

# Festival of Nature 2018

## Evaluation Report

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Somerset Council



Department  
for Environment  
Food & Rural Affairs



UNIVERSITY OF  
**BATH**



University of  
**BRISTOL**



*Bristol Natural History Consortium is a collaboration between Avon Wildlife Trust, Bath and Northeast Somerset Council, BBC Natural History Unit, Bristol City Council, Bristol Zoo Gardens, Defra, National Trust, Natural England, University of Bath, University of Bristol, University of the West of England, Wildfowl and Wetlands Trust and Woodland Trust. Registered Charity: 1123432*

# Programme overview

## City Nature Challenge

Free | Families & interested adults | 333 registered data | 797 attended 35 events

Between 27-30 April 2018 Bristol and Bath competed with 65 cities on five continents to show the world how amazing our region is for people and nature. Together we embarked on an epic contest: to discover and record as much wildlife as possible over 4 days <<http://bit.ly/cnc2018article>>

## Bath Festival of Nature

Free | Families & interested adults | 2,554

On Saturday 2 June, over 20 of the region's most loved nature organisations flocked to Green Park, Bath to help families celebrate their love of all things wild with interactive exhibits, activities and stalls

## Pop Up Wildlife Party

Free | Interested adults | 150

On the evening of Saturday 2 June the festival moved indoors into Green Park Station for the inaugural PopUp Wildlife Party – bringing a more 'grown up' flavour to the festival with a programme of live performances and interactive activities

## Bathampton meadows walk

Free | Families & interested adults | 50

On Sunday 3 June, the Bathscape team led a wildlife walk from Sydney Gardens along the canal to Bathampton Mill as a preview to 2018's Bathscape Walking Festival

## Tides: the science and spirit of the ocean

Ticketed | Interested adults | 48

On Monday 4 June, author Jonathan White took the audience on an enthralling journey into the surprising and poetic workings of the tide speaking about his new book

## Nature, health & wellbeing

Ticketed | Professional | 58

On Tuesday 5 June, this conference dug a little deeper into the links between nature, health and wellbeing. Featuring strategic discussions, evidence and research, and examples of nature-based services operating in the West of England

## How Springwatch was sprung

Ticketed | Interested adults | 48

On Tuesday 5 June, researchers and former producers shared the very special history of BBC Springwatch including a behind-the-scenes view of their favourite moments, memories and wildlife stories, as the series entered its 14th year

## Conservation technology

Ticketed | Interested adults | 55

On Tuesday 5 June, researchers and practitioners on the cutting edge presented an exciting, informative showcase of new thinking, projects and debates at the intersection of technology and conservation

## Behind the scenes of BBC Big Cats

Ticketed | Interested adults | 100

On Wednesday 6 June, BBC Natural History Unit filmmakers shared stories from behind the scenes, secrets of filming in the natural world and the technology that brings us closer in an engaging evening of talks

## The Laundry Pile

Free | Interested adults | 253

Looking beyond the everyday mundanities of doing the laundry, The Laundry Pile brought together a range of work from a small group of fashion activists, theorists and researchers in an exciting pop-up exhibition on Thursday 7 June

## The Nature of Fashion debate

Ticketed | Interested adults | 106

On Thursday 7 June, The Good Wardrobe curated a panel discussion exploring fashion and nature: how designers, brands, producers and everyone else involved in the supply chain can work with, not against nature

## Changing Minds: Beyond Plastics

Ticketed | Professional | 54

On Friday 8 June, with BNHC's professional programme *Communicate*, the Festival welcomed environmental communicators from across the country to explore the serendipity and strategy that has rocketed the challenge of marine plastics to the forefront of public consciousness

## Bristol Festival of Nature

Free | Families & interested adults | 8,872

Over 10 & 11 June, the festival closed with our flagship big weekend on Bristol Harbourside featuring over 50 interactive exhibits, performances, talks, food market, live music and exciting activities within the vibrant festival atmosphere.

## Headline summary

### Audience

- 13,478 estimated total participants across the programme
- The primary audience was families with pre-teen children with slight female bias (56%) overall

### Content

- Exhibits and activities generally well received by visitors as well as ambient features (music, food, etc)
- Child appropriateness and interactivity highlighted as most popular format features
- Some key content features missed by visitors including animal encounters and the BBC tent
- Visitor demand for more, bigger, better content and content targeting more diverse age range

### Learning and behaviour change

- 16,669 direct actions for nature through programme (more than double 2017) + estimated 27,740 intended actions (4% increase from 2017)
- As a result of attending the festival an estimated 6,378 people are more interested in nature, 7,316 people are more aware of issues affecting wildlife and the environment, 7,774 people are more aware of what they can do to help, and 9,588 people are more aware of organisations working on these issues

### Production

- General praise for organisation and support for exhibitors, volunteers and participants
- Overheating was an issue in marquees due to heatwave – especially for Bristol weekend
- Bath event location specifically praised by visitors and exhibitors though demand for more food provision

12

Events

13.5k

Participants

99

Volunteers

76

Organisations

16,669

Actions  
for  
Nature

49

Media  
items

17k

Social  
Media  
Hits

£5,515

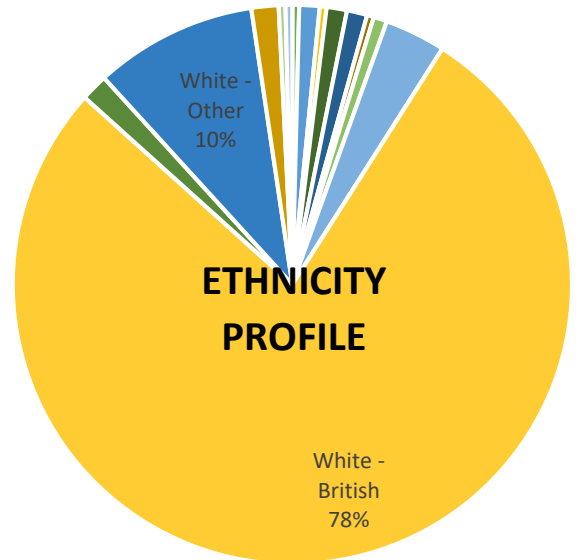
£ raised

## Audiences

- An estimated 13,478 total participants across the programme (5.5% less than the bigger 2017 programme)
- The primary audience was families with pre-teen children with a slight female bias (56%) overall
- BME groups represented around 12% of the audience which is a increase of 2% from 2017
- The Festival achieved wide regional coverage with some national and international representation

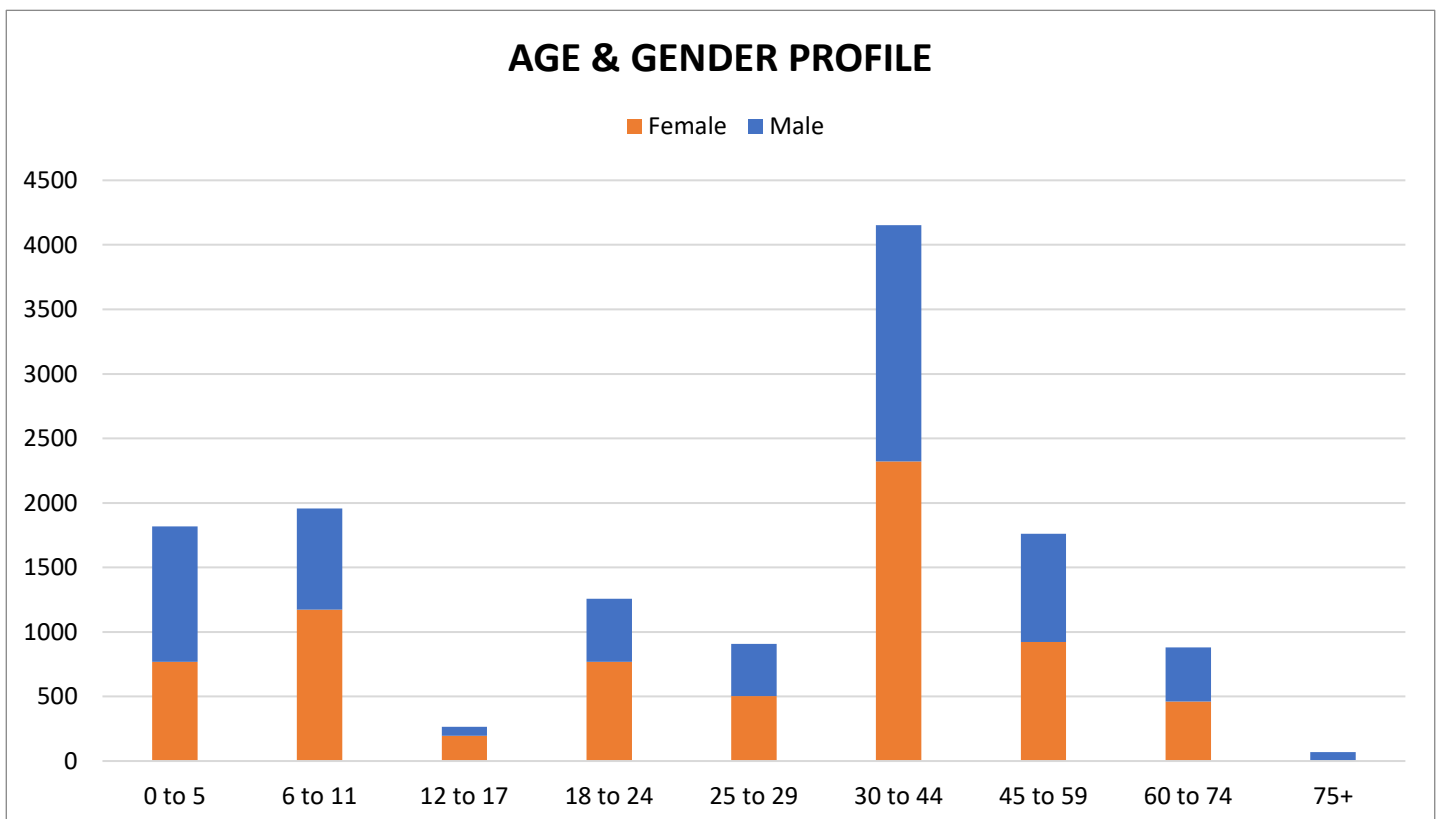


Click here for online version showing national picture:  
[https://drive.google.com/open?id=1tnVwJYnaBF9Zf\\_u3zTEK\\_Mtgml4bll\\_aN&usp=sharing](https://drive.google.com/open?id=1tnVwJYnaBF9Zf_u3zTEK_Mtgml4bll_aN&usp=sharing)



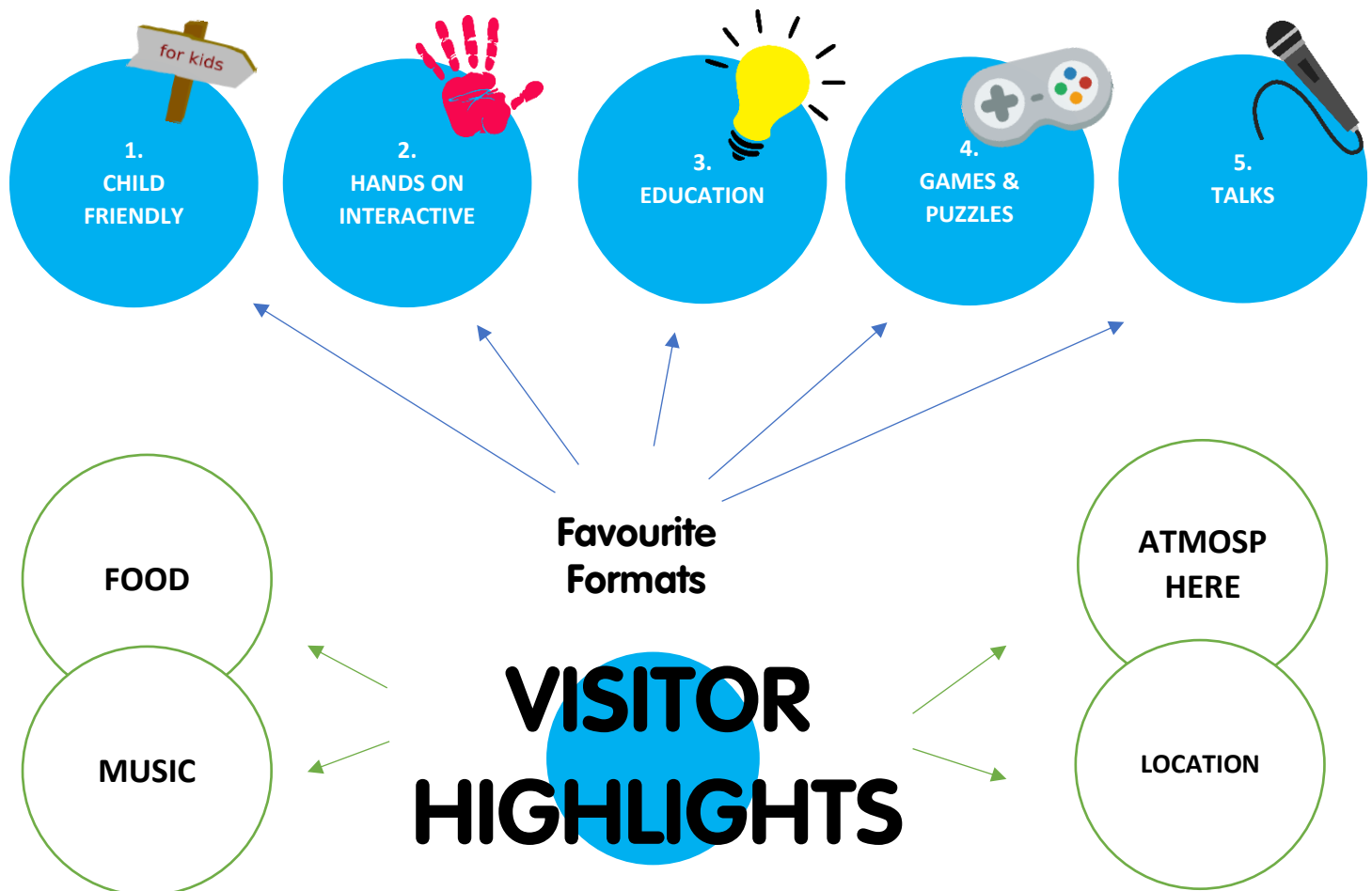
# AUDIENCES

PUBLIC EVENTS

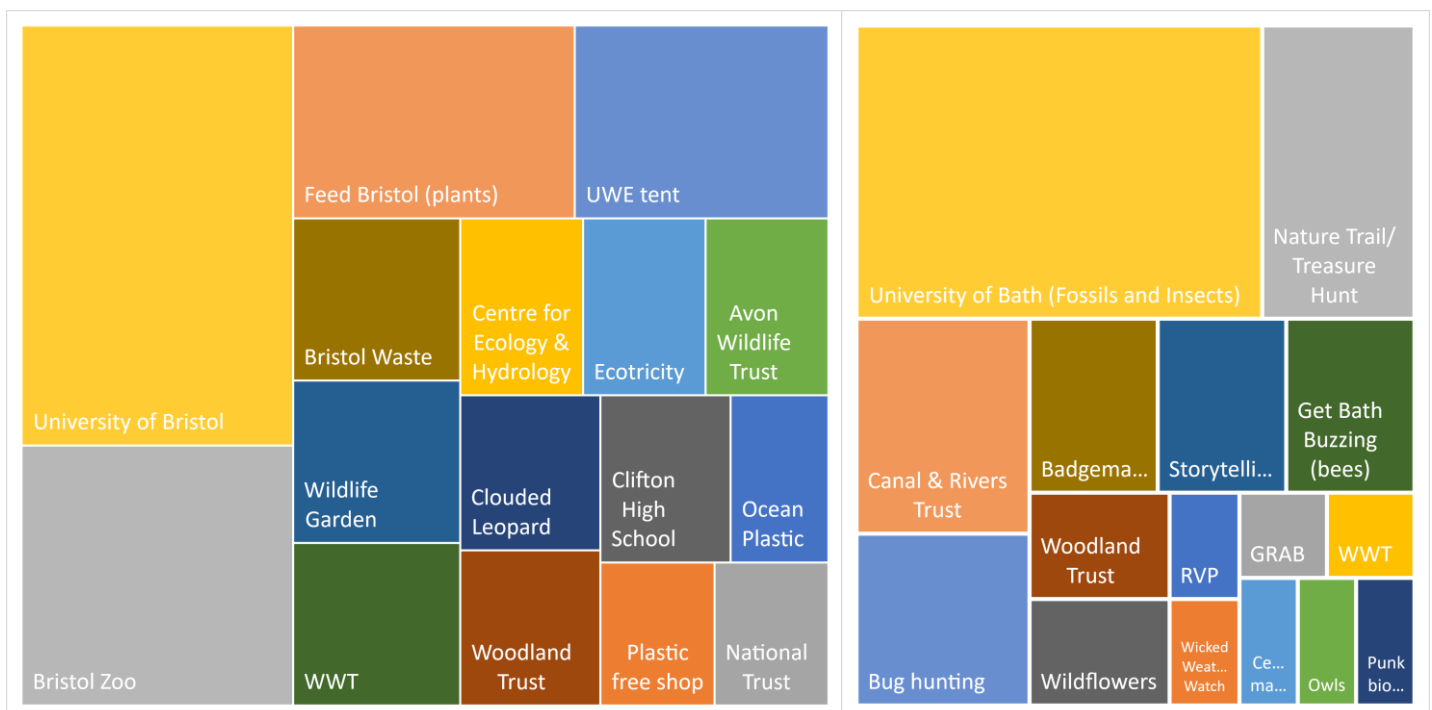


## Visitors' Preferred Content

- EXHIBITS offer the main attraction of larger events with 10% of visitors surveyed mentioning exhibits in general or specific exhibit content when identifying most enjoyed aspects of the festival
- INTERACTIVITY AND CHILD FRIENDLINESS frequently highlighted as the strongest content feature with highly interactive exhibits featuring prominently in the highlights (The Universities, Bristol Zoo, WWT, Nature Trail)
- AMBIENT FEATURES were also rated very highly such as food (11%), music (9%) and general atmosphere (5%) with the location of the Bath event specifically praised (4%)



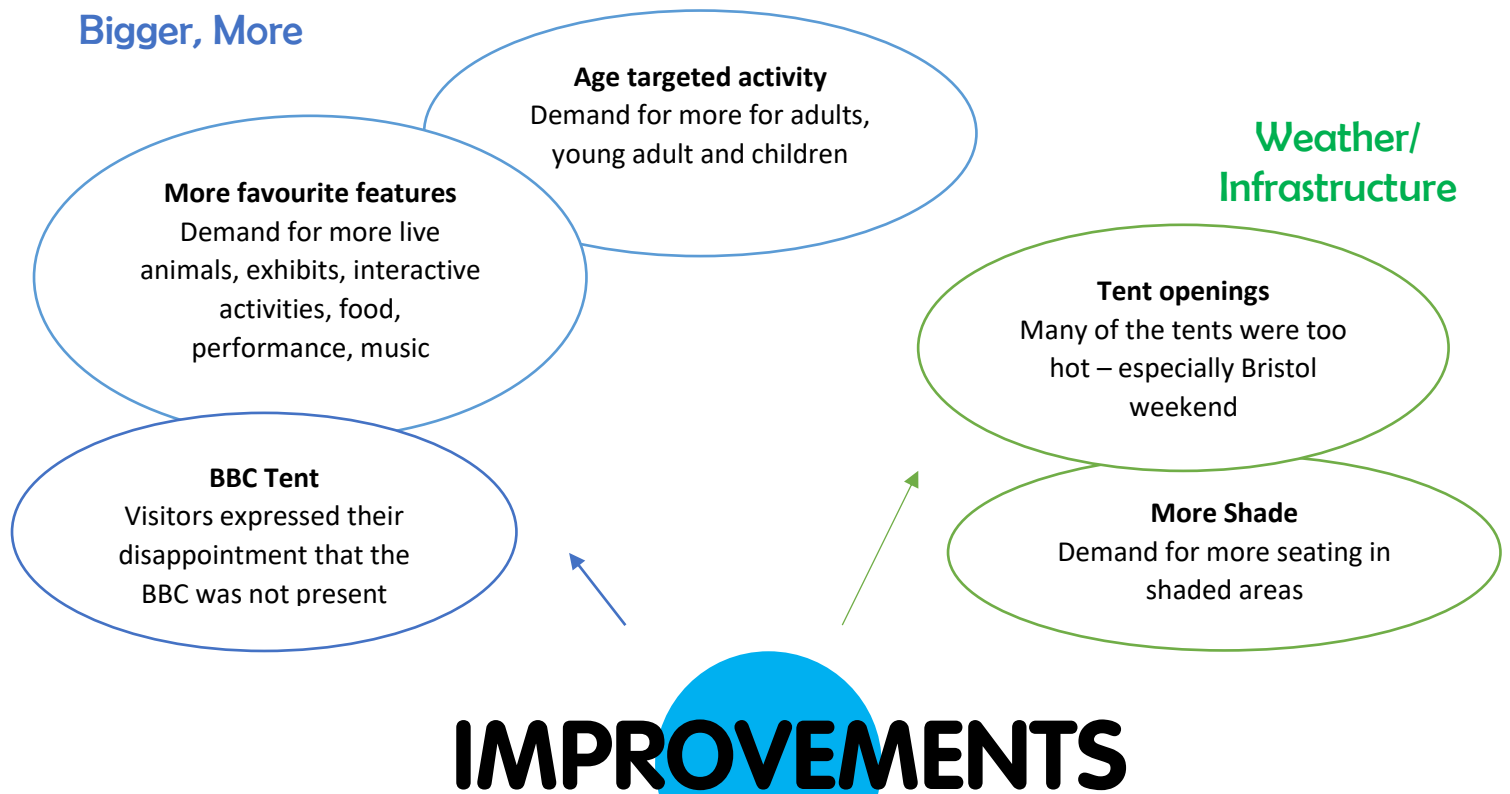
Most notable content at Bristol (left) & Bath (right) Family Weekends specifically picked out by more than 2% of visitors (size of box indicates % of visitors mentioning content)



# Visitors' Suggested Improvements

## KEY HEADLINES

- 18% of visitors indicated no improvement necessary or couldn't think of any improvement
- A desire for more, bigger, better, more diverse or specific content dominated (18% of visitors) with live animals and the BBC tent being noted for their absence
- There was strong steer for more diverse catering availability in Bath especially (11% of visitors)



## Sample Comments

*"Bigger, more cuddly animal - a hedgehog"*

*"More interactive games, theatre outside the tents. More interactive things for adults"*

*"More plants around"*

*"keep up to date with relevant issues"*

*"The Paella was delicious, but more food + drink stalls would be great (Pimms?)"*

*"More publicity, lots of people I spoke to didn't know about it"*

*"More events like this - more live talks."*

*"More take-away and follow-up activities for people to do at home after the event"*

*"More stalls if possible! Also clearer signposting as to the entrance as I noticed a lot of people looking around trying to work out what the event was."*

*"Bring back the BBC! Shame BBC are not here!"*

# Exhibitors Feedback

## KEY HEADLINES

- Generally positive feedback regarding the quality and organisation of the events - 96% of exhibitors very likely to exhibit again in future
- Challenges were highlighted around the layouts of tent spaces in shared marquees and some exhibitors expressed disappointment about the quality of some of their fellow exhibitors offerings

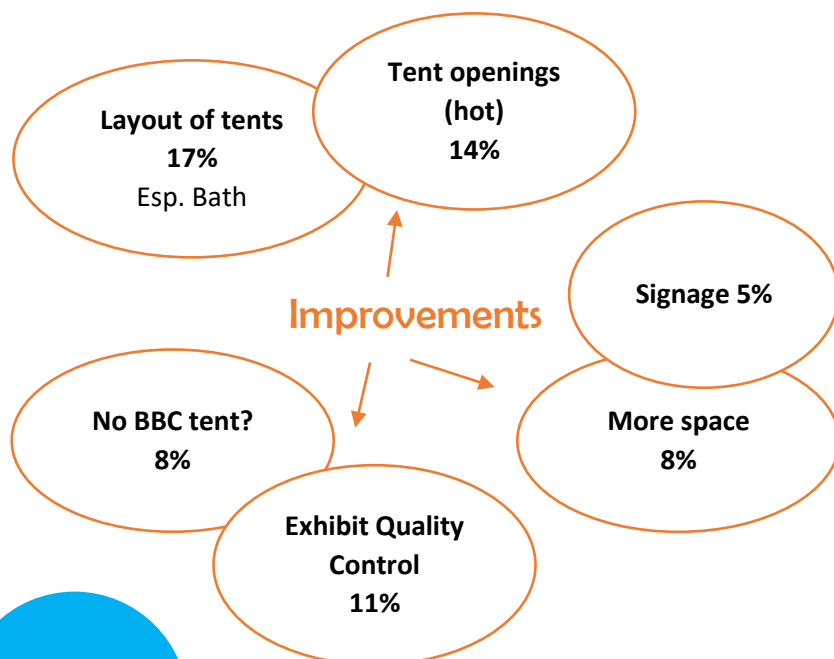
% of exhibitors who mentioned\*

### TOP HIGHLIGHTS

1. Public engagement 23%\*
2. Interested and engaged visitors 20%
3. Organisation 14%
4. Location 5%

#### Other valued highlights

- Peer engagement
- Space in tent
- Demographics
- Volunteers

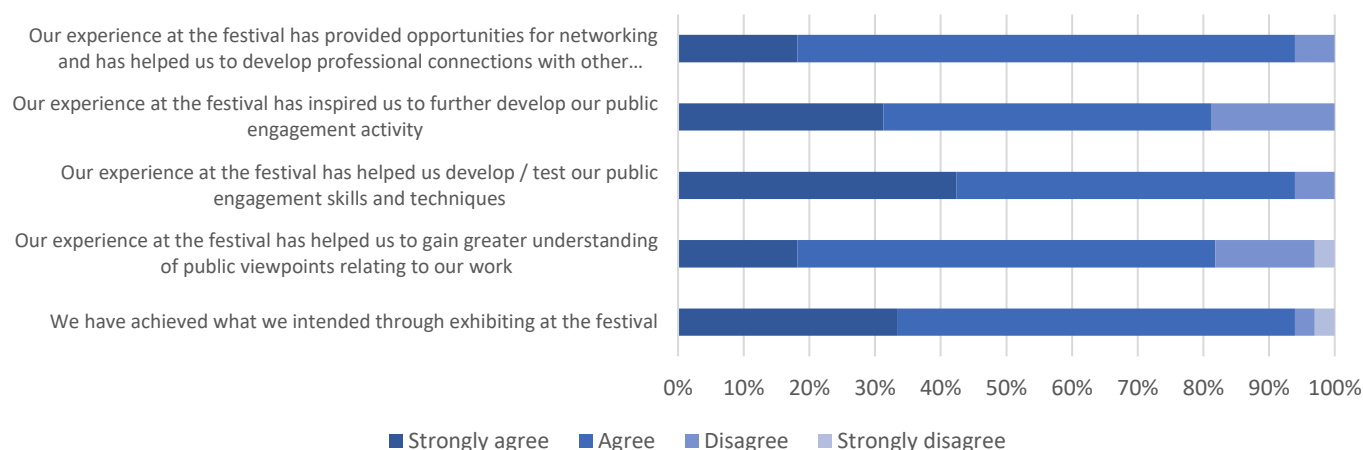


## EXHIBITORS

### WHAT DO EXHIBITORS WANT TO ACHIEVE AT THE FESTIVAL?

Raise awareness / exposure	Public engagement	Recruiting members / Supporters	Promote behaviour change / action	Marketing activities / events	Data collection / feedback
41%	41%	26%	15%	11%	11%

### EXHIBITOR OUTCOMES

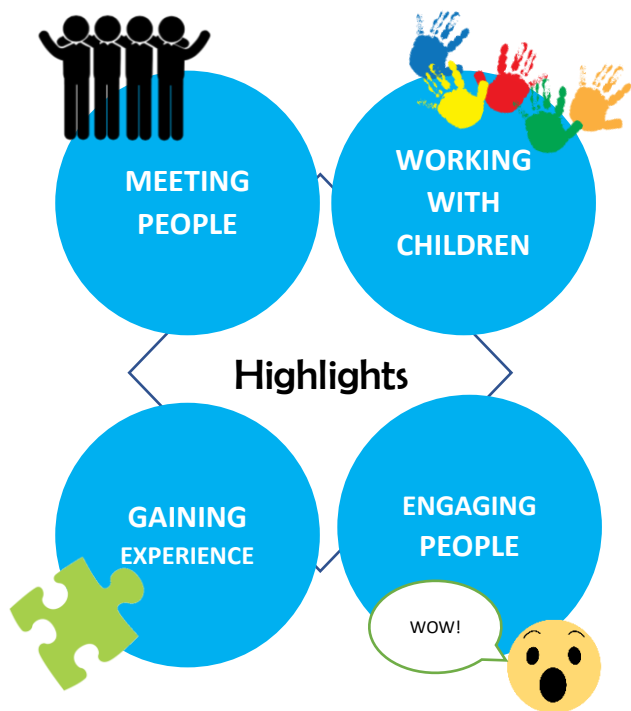




# Volunteers Feedback

## KEY HEADLINES

- All surveyed festival volunteers enjoyed volunteering, felt valued and felt that they understood the purpose of the event. All but one felt that they gained valuable experience and would volunteer again
- Surveyed festival volunteers felt well supported from registration to event day
- People are the most significant factor in what volunteers consider highlights of their experience



## 95% of surveyed volunteers rated these elements "Excellent" or "Good"

- Registration process (65% Excellent)
- Communication and briefing notes before the event (55%)
- Support from BNHC staff during the event(s) (85%)
- Support from external partners during the event(s) (50%)
- Organisation of the event(s) (75%)
- Activities available for volunteers to get involved (60%)

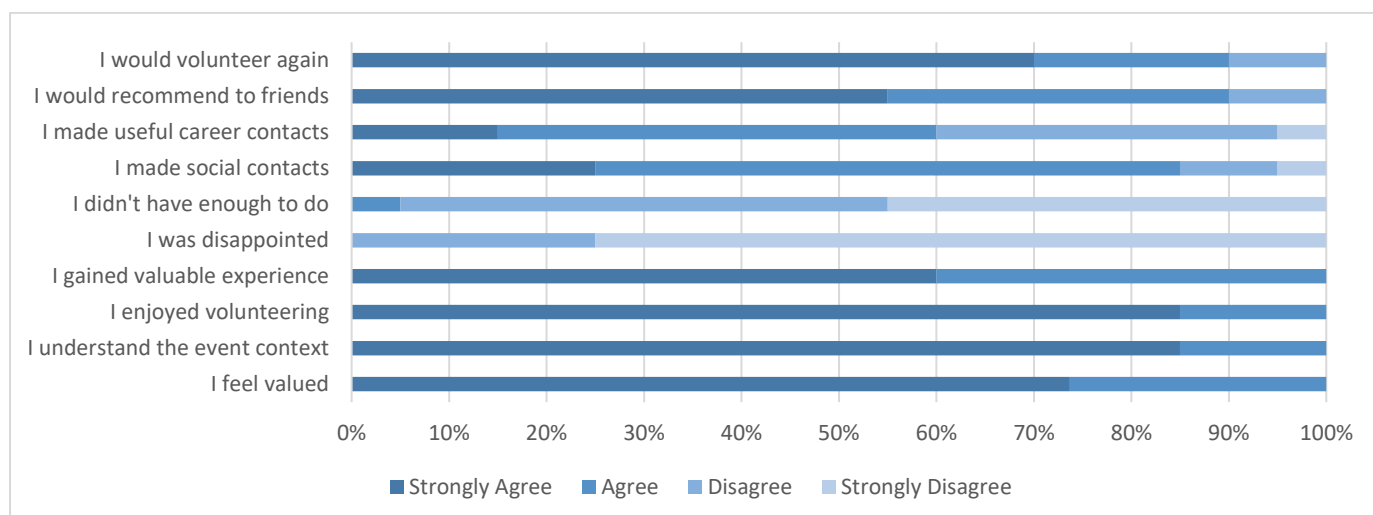
This year the volunteer team also included 13 'senior volunteers' trained under our **Team Communicate** programme

# VOLUNTEERS

*"Really enjoyed the event, very supportive staff who on the day encouraged breaks for water and sun cream often"*

*"Really nice to be able to pick dates and times online. And a really fun event!"*

*"Fantastic event, very well organised and great team of volunteers!"*





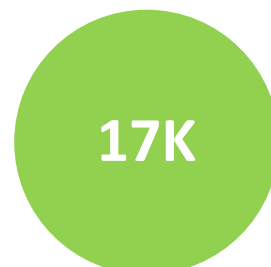
# Marketing

## KEY HEADLINES

- Despite being the single biggest spend line in the festival budget, exhibitors and visitors both fed back a need for more/better marketing
- This year the festival generated at least 49 pieces of press coverage

## SOCIAL MEDIA – January to June 2018

<b>TWITTER</b>	6,243 followers	3,063 engagements	353,000 impressions
<b>FACEBOOK</b> (Fan page)	3,660 likes	9,006 engagements	311,584 content impressions
<b>FACEBOOK</b> (Event pages)	59 Likes	311,584 content impressions	207,011 people reached
<b>INSTAGRAM</b>	1,240 followers	4,669 engagements	126,914 content impressions



**Social Media  
ENGAGEMENTS**

## WEBSITE – January to June 2018

BNHC Website Visitors			How did they get to Festival of Nature								
Visitors	Average Time	New users	Twitter	Facebook	Instagram	Instagram stories	LinkedIn	Google Search	Direct	Other Websites	Email
<b>63,627</b> (+29%)*	<b>00:01:39</b> (+6%)	<b>39,693</b> (+27%)	2,112 (+80%)	5,750 (+74%)	285 (+448%)	136 (+100%)	74 (+12%)	11,395 (+18%)	9,795 (+33%)	2,316 (-35%)	516 (+2%)

\*vs same period in 2017

# MARKETING



**10,000**

Flyers



**59**

EVENT LISTINGS



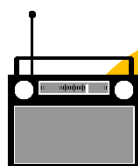
**32**

WEBSITE ARTICLES



**19**

PRINT ARTICLES



**9**

RADIO APPEARANCES



**3**

TV APPEARANCES

# City Nature Challenge

## KEY HEADLINES

- 797 people visited 35 events over 4 days.
- 333 people submitted observations online, 9507 observations were made and 1,313 species recorded
- 18 Schools downloaded Teaching resources (11 primary, 4 secondary and 3 both)
- Bristol and Bath 1<sup>st</sup> in Europe and 13<sup>th</sup> in the world for number of observations, achieving the highest observation rate per square km of the 65 participating cities worldwide
- Participation was high despite the weather across the four days being cold and rainy

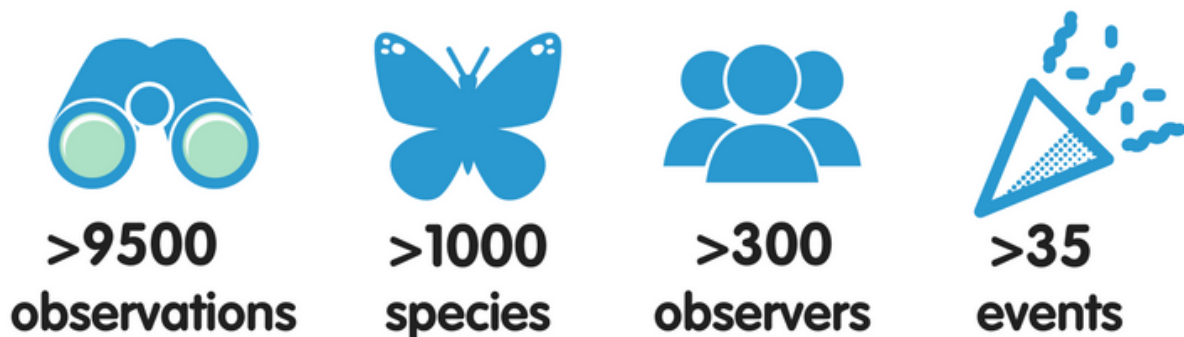
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## [CLICK HERE FOR THE LIVE DATA OVERVIEW](https://www.inaturalist.org/projects/city-nature-challenge-2018-bristol-bath)

<https://www.inaturalist.org/projects/city-nature-challenge-2018-bristol-bath>

## SURVEY TEAMS

68 people signed up to join themed species survey teams, creating opportunities for self-organised skills development and wildlife surveying experiences and taking part in more advanced species ID.



## PUTTING WILDLIFE ON THE MAP

## PARTICIPANT HIGHLIGHTS

“Collecting all the observations, it's like real life Pokémon Go, and finding out how much there is in a city”

“My only quibble is that I wish there had been more events around the city centre/Clifton/Redland.”

“Don't fully understand the over all view of what I am doing and why.”

“The rain was not very helpful, but alas. Not your fault :)”

“Contribution to city data. iNaturalist app very easy to use (assuming your phone works) and its recognition algorithm is really quite impressive.”

“A chance to search out and survey hidden areas of Keynsham”

“It opened my eyes to the biodiversity in the City, being from the country I had the impression that cities were just concrete and cars.”

- 1) 46% of people surveyed enjoyed the integration of technology, especially the community feel of the iNaturalist app platform and sharing photos
- 2) 45% of people surveyed had not done a wildlife survey before
- 3) 100% of people surveyed would attend a similar future event
- 4) 86% felt they had learnt something new about wildlife in their local area

## GLOBAL CONTEXT

Over 16 thousand people took part across the world contributing an astonishing 425,000 wildlife observations to local and global datasets that will go to help protect and manage our urban wildlife and green spaces.

## Actions, Learning & Behaviour change

The Festival of Nature's core aim is to deliver entertaining and informative events and activities that inspire greater public interest, volunteering and action for nature.

### ACTIONS FOR NATURE

This is a hard count of actions collected from exhibitors who recorded tangible actions that people took whilst at the Festival.

**CREATE** Number of bird feeders/ trees/ plug plants/ nest boxes/ etc given out or bug hotels made: **2123**

**OBSERVE** Number of wildlife records collected: **10,509**

**SUPPORT** Number of members recruited: **107**

**SPEAK UP** Number of petition/ask signatures collected: **537**

**VOLUNTEER** Number of volunteers who supported the Festival or exhibits or number of new volunteers signed up: **831**

16,669

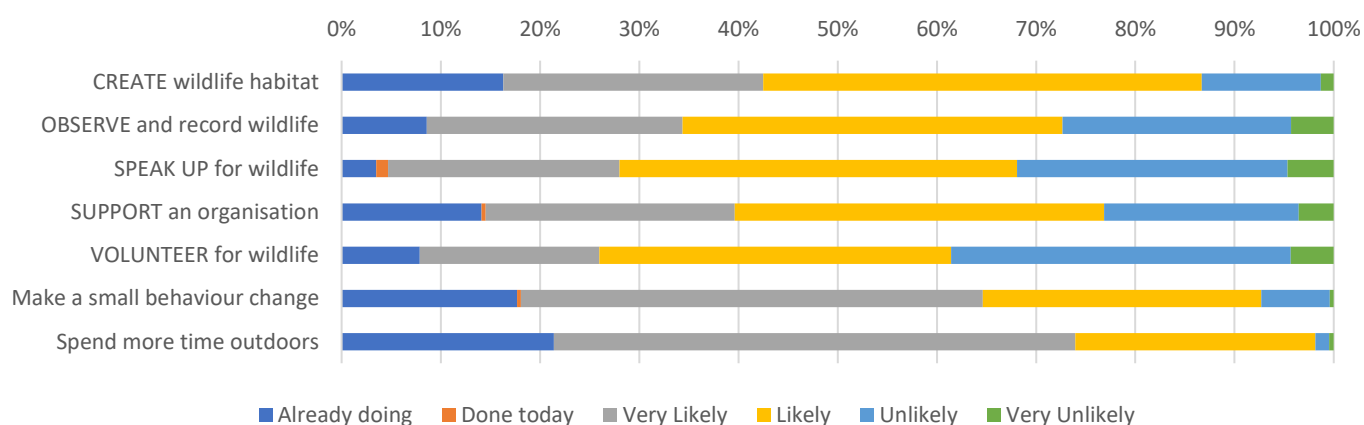
Direct  
Actions

27,816

Intended  
Actions

### INTENDED ACTIONS AND BEHAVIOURS

Visitors surveyed were asked to rate how likely they were to make the following changes as a result of their experience at the event



When we extrapolate those 'Very likely' to take future action to our total estimated audience we measure 26,705 very likely actions for nature. Whilst this is very positive and captures the enthusiasm felt by visitors during their time at the event, it is very difficult to capture how many people actually follow up on these statements. This highlights the value in giving people the tools they need to make it as easy as possible for them to follow up on their enthusiasm after the event.

### INTEREST AND AWARENESS

Visitors were asked to review and self-identify how their interest and awareness towards environmental issues had changed as a result of attending the festival

