



UNIVERSITY OF  
CAMBRIDGE

Office of External Affairs  
and Communications



## Report of the Cambridge Festival of Ideas

---

23 October – 3 November, 2013

---

Malavika Anderson, January 2014



# UNIVERSITY OF CAMBRIDGE

Office of External Affairs  
and Communications

## Contents

---

Festival of Ideas - Introduction.....	4
Festival of Ideas 2013 - Sponsors .....	4
Festival of Ideas 2013 – Team .....	5
Festival of Ideas 2013- Overview .....	5
Festival of Ideas 2013 – Headline Statistics .....	6
Festival of Ideas 2013 – Programme and Publicity .....	6
Festival of Ideas 2013 – Website.....	7
Festival of Ideas 2013 – Web traffic .....	8
Festival of Ideas 2013 – App .....	10
Festival of Ideas 2013 - Social Media.....	12
Festival of Ideas 2013 – Press .....	16
Festival of Ideas 2013 - Feedback.....	17
Festival of Ideas 2013 – Volunteers .....	21
Festival of Ideas 2013 – Schools Outreach .....	22
Festival of Ideas 2013 – Community Outreach.....	22
Festival of Ideas 2013 – Co-ordinators.....	22
Festival of Ideas 2013 – Thank You .....	23



# UNIVERSITY OF CAMBRIDGE

Office of External Affairs  
and Communications

## Festival of Ideas - Introduction

---

The Cambridge Festival of Ideas started as a public engagement initiative for the arts, humanities and social sciences in 2008 and has developed and expanded over the last 6 years. This year we have seen a huge increase in participation from within the University, various Colleges and external organisations. This report details the feedback we have received from internal University and College event co-ordinators, co-ordinators external to the University, members of the public and volunteers.

The objectives of Festival of Ideas are to:

- To generate public interest in the arts, humanities and social sciences
- To promote year-round access to museums and other University of Cambridge resources relevant to the arts, humanities and social sciences
- 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
- To generate discussion and raise the profile of the Festival outside of Cambridge using national and international media

## Festival of Ideas 2013 - Sponsors

---

The Festival is financed through core funding from the University of Cambridge and generous support from our sponsors.



---

Festival Supporting Partners



---

Hospitality Partners



Media Partners



95.7 FM | 96.0 FM | DAB | [bbc.co.uk/cambridgeshire](http://bbc.co.uk/cambridgeshire)

## **Festival of Ideas 2013 – Team**

---

### **This year's Festival team were:**

Nicola Buckley	Head of Public Engagement
Dane Comerford	Public Engagement Events Manager
Malavika Anderson	Festival Co-ordinator (Arts, Humanities and Social Sciences)
Sophie Dawson	Festivals and Outreach Assistant
Emily White	Festival Assistant
Sonja Lesniak	Intern – Festival Assistant
Sue Long	Festivals and Outreach Officer (Community and Schools)
Stuart Roberts	Communications Officer
Mandy Garner	Communications Officer
Becky Wieczorek	Public Engagement Communications Officer
Lloyd Mann	Web administrator
Lucinda Spokes	Science Festival Co-ordinator (maternity cover)
Shelley Bolderson	Science Festival Co-ordinator

## **Festival of Ideas 2013- Overview**

---

The Festival took place over 12 days in October (23 October – 3 November), the second week of which was the half-term holiday for schools. Events ranged from hands-on craft activities in the University Museums over the half-term holiday, thought-provoking panel discussions for adults with academics, high profile talks by celebrities, film screenings and exhibitions. There were events on offer to help people of all ages to explore a huge range of topics within the arts, humanities and social sciences.

The central theme for the festival this year was 'Frontiers' - exploring various challenges across the globe, unearthing old anxieties or conjuring new hopes and fears. The events included this year responded in various creative ways to the theme, thereby creating a diverse range of events and activities.

The first Saturday of the Festival was based on the Sidgwick Site, with the Faculty of Law building as the primary venue. Talks and activities for all ages took place in a number of different venues on the site including Lady Mitchell Hall, the Museum of Classical Archaeology, the Alison Richard Building, Modern and Medieval Languages, Faculty of Asian and Middle Eastern Studies, the English Faculty and the Faculty of Divinity.

## Festival of Ideas 2013 – Headline Statistics

---

- 91 % of respondents had a positive impression of the event they had just attended.
- The majority of visitors came from Cambridgeshire (77%); 10% were from the Eastern region of England and between 3% and 4% of the visitors came from London. International visitors included audience members from Ireland, Germany, China, and India amongst others
- 27,101 unique visitors to the website, but a total of 37, 344 page views (see further breakdown below)
- 47% of all visits to the website were from first time visitors
- 2960 followers on twitter, 3564 likes on Facebook

## Festival of Ideas 2013 – Programme and Publicity

---

Programme, posters and leaflets

Item	Details	Quantity
Programme	48 pages	30,000
Leaflets with Events for Young People	4 sided A5 leaflet	43,000
Museums leaflet	4 sided A5 leaflet	12,000
Saturday leaflets	4 sided A5 leaflet	10,000
Posters	colour	1430

Merchandise

- T-shirts for volunteers (free and based on advance requests) - 500
- T-shirts for sale at £5 each.
- Notebooks: A6, 20 pages and plain inside at £1 each
- Canvas bags at £3 each)

The University 'What's On' event notification service produced three targeted Festival e-bulletins, resulting in distinct peaks in bookings for events.



# UNIVERSITY OF CAMBRIDGE

Office of External Affairs  
and Communications

## Festival of Ideas 2013 – Website

The Festival of Ideas website migrated this year to the new format which is being adopted by the University at large.



The website is now designed so that it is responsive to a number of devices and browsers, adjusting itself automatically. This means that the website is accessible and easy to use on computer screens, tablets and mobile devices alike.

There were 37,344 users who visited the festival homepage. However, the total number of page views for the complete website from when it went live on 14 August 2012 was 205,284 with 153,146 unique views. The statistics below show web traffic analysis, comparing last users from 2012 and 2013 and a breakdown of visits to individual pages The site was, and continues to be, regularly updated.



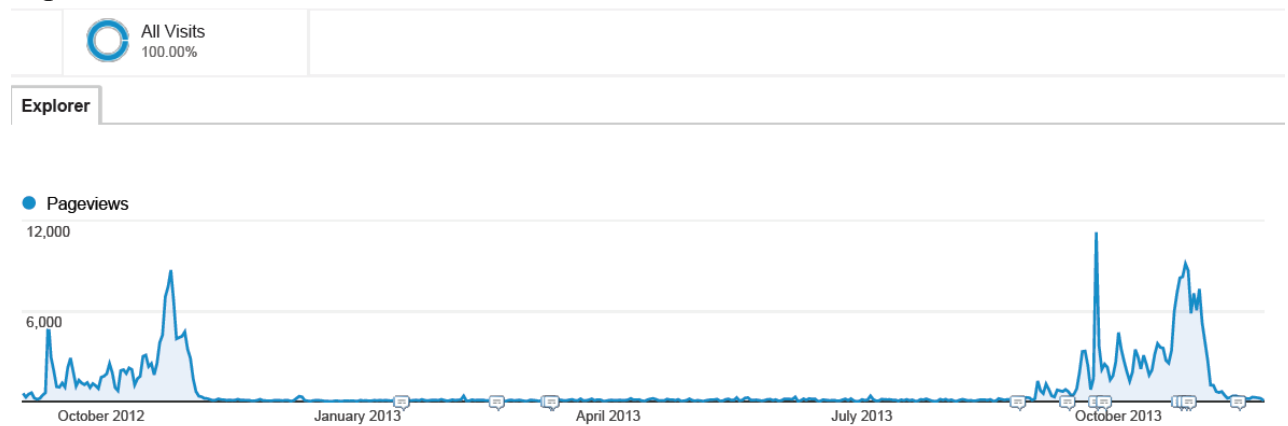
## Festival of Ideas 2013 – Web traffic

---

- Graph indicating visits to the Festival website in 2012 and 2013:

### Pages

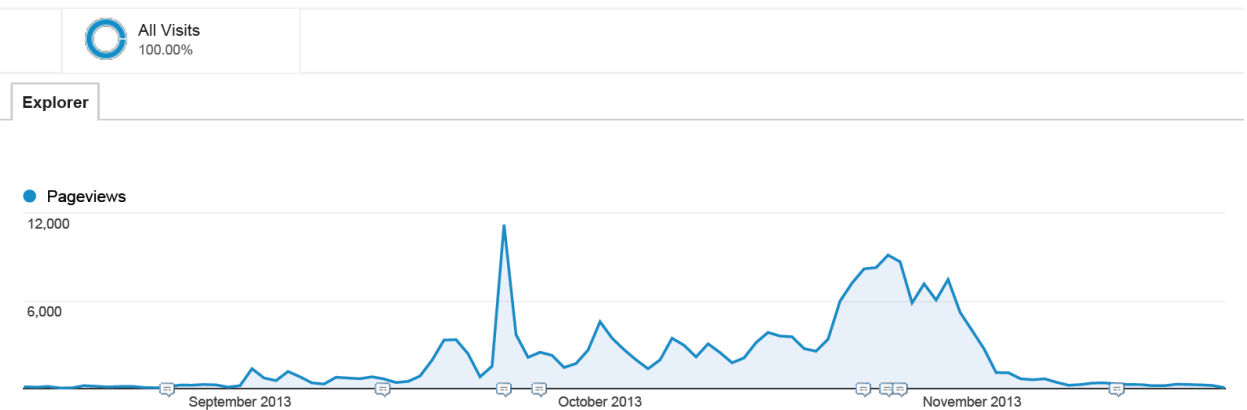
Sep 3, 2012 - Nov 22, 2013



- Graph indicating visits to the Festival website in 2013:

### Pages

Aug 14, 2013 - Nov 22, 2013







# UNIVERSITY OF CAMBRIDGE

Office of External Affairs  
and Communications

- Table showing numbers of visits and most popular pages visited:

Page	Pageviews	Unique Pageviews	Avg. Time on Page
	<b>205,284</b> % of Total: 1.65% (12,445,288)	<b>153,146</b> % of Total: 1.57% (9,733,915)	<b>00:01:26</b> Site Avg: 00:01:46 (-18.52%)
1. <a href="http://www.cam.ac.uk/festival-of-ideas">/www.cam.ac.uk/festival-of-ideas</a>	<b>37,344</b>	27,109	00:00:58
2. <a href="http://www.cam.ac.uk/festival-of-ideas/events-and-booking">/www.cam.ac.uk/festival-of-ideas/events-and-booking</a>	<b>29,600</b>	18,311	00:01:14
3. <a href="http://www.cam.ac.uk/festival-of-ideas/events-and-booking/an-alternative-to-austerity-a-talk-by-owen-jones">/www.cam.ac.uk/festival-of-ideas/events-and-booking/an-alternative-to-austerity-a-talk-by-owen-jones</a>	<b>5,802</b>	5,085	00:04:31
4. <a href="http://www.cam.ac.uk/festival-of-ideas/programme/2013-10-26">/www.cam.ac.uk/festival-of-ideas/programme/2013-10-26</a>	<b>5,695</b>	2,936	00:01:15
5. <a href="http://www.cam.ac.uk/festival-of-ideas/whats-on">/www.cam.ac.uk/festival-of-ideas/whats-on</a>	<b>4,941</b>	3,102	00:02:31
6. <a href="http://www.cam.ac.uk/festival-of-ideas/whats-on/event-highlights-at-cambridge-museums">/www.cam.ac.uk/festival-of-ideas/whats-on/event-highlights-at-cambridge-museums</a>	<b>4,878</b>	3,948	00:01:08
7. <a href="http://www.cam.ac.uk/festival-of-ideas/whats-on/events-for-young-people">/www.cam.ac.uk/festival-of-ideas/whats-on/events-for-young-people</a>	<b>3,703</b>	3,008	00:01:59
8. <a href="http://www.cam.ac.uk/festival-of-ideas/programme/2013-11-02">/www.cam.ac.uk/festival-of-ideas/programme/2013-11-02</a>	<b>3,017</b>	1,848	00:00:55
9. <a href="http://www.cam.ac.uk/festival-of-ideas/programme/2013-10-23">/www.cam.ac.uk/festival-of-ideas/programme/2013-10-23</a>	<b>2,557</b>	1,597	00:00:58
10. <a href="http://www.cam.ac.uk/festival-of-ideas/mobile-app">/www.cam.ac.uk/festival-of-ideas/mobile-app</a>	<b>2,373</b>	2,064	00:02:43



# UNIVERSITY OF CAMBRIDGE

Office of External Affairs  
and Communications

## Festival of Ideas 2013 – App

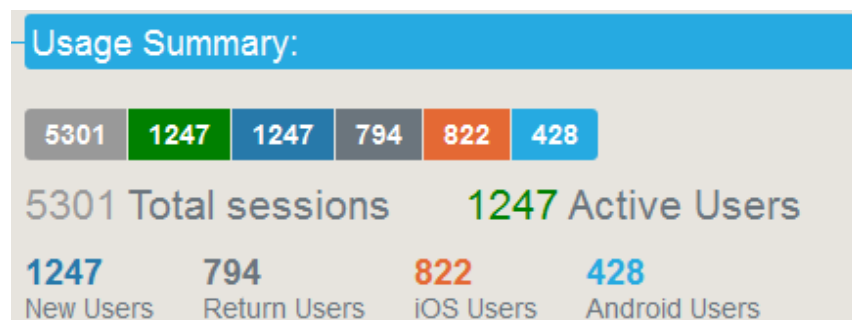
---

For the first time, an app for iPhone and Android was introduced for the the Festival of Ideas. The app allowed the user to search, book and organise events, access videos and competitions and receive important updates about the Festival. Other features included a personal Festival planner which allowed users to add an event to their personal calender and provide reminders if required.

The app was developed with Crowd Torch, a specialised company providing mobile applications for consumer and social events.



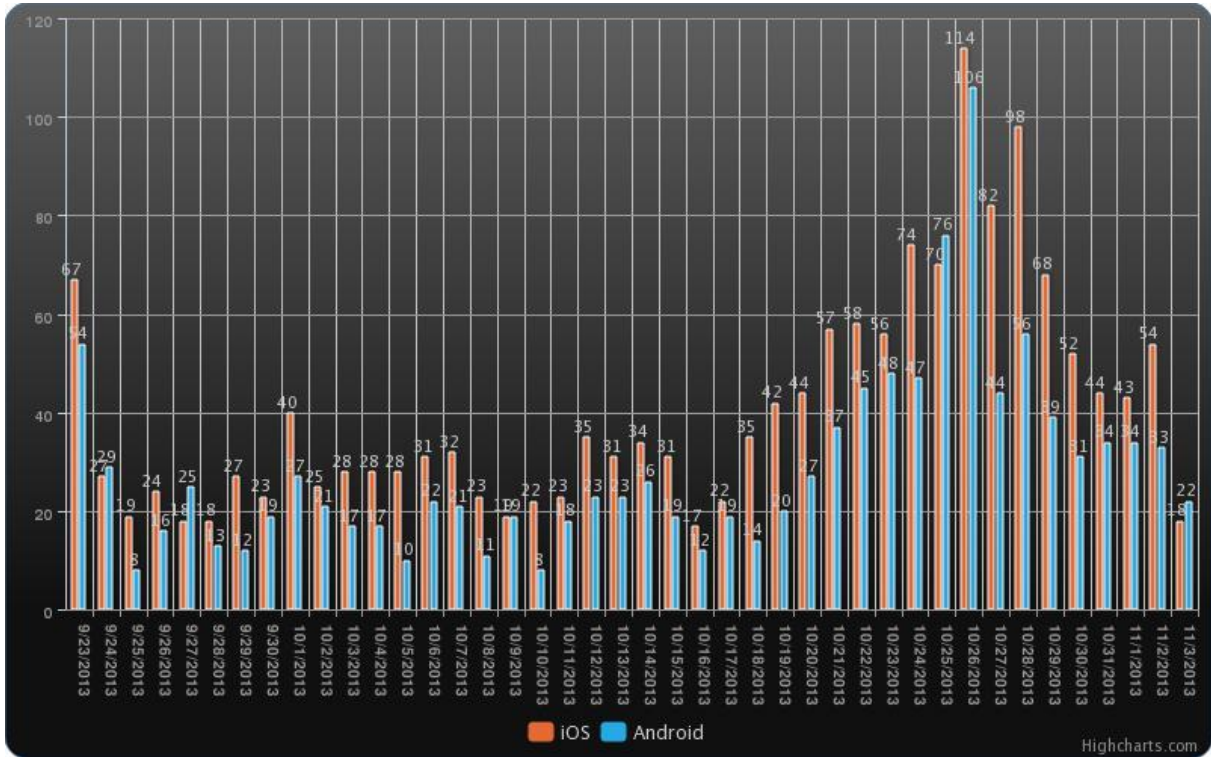
Statistics for the usage of the app are listed below:



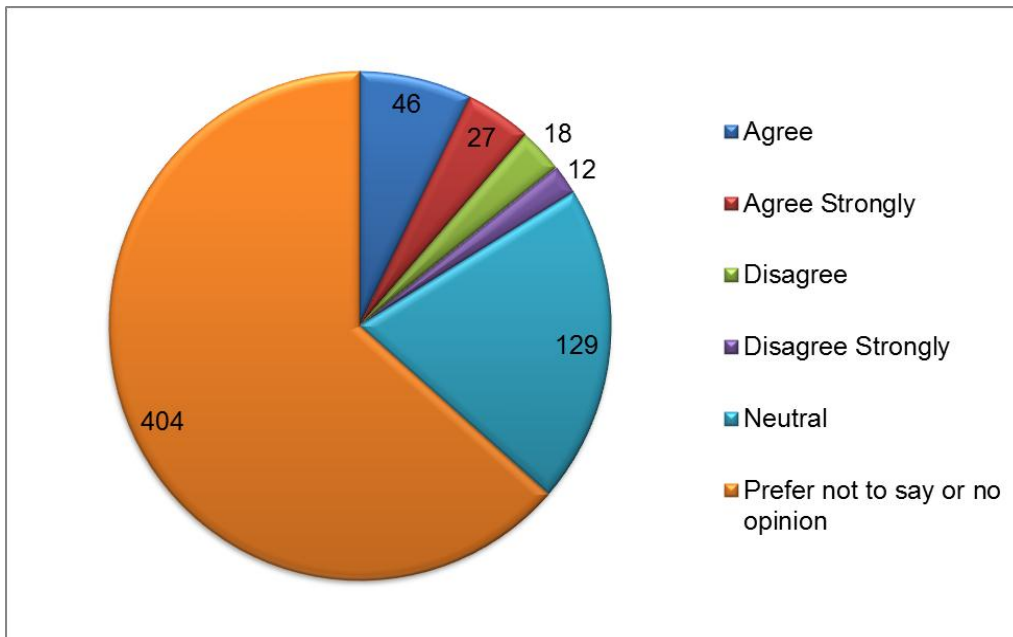


# UNIVERSITY OF CAMBRIDGE

Office of External Affairs  
and Communications



The following statistics highlight the response from the users to the statement: It was easy to use the mobile phone app:





## Festival of Ideas 2013 - Social Media

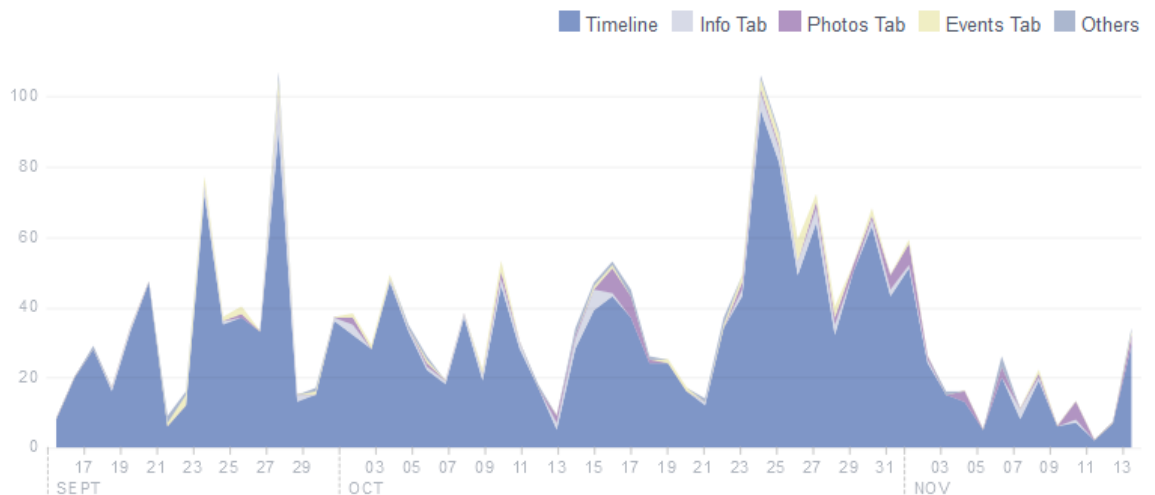
This year more than ever before, the Festival of Ideas has used a number of different social media outlets to promote, recruit volunteers, discuss and evaluate the Festival. Competitions were launched via social media platforms that increased the level of interaction and comment via more informal channels. A paid promotion was carried out on Facebook in the East of England that resulted in an rapid increase in page views in the period. More detailed statistics are indicated below.

Soundcloud was used for the first time to upload audio recordings of events which were then also embedded on the Festival website. On average each of the talks uploaded have had approximately 400 listens over a period of 4 weeks, and this figure continues to grow.

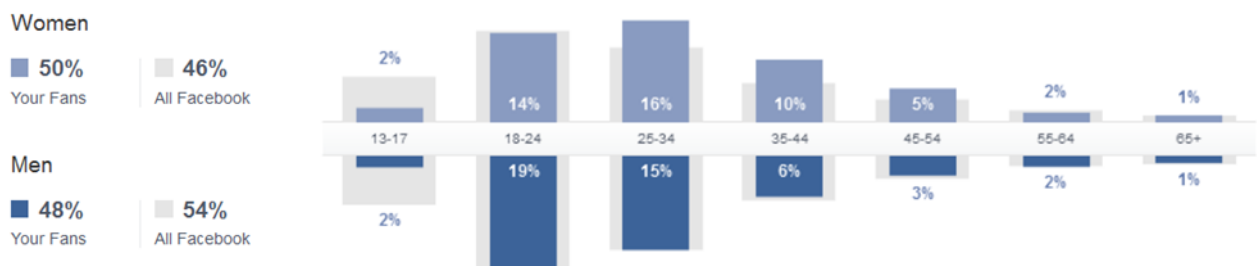
### Facebook statistics:

Cambridge Festival of Ideas **3564 likes** (2270 likes in 2012)

- Visits:



- Gender and age breakdown:

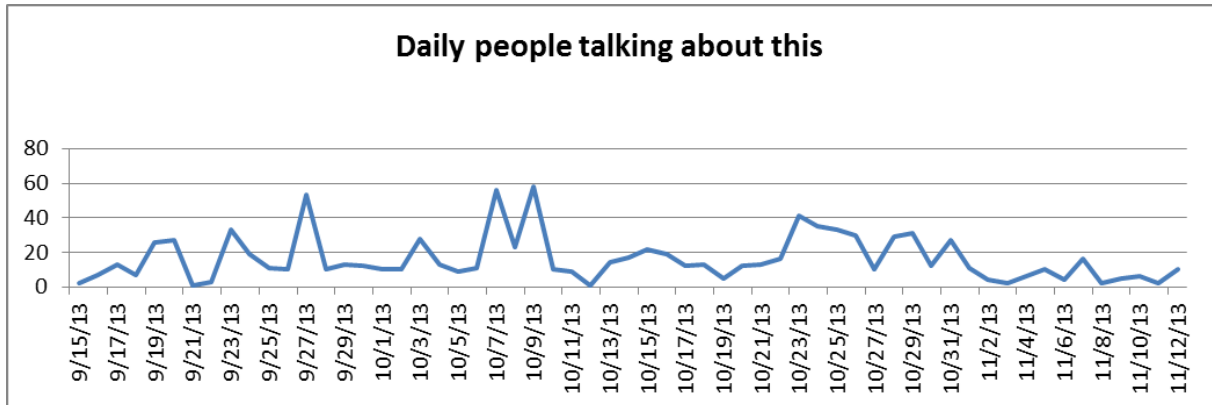




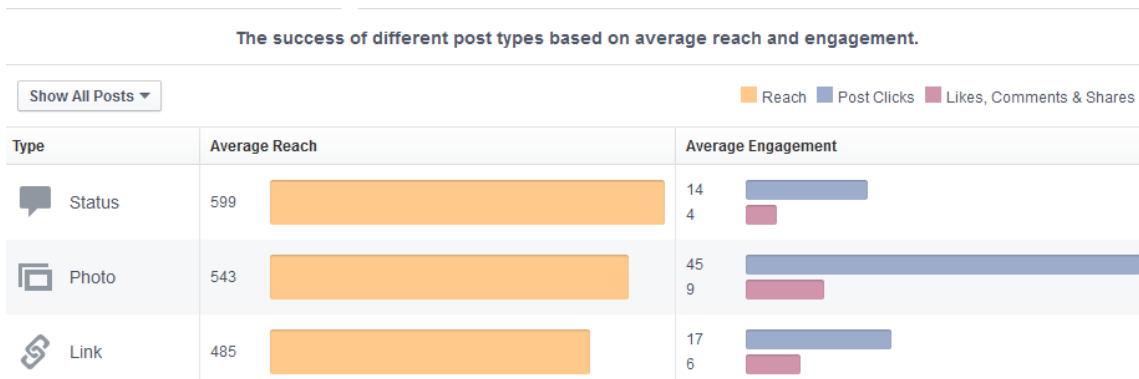
# UNIVERSITY OF CAMBRIDGE

Office of External Affairs  
and Communications

- Interaction: These stories include liking, posting to the Festival Page's Facebook Timeline, commenting on or sharing the posts, responding to events, mentioning the Page, tagging the Page in a photo or checking in at a festival location. (Unique Users)



- Posts: average reach and engagement



- External referrers: The number of times people came to the Page from a website external to Facebook

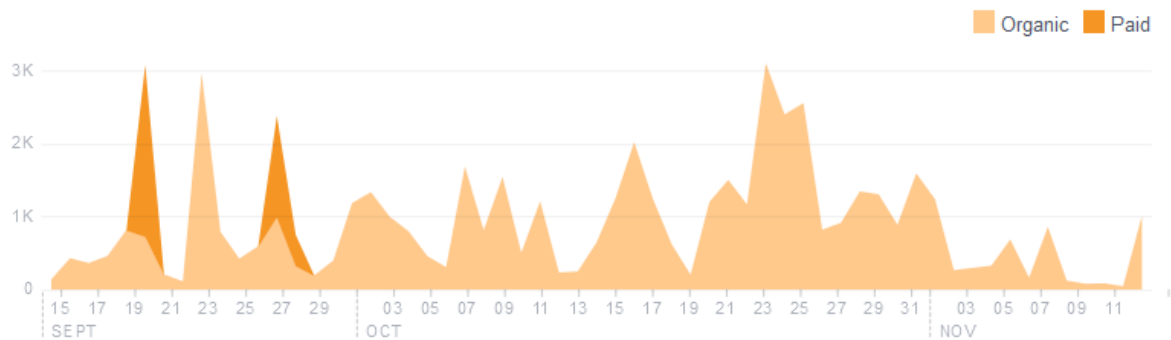




# UNIVERSITY OF CAMBRIDGE

Office of External Affairs  
and Communications

- Total reach (15/09/13 – 12/11/13): number of people who saw any activity from the Page, including posts, posts by other people, Page like adverts, mentions and check-ins



## Twitter Statistics:

@camideasfest; #cfi2013: 2864 followers; around 400 tweets during the Festival period and approximately 500 from September 1 – October 23

Some tweets from the public:

- *Grey day in Cambridge but you can look forward to the colourful world of [@camideasfest](#) soon*
- *[@Cambridge Uni](#) [@camideasfest](#) I've been waiting for this forever*
- *Get the [@camideasfest](#) Mobile app and get inspired this October <http://buff.ly/19zllMT>*
- *Such a great session - left with brain buzzing - thanks [@camideasfest](#) why pay for Hay when this is here?*
- *Lucky to see 2 childhood heroes in 1 day yesterday. Attenborough in the morning, & [@QuentinBlakeHQ](#) at [@camideasfest](#)*
- *Looking forward to the Cambridge Festival of Ideas [@camideasfest](#) from 23rd - some amazing talks on the rosta*
- *Thanks to all involved in [@camideasfest](#) I went to several great talks and look forward to the event every year.*
- *Today I spent my lunch hour learning about quantum physics courtesy of [@camideasfest](#) - implications of quantum space time anyone?*
- *attended a \*\*\*\*superb\*\*\*\* workshop on corporate power of multinationals vs human rights of the poor & illiterate at [@camideasfest](#)*



# UNIVERSITY OF CAMBRIDGE

Office of External Affairs  
and Communications

Some Tweets from organisers and co-ordinators:

- *Wow, what a day! 124 children & 82 adults came to visit & had lots of fun! More pics to follow! [#cfi2013](#) [@camideasfest](#)*
- *We're delighted to report that we had nearly 1000 people through our doors (or handling our objects) for [@camideasfest](#) this year!*
- *A full house at BrightClub for [@CamIdeasFest](#)*
- *[@camideasfest](#) Architectural projections screening was jam packed. We recommend arriving early tomorrow to get a ticket for Good Bye, Lenin!*
- *Just realised PhDcasts Live is the last event of [@camideasfest](#). We're basically the closing ceremony*

Some tweets from speakers and participants

- *Great [#cfi2013](#). Informative talks from Simon Szreter & Bill Davies. Jeff Miley's v enjoyable, Gaby Hinsliff fair chair. Thanks [@camideasfest](#)*
- *[@DannyQuah](#) [@camideasfest](#) [@AnthonyGiddens](#) [@JaideepPrabhu](#) Yes, it was good fun and we all learned something new*
- *Had a fun time debating the future of Europe vis a vis BRICS at [@camideasfest](#) with [@MichaelWhite](#) [@AnthonyGiddens](#) [@DannyQuah](#) and Julie Smith*
- *Looking forward to speaking at the Cambridge Festival of Ideas this evening. [@camideasfest](#)*
- *Thank you to everyone who came out and made tonight possible [#CambridgeFestivalOfIdeas](#) I'm so touched*

## Soundcloud Statistics:

The University of Cambridge Soundcloud account was used to upload audio files of events once they had taken place. These files were also embedded onto the event pages on the website and within the Video and Audio Section. The audio recordings were sometimes accompanied by the slides used by speakers in their presentations.

The total number of listens is 10,790, with an average of 675 plays per event.

Little Hall, Sidgwick Site, Sidgwick Avenue, Cambridge, CB3 9DA

Join Georg FK Höhn who will talk about interactions between attitudes to language and the creation and maintenance of identities in the current age of the nation-state.  
Image Copyright: <http://people.ds.cam.ac.uk/gfk33/capoeira.html>

Open publication - Free publishing

## Festival of Ideas 2013 – Press

This year's Festival received extensive national and local media: Coverage included 26 broadcast interviews and 65 press articles: 14 national feature articles (eg. Sun, Daily Mail, Telegraph, Guardian, BBC); 23 international features (8 English language, 15 non-English eg. TIME magazine, Shanghai Daily, New Zealand, Metro Canada, Huffington Post); and dozens of blog posts. Further details and an extensive media coverage compendium is available as a separate document.

### Festival of Ideas 2013 – radio interviews

Outlet & programme	Interviewee/s	Date
1. BBC Radio Cambs, Breakfast	Dane Comerford	24/9/2013
2. BBC Radio Cambs, Drivetime	George the poet	18/10/2013
3. BBC Radio Cambs, Drivetime	Malavika Anderson	18/10/2013
4. BBC Radio Cambs, Drivetime	Paul Cartledge	21/10/2013
5. BBC Radio Cambs, Drivetime	Kathleen Richardson	21/10/2013
6. BBC Radio Cambs, Drivetime	Andy Martin	21/10/2013
7. BBC Radio Cambs, Breakfast	Susan Quilliam	21/10/2013
8. BBC Radio Cambs, Breakfast	Daniel Pitt	21/10/2013
9. BBC Radio Cambs, Breakfast	Quentin Blake	23/10/2013
10. CU-TV	Richard Evans	23/10/2013
11. BBC World Service, In the Balance	Cycle of Confidence panel	24/10/2013
12. BBC World Service, In the Balance	Breaking frontiers: wisdom at work speakers	24/10/2013
13. Cam FM	Malavika Anderson	24/10/2013
14. BBC Radio 5	Andy Martin	26/10/2013
15. BBC World Service	Andy Martin	26/10/2013
16. CU-TV	Andy Martin	26/10/2013
17. CU-TV	Owen Jones	26/10/2013
18. Rebel Arts Radio (105)	Owen Jones	26/10/2013
19. BBC Radio Cambs, Drivetime	James Mullinger	28/10/2013
20. BBC Radio Cambs,	Andrew Holding	28/10/2013





# UNIVERSITY OF CAMBRIDGE

Office of External Affairs  
and Communications

Drivetime		
21. BBC Radio Cambs, Drivetime	Rachel Drury	28/10/2013
22. BBC Radio Cambs, Drivetime	Jonathan Cave	28/10/2013
23. BBC Radio Cambs, Drivetime	Claire Harvey	30/10/2013
24. BBC Radio Cambs, Drivetime	MJ Hyland	30/10/2013
25. BBC Radio Cambs, Drivetime	Bryony Kimmings	30/10/2013
26. BBC Radio Cambs, Drivetime	David Goodhart	1/11/2013

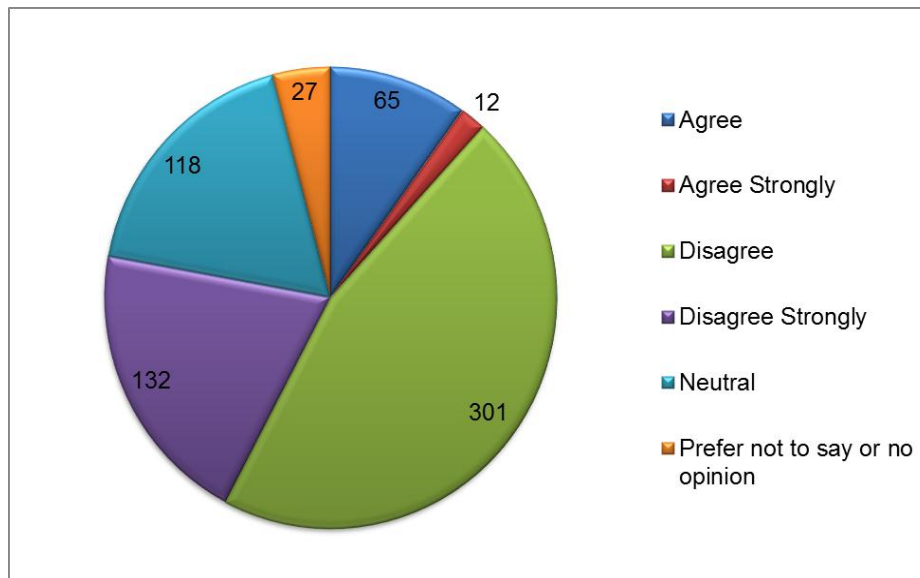
## Festival of Ideas 2013 - Feedback

### General visitor comments about the Festival

---

Responses to some of the questions asked in the evaluation are detailed below:

- It was difficult to find the events I was looking for:



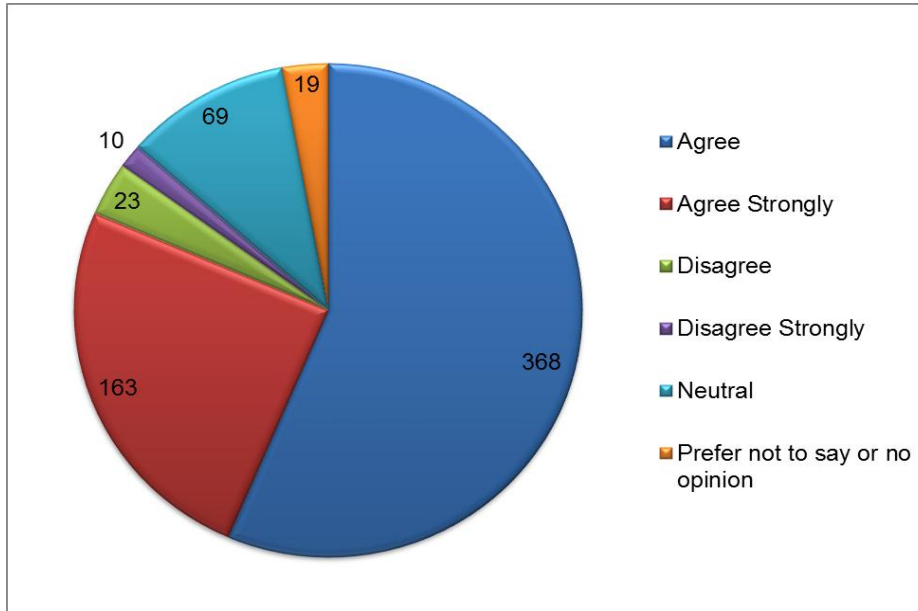
*The data demonstrates that most people (66%) found it easy to find events they were seeking to find in the programme.*



# UNIVERSITY OF CAMBRIDGE

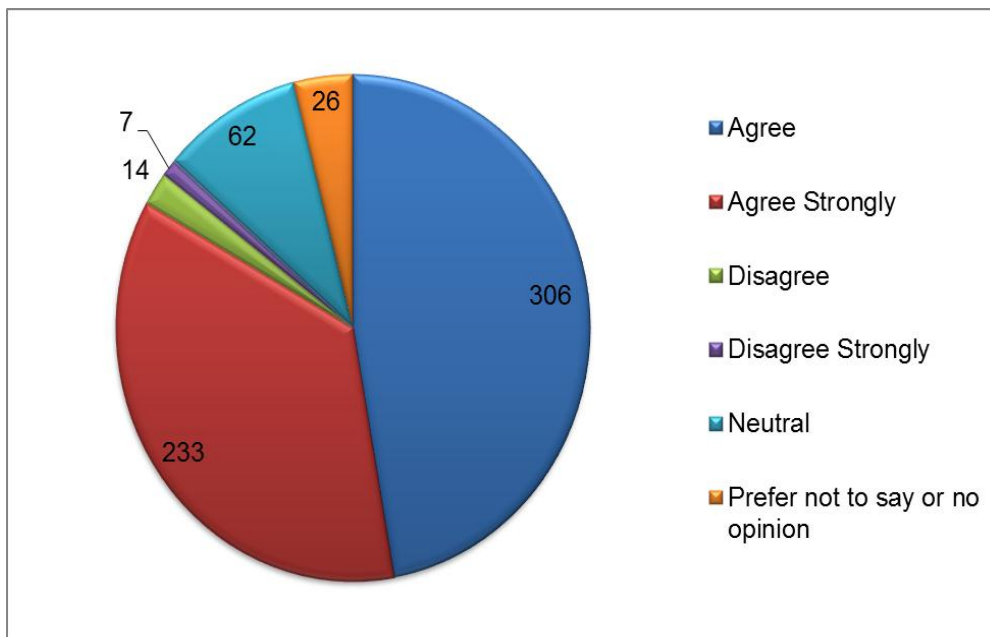
Office of External Affairs  
and Communications

- The event descriptions told me what I need to know:



*The data shows that the information in the programme descriptions made sense and helped people make decisions about the events.*

- I found interesting events I was not initially looking for



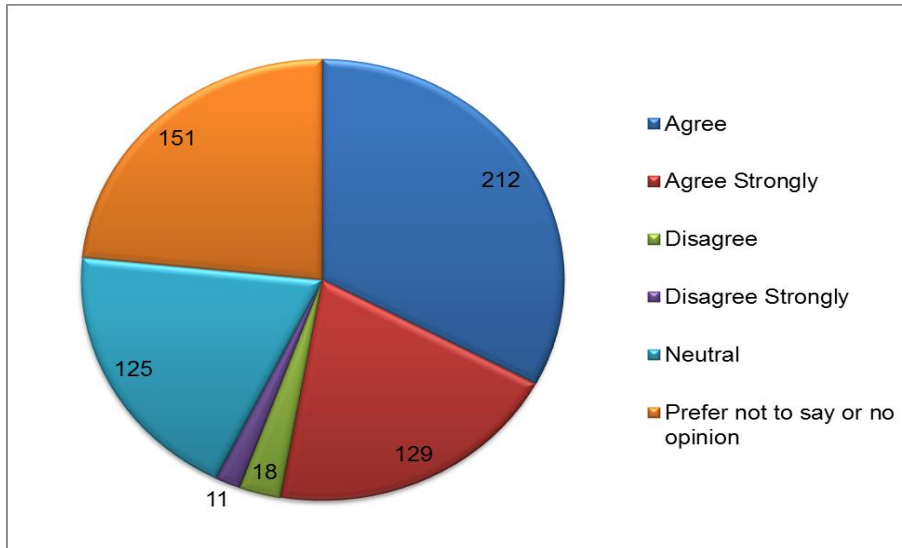
*The responses from this question show that a programme of 200 events brings new ideas and events to people that they may not have considered participating in.*



# UNIVERSITY OF CAMBRIDGE

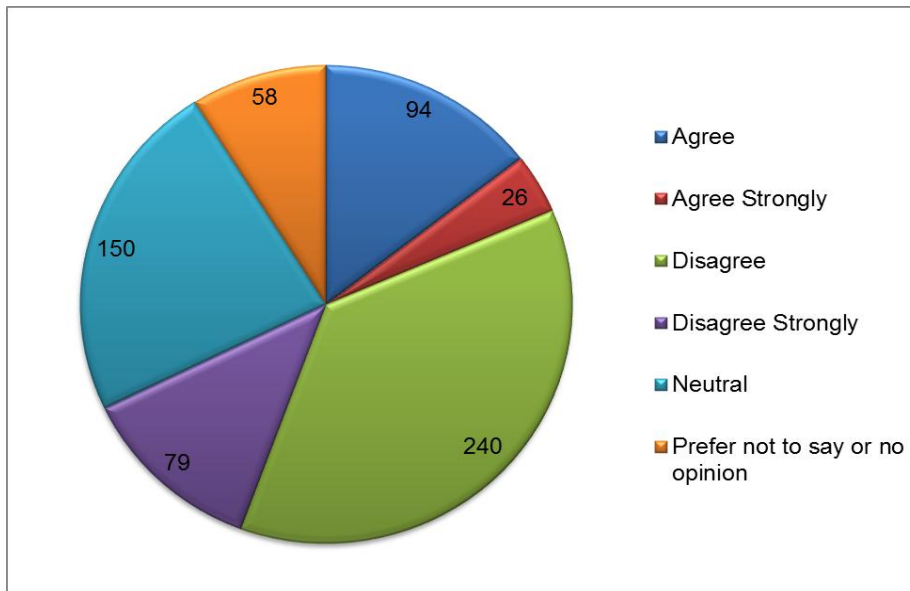
Office of External Affairs  
and Communications

- It was easy to use the printed booklet



*Few people found the programme difficult to use. The large proportion of 'Neutral' and 'Prefer not to say' might indicate that a complicated programme is a result of a full Festival of 200+ events.*

- The website was confusing:



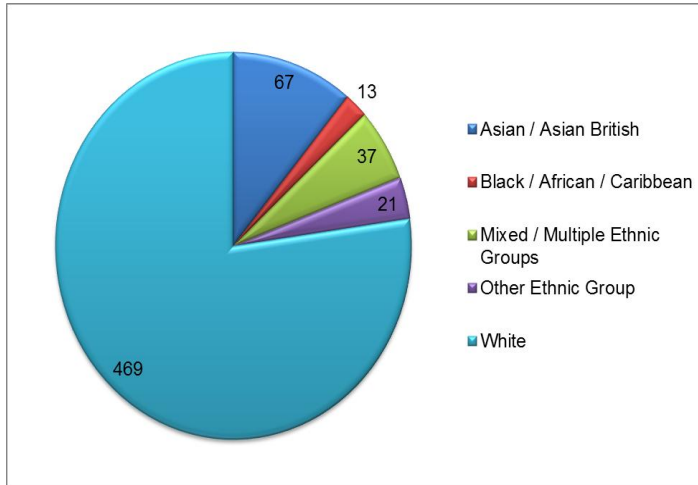
*About half the users found the website easy to use, but with a similar proportion of people agreeing the website was difficult makes room for improvement.*

- How would you describe your ethnicity:



# UNIVERSITY OF CAMBRIDGE

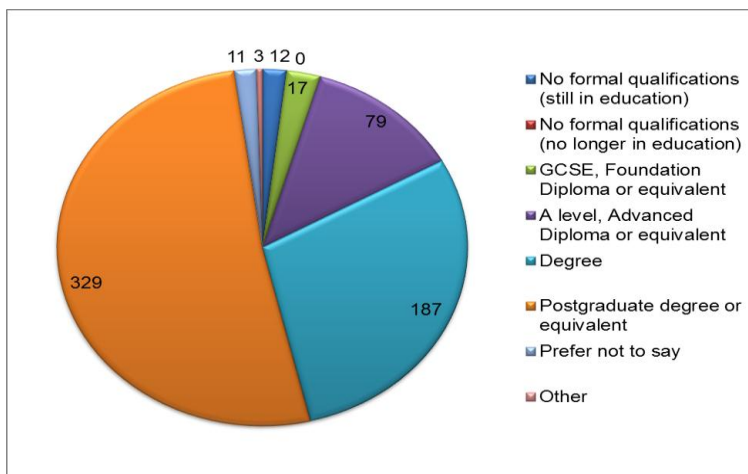
Office of External Affairs  
and Communications



77.2% White attendees at the Festival compared to the 78.5% White residents in Cambridge. Further details of ethnicity in the population on Cambridge are detailed below.

RESIDENT POPULATION BY ETHNIC GROUP	Male	Female	Total	% of total
White British	42,685	42,787	85,472	78.5%
White Irish	833	875	1,708	1.6%
White – Other	4,898	5,287	10,185	9.4%
Mixed – White and Black African	117	97	214	0.2%
Mixed – White and Black Caribbean	228	225	453	0.4%
Mixed – White and Asian	386	349	735	0.7%
Mixed – Other mixed	369	371	740	0.7%
Asian or Asian British – Indian	1,031	916	1,947	1.8%
Asian or Asian British – Pakistani	254	252	506	0.5%
Asian or Asian British – Bangladeshi	497	479	976	0.9%
Asian or Asian British – Other Asian	363	284	647	0.6%
Black or Black British – Black African	407	372	779	0.7%
Black or Black British – Black Caribbean	237	315	552	0.5%
Black or Black British – Other Black	71	64	135	0.1%
Chinese	1,230	1,095	2,325	2.1%
Other Ethnic Group	699	788	1,487	1.4%

- What is your highest completed level of education?

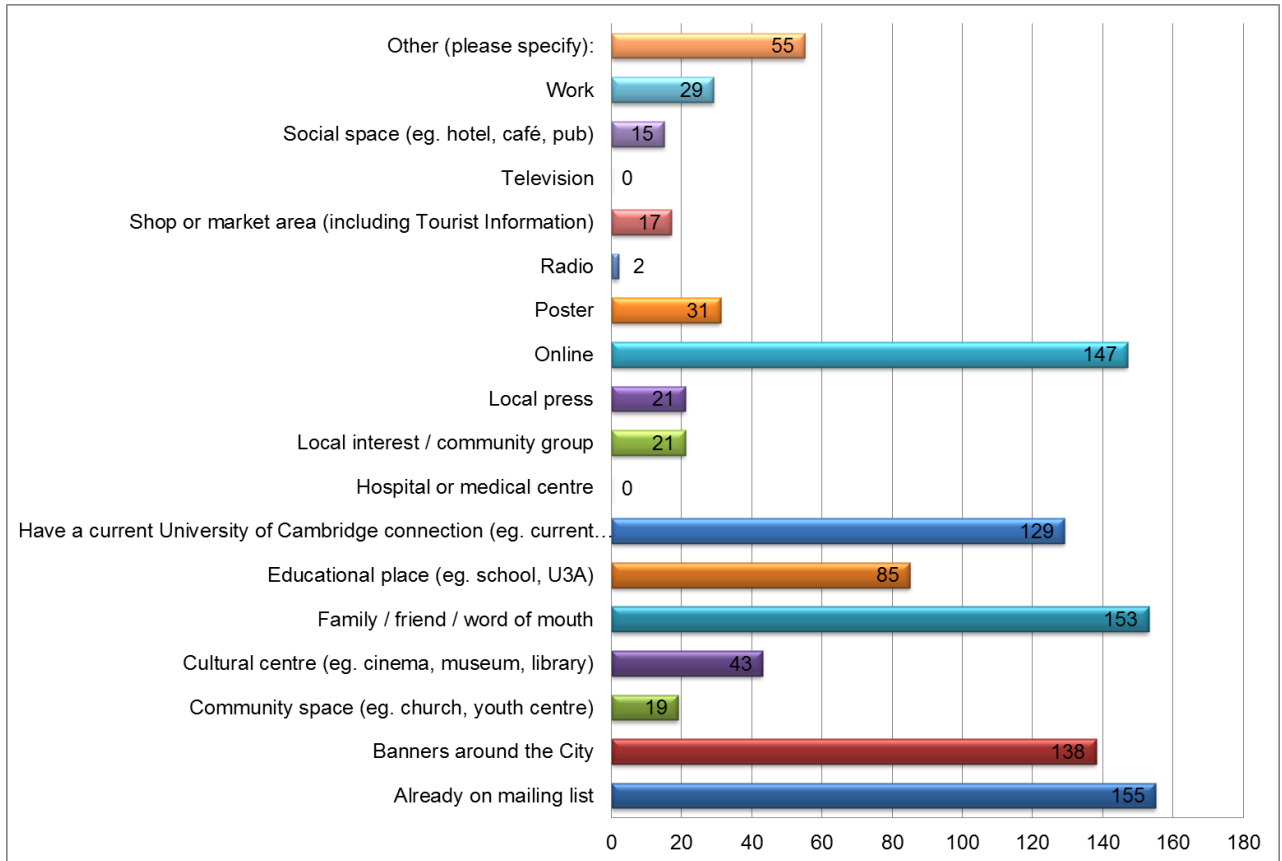




# UNIVERSITY OF CAMBRIDGE

Office of External Affairs  
and Communications

- How did you hear about the Festival of Ideas this year?



*Most people heard about the Festival of Ideas from the efforts of the central Public Engagement team.*

## Festival of Ideas 2013 – Volunteers

Visitor information throughout the Festival was provided by Festival staff and over 140 volunteer stewards. Sue Long and Sonja Lesniak from the Public Engagement Team kindly co-ordinated the volunteer stewards. We are extremely grateful to them and all our volunteer stewards for giving their time, enthusiasm and expertise. Without their support the Festival would not be possible.



# UNIVERSITY OF CAMBRIDGE

Office of External Affairs  
and Communications

## **Festival of Ideas 2013 – Schools Outreach**

---

On October 19, the Festival featured a school's programme, titled **Inspiring Ideas**, co-ordinated in collaboration with five Cambridge Colleges – Churchill College, Clare College, Murray Edwards College, Newnham College and St. Catharine's College. Inspiring Ideas saw the participation of 12 schools and over 150 students in a day of talks in the five colleges to explore the breadth of the arts, humanities and social sciences and provide the Year 9 students with inspiration to consider a course that might include arts, humanities or social science subjects. Describing the event, Alistair Gibb, Head of Year 9 at Hadleigh High School, Ipswich, said Inspiring Ideas was a "fabulous opportunity at one of the best universities in the world." A detailed collation of the feedback from Inspiring Ideas is attached as an appendix.

## **Festival of Ideas 2013 – Community Outreach**

---

Prior to the start of the Festival of Ideas two outreach events were held in community centres in the city. On October 15, the Festival of Ideas went to Ross Street Community Centre and collaborated with them to put on an event titled, 'The joys and challenges of a head gardener', with Richard Todd, Head Gardener at Anglesey Abbey. The event saw the participation of about 50 members of the local community and the hard-to-reach groups in the Romsey area.

On 19 October, the Festival of Ideas held a full day of drop-in events, short talks, performances and hands-on activities for all ages, at the Centre at St Pauls. This event saw the participation of various University departments, museums and student societies. The opportunity also allowed us to collaborate with Foodcycle (a student run charity) to provide refreshments on the day. Over 200 people attended this event which also served as a wonderful opportunity to publicise the festival to audiences that are otherwise hard to reach.

## **Festival of Ideas 2013 – Co-ordinators**

---

In addition to the many lecturers and contributors listed in this evaluation, we thank the event co-ordinators and their networks across the University and partner organisations. Without their enthusiasm, knowledge and hard work this Festival would not be possible.



# UNIVERSITY OF CAMBRIDGE

Office of External Affairs  
and Communications

## **Festival of Ideas 2013 – Thank You**

---

We thank the senior management of University of Cambridge including Professor Sir Leszek Borysiewicz, Vice-Chancellor, Professor Jeremy Sanders, Pro-Vice-Chancellor (Institutional Affairs), and Paul Mylrea, Director of External Affairs and Communications for their support for the Festival of Ideas. We also thank the many Heads of Departments for their financial, staff and student time commitment.

The Festival of Ideas is made possible because of the commitment of the University of Cambridge and through additional funding from Cambridge University Press, Arts Council England, Barclays Corporate, Cambridge City Council, Anglia Ruskin University and RAND Europe. We also are grateful for and value our relationship with partners like Heffers, University of Cambridge Museums, Cambridge Junction and the Goethe-Institut. The Media Partner for the Festival was BBC Radio Cambridgeshire and the hospitality partner was Cambridge City Hotel.

The Festival team would like to thank all of the speakers and artists who took part in the Festival. Thanks go to Sue Long and Laura McGarty, for their co-ordination of the Inspiring Ideas programme, and to all the Schools and Colleges involved, for participating in the project. Thanks to the Centre at St Pauls and Ross Street Community Centre for working with us closely on our pre-festival outreach activities, and for being so generous with their time and expertise.

We also recognise the efforts of all of our colleagues in the Public Engagement team and the wider Office of External Affairs and Communications for the considerable time and energy put into the Festival. The Festival is always grateful to Julia Moore, Finance Officer, for her hard work and patience in supporting all of the finance aspects of the Festival.

Steve Homent and his team at Central Sites Technical Services provided excellent technical support. We are indebted to Steve Matthews and Tori Robinson for their logistical help. Jamie Brittain at the Sidgwick Site along with custodians Graham Armstrong, Alan Hall and Russell Norman are especially thanked for their help and support on the main Saturday.

Thanks also go to our designer, Mark Mniszko of Cambridge Design Studio, who designed the programme. Can Can design studio are responsible for the cover illustration and the publicity materials. Sir Cam and Alex Bright were the photographers for the Festival and provided beautiful photos alongside volunteers like Mustafa Beg and Alice Boagey. We are grateful to Lloyd Mann and Barney Brown for all their support on the website and app.

This Festival takes place thanks to the commitment, creativity and hard work of the various event co-ordinators across the University and partner organisations. Thank you so very much for making this festival what it is. Our sincere thanks to all the volunteers who were so generous with their time in helping run this festival.