreciate what we've got. All in all a really stimulating (if exhausting!) weekend.
Publicity organised by the Cambridge admin team; good contact with the Cambridge admin team.	Publicity by external organisations. They were often working on an 'everything at the last minute' assumption that we don't have the resources to meet. We're one of the graduate-only departments of the university, so vacation times mean little to us and we're busy with students, particularly throughout September. Open Cambridge fell at a busy time for us, even though it's a quiet time for many other departments. As such, we need to plan everything ahead and couldn't accommodate a number of late requests for publicity. In the end, they began to distract from our work and became a problem.	All positive feedback: people were especially interested in the John Haigh archive of letters, and our prisoner art. A number of people who work in the university visited us for the first time and were keen to come back and use the library more regularly.	Apart from publicity by external organisations, very pleased. For future years, it may be worth you holding a list of any restrictions on the part of participating departments/libraries etc from the start of the process, e.g. "Need 24/48/72 hours notice for media." With hindsight, it would have made our lives easier to have that in place this year.	-	As an institution, probably nothing, although I personally enjoyed chatting to the visitors.

## Appendix 4

### **Bridge the Gap charity walk evaluation**

We plan to change the evaluation method for 2011, as the nature of the walk means that it is hard to get paper evaluation forms to be filled in by walkers. There were 14 completed forms, so we have not presented statistical or demographic information as responses are unlikely to be sufficiently representative of the 2,700 walkers. Some qualitative feedback is presented below.

#### **Did the walk meet your expectations? What did you like about it and what didn't work so well?**

Summary of comments:

- Met and exceeded expectations
- Good access and well organised
- Visited places otherwise wouldn't have seen
- Great opportunity to learn more about Cambridge
- Cambridge Union particular highlight
- More information on Colleges, gardens, refreshments and toilets appreciated
- Start over narrow bridge difficult with long queues
- Colleges more evenly spaced along route.
- Blue Badge guides should be more visible, hard to distinguish from marshals.
- Would like a short cut route that would span four miles.
- Family member given up coming as not sure of rest points
- Would like route prior to walk to look up information

#### **Why did you come on the walk?**

Summary of comments:

- To raise money for charity
- Previous participant
- Family day out
- To see Cambridge and places usually inaccessible to public
- Exercise
- Part of work team

#### **How did you hear about Bridge the Gap?**

Summary of comments:

- Cambridge Evening News
- Previous participant
- Recommendation
- Charity
- Work for Cambridge University Press

**Suggestions of buildings you would like to visit through the walk next year.**

Summary of comments:

- Botanic Gardens
- Gonville and Caius Colleges
- Judge Institute
- Old Gallery
- Queen's College
- Senate House
- University Library
- Walk over Mathematical Bridge and Bridge of Sighs