



## ESRC Festival of Social Science 2017

### Evaluation report

May 2018



# Contents

- Introduction and background .....2
- ESRC organisational objectives for the 2017 Festival of.....3
- Social Science .....3
- Evaluating the 2017 Festival of Social Science .....4
- Inputs and activities .....5
- Outputs .....7
- Outcomes for attendees .....11
- Outcomes for organisers.....12
- Feedback ffrom event organisers and attendees in 2017 .....13
- Corporate event .....14
- Assessment against Festival aims .....15
- Assessment against Festival objectives and recommendations for 2018.....16

# Introduction and background

The ESRC Festival of Social Science is an annual, week-long series of engagement events held across the UK every November. Its purpose is to promote and increase awareness of social science and the ESRC's research by encouraging researchers to hold events aimed at non-academic audiences. Events include debates, lectures, seminars, exhibitions, film screenings, performance and hands-on-events. They are aimed at a variety of audiences, including members of the public, young people, policymakers, business and civil society groups and organisations.

The 2017 ESRC Festival of Social Science celebrated its 15<sup>th</sup> Anniversary and took place from 4-11 November 2017, with 309 events held across 57 different UK towns and cities, attracting nearly 37,400 people.

Through the 2017 Festival, the ESRC aimed to:

- Encourage, support and create the opportunity for social science researchers to engage with non-academic audiences, particularly early career researchers.
- Promote and increase awareness of the social sciences and ESRC research and the contribution they make to the wellbeing and the economy of society.

And to communicate the following key messages:

- The social sciences are of great value to the UK and its economy, and make a key contribution to the public, businesses, policymakers, young people and civil society.
- Many festival activities are hands-on and interactive, and will bring social science to life.

This report evaluates the success of the 2017 Festival in meeting these aims and a number of more detailed objectives (see page 3).



# ESRC organisational objectives for the 2017 Festival of Social Science

## ESRC corporate objective:

To continue to communicate with and engage the public to raise awareness of social science research, delivering on our Royal Charter objectives

## ESRC communications and engagement objectives:

To effectively engage with parliamentarians and policymakers to provide timely, accurate and accessible research findings and impacts, maintaining support for ESRC and raising advocacy for research

To engage with the public and young people to show the results of our research and impacts, building trust in research

To encourage and support our researchers to deliver public engagement to increase awareness of research

To continue to raise awareness and showcase the diversity and relevance of social science research

## Aims of the 2017 Festival of Social Science:

Encourage, support and create the opportunities for social science researchers to engage with non-academic audiences, particularly early career researchers

Promote and increase awareness of the social sciences and ESRC research and the contribution they make to the wellbeing and economy of society

# Evaluating the 2017 Festival of Social Science

Every year we conduct an internal evaluation of the success of the Festival, using data from a range of sources. These sources include: surveys of attendees and organisers, internal data about events, and statistics on web traffic, social media activity and media coverage. For the 2017 Festival, data was collected from 5,108 event attendees (14% of all attendees) and 164 event organisers (54% of all organisers).

The aim of the evaluation, is to draw together evidence about the inputs, outputs and outcomes of activities and events, in order to assess performance against the ESRC's wider, related corporate and communications objectives and against the Festival's own detailed objectives, which were as follows:

## 1. Audience numbers, types and geography

- a. Maintain audience attendance at 22,000
- b. Stabilise events at around 200 individual activities
- c. Grow business, policymakers or the third sector attendees to 40%
- d. Engage with teachers and young people to maintain attendance of young people at 25%
- e. Increase to 10% the number of events held in London
- f. Increase events in Wales by 20%
- g. Maintain audience breakdown by age, gender and ethnicity at current levels.

## 2. Audience learning and actions

- a. 80% of attendees feel they have improved their knowledge of the social sciences and its benefit to society
- b. 75% of attendees intend to use the knowledge gained in their work or study
- c. 75% of young people are inspired to learn more about social sciences.

## 3. Festival website

- a. Ensure the festival website is live by April 2017
- b. 10% increase in page visits during the period 1 April - 30 November
- c. Improve functionality around regional searches.

## 4. Press and social media

- a. Press coverage in four nationals (online, print, TV or radio)
- b. 10% increase in print coverage

- c. 10% increase in regional media (online, print, TV or radio)

- d. One article in consumer media publication

- e. One piece of radio coverage

- f. 10% increase of mentions of #esrcfestival on Twitter.

## 5. Event organisers and partnerships

- a. Maintain HEI partnerships at 15

- b. Two thirds of events run by new organisers

- c. Half of all events to be run by organisers not currently funded by ESRC (ESRC managed events only)

- d. At least 700 social science researchers engage with audiences

- e. Encourage early career researchers to run events.

## 6. Brand support and awareness

- a. Promote to over 1 million individuals via marketing activities

- b. 50% of attendees recognise the event is part of the ESRC Festival of Social Science

- c. Programme usability improved in both online and printed versions.

# Inputs and activities

## Launching the call and pre-festival administration

The open call for applications was launched online on 24 March 2017. The call was promoted via direct email to previous event organisers and those who had registered an interest. It was also promoted via ESRC's main Twitter account (54,000+ followers) using the hashtag #esrcfestival and via GovDelivery email alerts (circulation approx. 11,000). A promotional footer was included on ESRC emails and all staff were encouraged to share with their contacts. HEI partners were also asked to publicise the call through their contacts and networks.

The ESRC Festival team welcomed applications from anyone interested in running an event to communicate social science research, on the condition that they included a social scientist from a university. The call included a steer to encourage applications from Early Career Researcher (ECRs), resulting in 90 ECRs organizing events as part of the Festival (**target 5e met**).

Event organisers could apply to the ESRC for up to £1,000 for funding their event, or they could apply to participate in the Festival without direct funding. A total of 113 applications were received of which 63 were granted funding. An additional 39 applications were approved for Festival participation, but were not directly funded.

Block grants of £950 to £5,000 each were also awarded to 15 Higher Education Institutions to fund and manage their own events locally. These awards carried the condition that the same amount be leveraged back into the Festival through matched funding or work in-kind.

## Marketing, promotion, press and social media planning

The ESRC Festival team undertook a re-branding exercise in 2017 to reflect the 15<sup>th</sup> anniversary and to promote the Festival and its activities. Marketing and promotional activities for the 2017 Festival included posting on social media activity, and media coverage, including cross-promotion through other

ESRC publications and communications such as Society Now (circulation approx. 13,000). More information about the total reach of marketing activities is included in the Outputs section (page 6).

In addition, most organisations involved in the Festival used their own websites, social media channels, direct letters of invitation, and other forms of promotion to market their events.

## Developing the Festival website

The website was updated in 2017 and additional efforts were made to resolve some issues relating to the regional search function. The Web team reported that, whilst these problems were not fully resolved, there was a huge improvement in the usability of the content, in particular for the event listings. The updated website was live by 1 April 2017 (**target 3a met**). Verbal and email feedback from organisers on the improved usability of the website and printed programme was positive (**target 6c met**). There was a decline in visits to the online programme to 57,335 (58,890 in 2016), but this may be a result of finding the information more easily, with less navigation as a result of the improvements made (**target 3b not met**).

## Support to event organisers and partners

The ESRC Festival team offered various forms of support to event organisers and partners. During the event planning period, this included email notices and communications, telephone and email support, and online resources. ESRC assistance with marketing included the Festival website, production and distribution of a Festival programme (7,000 copies printed), posters (464 printed) and other ESRC branded materials were sent to each event organiser in advance of Festival week.

During Festival week, organisers were supported via social media, by tweeting or re-tweeting about their events. The ESRC Press team also offered support including targeted press releases on a selection of events. Some event organisers were approached by the press or media for an interview or article. Further information about media coverage is in the Outputs section (page 6).



Direct costs of inputs and activities

The direct costs of inputs and activities are set out in Table 1 and show that costs were successfully maintained within the 2017 Festival target budget of £95,000 (target 7c met), however an additional sum of £15,000 was available to assist in meeting our strategic aim of encouraging early career researchers.

There were other indirect costs: printing the Festival programme (£2,177), printing the Festival posters (£357), scanning of evaluation forms (£769), and staff costs, from the corporate promotional budget.

Direct costs of 2017 Festival

Activity	Cost
Funding awarded to ESRC-managed events	£29,621
Funding awarded to partner-managed events	£58,598
<b>Total direct costs to Festival budget</b>	<b>£88,219</b>
Funding awarded to early career researchers from Public Engagement budget	£12,899
<b>Total costs in 2017</b>	<b>£101,118</b>

Cubs doing Crime Prevention (Wakefield)



Meet the neuroscientists researching charity giving (Brighton)



# Outputs

## Festival events – numbers, types and geography

The 2017 ESRC Festival supported 309 events (including events run on multiple days) during the week of 4-10 November 2017, an increase of 24% on 2016's programme of 274 events **(target 1b met)**.

	General Audience	Young People	Specialist Interest	Total
ESRC managed and funded	33	16	19	68
ESRC managed but unfunded	20	8	17	45
Partner	118	27	51	196
<b>Total</b>	<b>171(55%)</b>	<b>51 (17%)</b>	<b>87 (28%)</b>	<b>309</b>

The Festival team directly managed a portfolio of 113 events. Of these 68 (60%) received direct funding from ESRC and 45, including Q-Steps Centres (40% of ESRC-managed events) were not financially supported **(target 7b met)**.

The other 196 events were managed and funded through partnership/block grant arrangements with 15 HEIs : Aberdeen, Bangor, Birmingham, Bournemouth, Bristol, Cardiff, Edinburgh, Exeter, Manchester Metropolitan, Manchester, Plymouth, Salford, Sheffield, Sheffield Hallam and the combined universities of Queen's, Ulster Open University in Northern Ireland **(target 5a met)**.

Events were held across the UK, in 57 towns and cities, and online. Table 2 shows the geographical distribution and indicates that there were 31 events held in London an increase of over 100% on 2016 (12 events) **(target 1e met)**, but efforts to increase events in Wales were unsuccessful, showing a decrease from 9% to 4% of events since 2016 **(target 1f not met)**.

## Geographical distribution of events

UK region	Number of events in 2017	2017 %	2016 %
Scotland	35	11%	14%
Wales	12	4%	9%
Northern Ireland	26	8%	9%
North East	46	15%	14%
North West	51	17%	17%
Midlands	29	10%	10%
South East	28	9%	7%
South West	47	15%	14%
London	31	10%	4%
Online	4	1%	2%
<b>Total</b>	<b>309</b>	<b>100%</b>	<b>100%</b>

## Festival organisers - profile

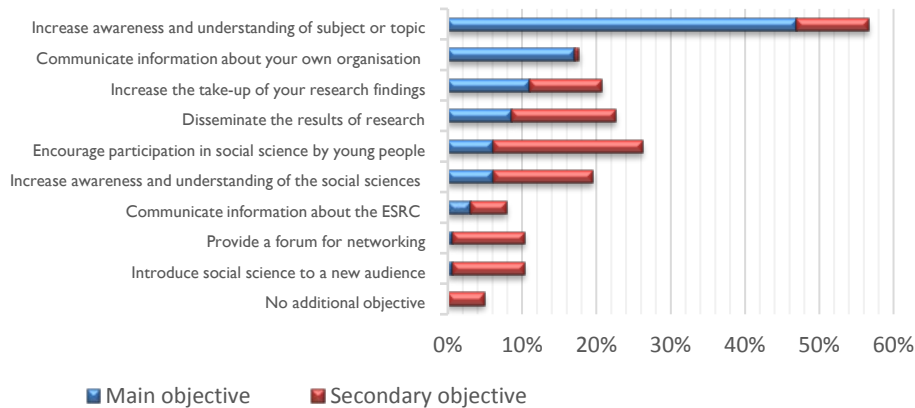
Many Festival organisers were new to the role: 71% said they were running a Festival event for the first time in 2017 **(target 5b met)**. Alongside organisers, at least 1,348 social science researchers engaged with non-academic audiences through Festival events, far exceeding the target of 700 **(target 5d met)**. Of the 164 individuals who organised one or more events and completed the organiser survey, 70% (n=115) were not currently ESRC-funded researchers **(target 5c met)**.



## Objectives for running a 2017 Festival event

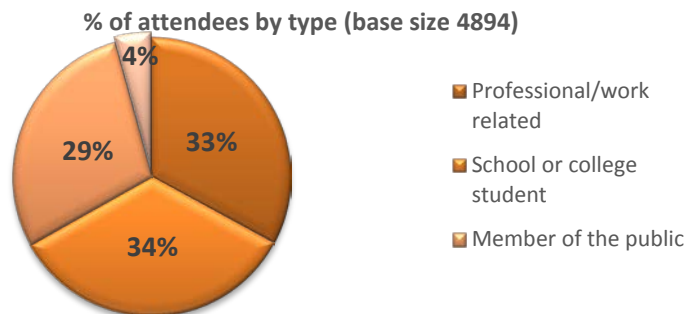
For organisers, the most popular reason for running a Festival event was to increase awareness and understanding of a specific social science subject or topic at 44%.

### Primary objective for running a 2017 Festival event (base size =164)



## 2017 Festival attendees – numbers and profile

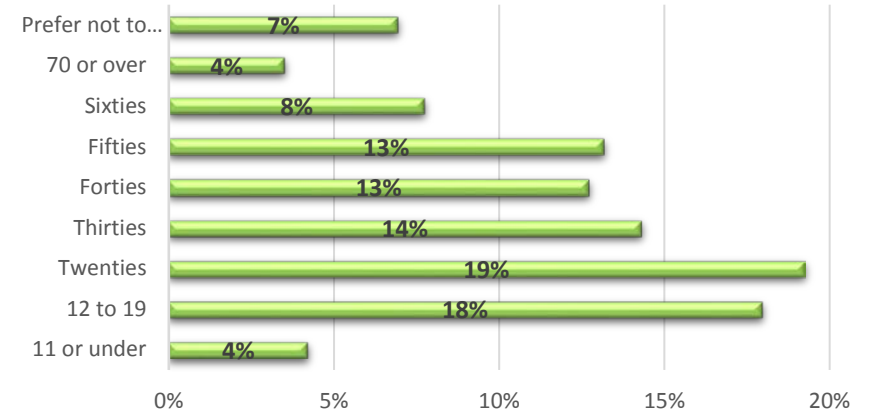
Approximately 37,400 people attended the 2017 Festival; a 27% increase on 2016 (**target 1a met**).



Thirty three per cent (n=1,675) described themselves as professionals (**target 1c partially met**), whilst 34% (n=1,721) said they were school or college students (**target 1d met**).

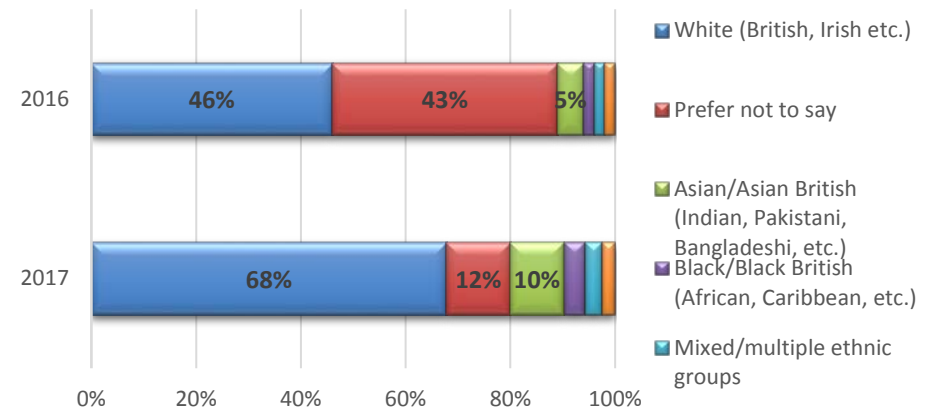
In terms of age of attendees, the breakdown saw a slight increase in the number of older attendees (24% aged 40-60 in 2016 and 9% aged 60+ in 2016) and a fall in those aged under 20, from 30% in 2016.

### % of attendees by age (base size 4894)



There was a 5% increase in those describing themselves as Asian/Asian British (Indian, Pakistani, Bangladeshi, etc.) and a 31% reduction in those preferring not to say.

### % of attendees by Ethnicity 2016 v 2017 (base size 4894)



## Festival website

The Festival website went live on 1 April 2017. Summary data about website traffic during the period 1 January to 30 November 2017 is outlined below:

- 88,837 page views, including page view data from events pages when the programme went online in September 2016
- Average time on page: 1 minute 6 seconds (in 2016 this was 1 minutes 8 seconds).

There was a peak between April and May when event organisers visited the website to download application forms and view guidance. During September to early November, page views increased significantly. Overall there was a decrease in page views of 24% in 2017 (**target 3b not met**), compared with data for same time period in 2016. However this could be as a result of improved navigation, leading to less pages viewed to find the information required.

## Social media activity

Twitter statistics provided by the Festival team for the period 1 January to 30 November 2017 indicated continued increases in social media activity since 2016 with the exception of potential impressions which fell despite



Figure 1 Example Tweet

increased activity (**target 4f met**).

## Summary of Twitter activity

1 Jan - 30 Nov	2017	2016	% change
Potential reach	6.2 million	4.6 million	35%
Potential impressions	43.1 million	45.3 million	-5%
Contributors	4,532	4,061	12%
Mentions	13,538	12,063	12%
Festival week	2017	2016	% change
Potential reach	3.7 million	3 million	23%
Potential impressions	19.3 million	17.5 million	10%
Contributors	2,495	2,172	15%
Mentions	6,976	6,196	12%



Figure 2 Example Tweet

### Press and media outputs

Press and media mentions had an estimated reach of 38 million, with online articles continuing to be the strongest area of growth, but we did see an increase in radio show interviews. However print coverage fell by 20% against 2016 **(target 4b not met)**.

Coverage included:

- 4 national mentions **(target 4a met)**
- 30 regionals **(target 4c met)**
- 4 articles in a consumer media publication **(target 4d met)**
- 29 pieces of radio coverage **(target 4e met)**.

The topics which attracted most media coverage related to children, dating and older people. Events which received the most overall mentions: University of Sheffield's events on 'Remembering Baby', around the sensitive topic of infant death, 'Hen happy: Feeling cooped up? Experience hen power!' on how Sheffield dementia victims make friends with chickens to help combat loneliness, and University of Aberdeen's 'Tinder, Dating and Human Desire' an interactive talk about mate-selection strategies on Tinder.

### Estimated promotional reach of the 2017 Festival

The estimated total reach via marketing and promotion activities, was at least 6.3 million and included:

- Website traffic - 88,837 page views
- Twitter reach - 6.2 million
- ESRC publications and promotional materials - 23,000 programmes and copies of Society Now.

This exceeded last year's reach of 4.96 million by over 27%, easily meeting the 2017 target to promote to over 1 million individuals via marketing campaign activities **(target 6a met)**.

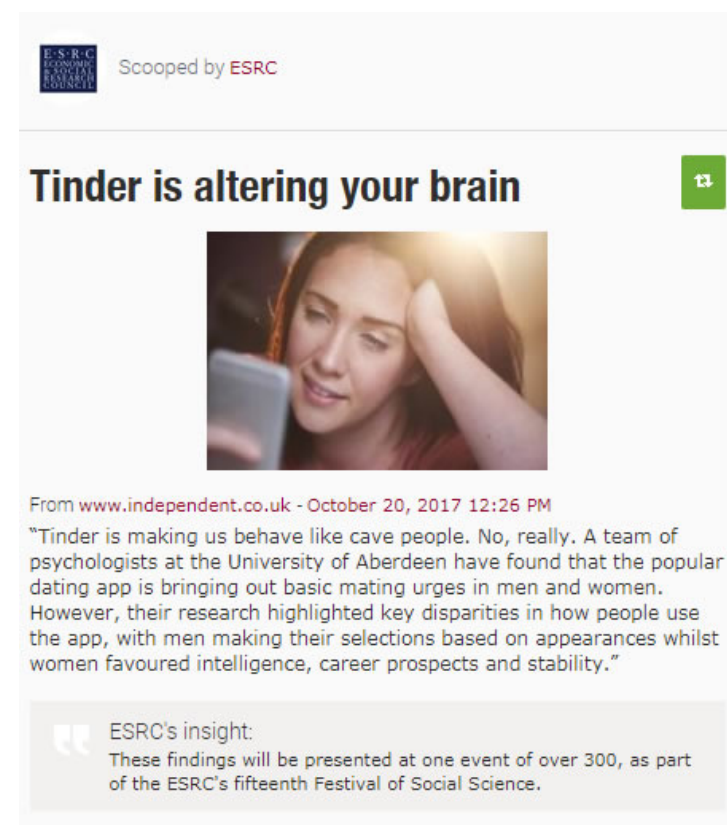


Figure 1 taken from ScoopIt

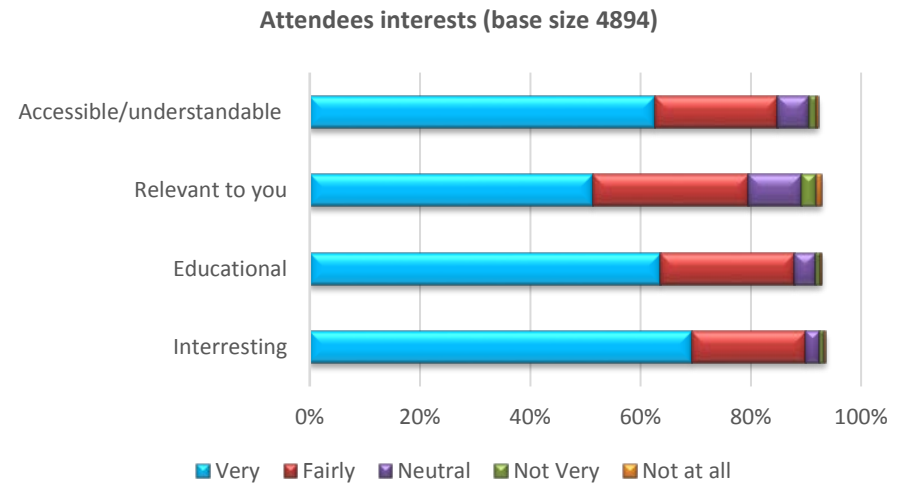
# Outcomes for attendees

Attendees’ experiences and outcomes were captured through a paper and online post-event survey. Attendees were asked questions about three main areas:

- Interest in the events attended
- Awareness and recognition of the ESRC and Festival brands
- Outcomes in terms of knowledge, understanding and interest in the topic covered.

## Attendee interest in events attended

Attendees rated Festival 2017 events extremely positively, with hardly any negative feedback in almost all areas.



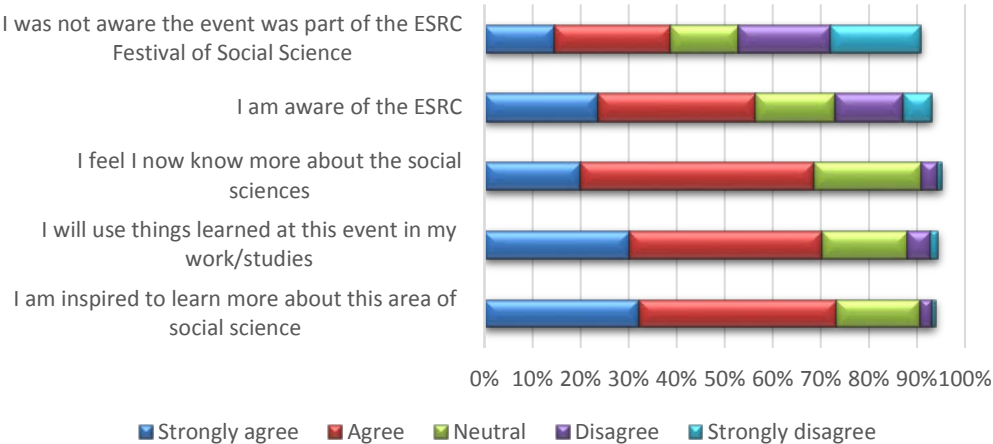
## Attendee awareness and recognition of ESRC and Festival brands

Attendee responses were mainly positive toward the learning objectives, 69% improved their knowledge of the social sciences (**target 2a of 80% not met**), 70% intend to use the things they learned (**target 2b of 75% partially met**).

Sixty four per cent of young people (aged 20 and under) stated they were inspired to learn more about the social sciences (**target 2c partially met**). Though very few disagreed, or strongly disagreed, with the statements across most of the objectives.

However in terms of brand recognition, there was more of a mixed response, with only 38% of attendees aware the event was part of the Festival (**target 6b not met**).

## Attendee learning and brand awareness



# Outcomes for organisers

Event organisers were asked about their experiences via an online survey administered by the Festival team. A total of 164 fully completed responses were received indicating a response rate of 75% (68% in 2016). The survey covered the following main areas:

- Effectiveness of events
- Effectiveness of marketing activities
- Outcomes and benefits of the 2017 Festival.

## Effectiveness of events

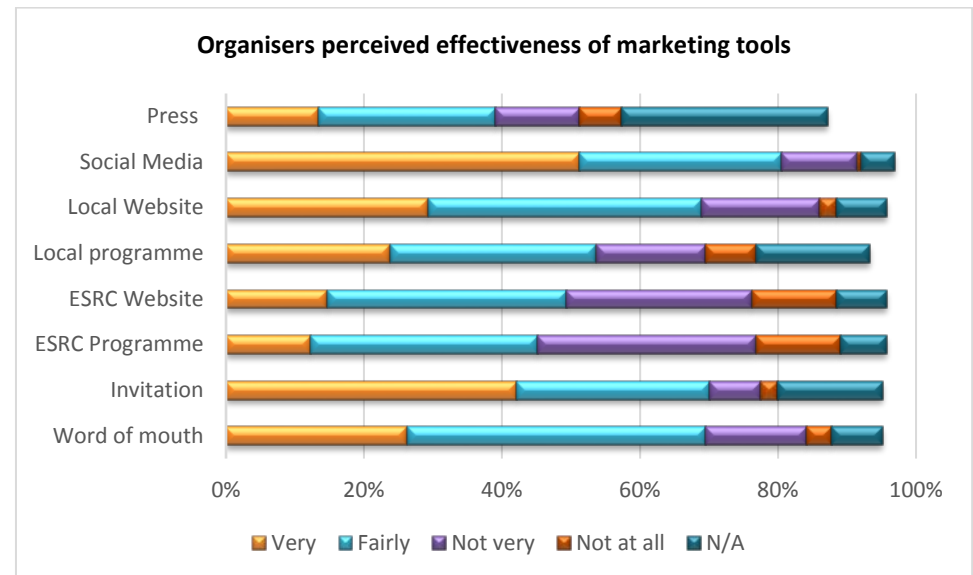
Organisers were asked to consider how effective their event had been in comparison with other events they had run before. Of the 47 who had taken part in previous ESRC Festivals, most respondents felt their 2017 event had been more effective or there had been no change. Very few organisers felt they had been less effective in terms of audience reaction, audience size or overall quality.

Organisers overall positivity about the success of their events may explain why almost most respondents said they would definitely (71%), or possibly (20%), consider running another Festival event in the future.

**“Amazing event, very well organised, interesting”**

*Female attendee in her 30s*

## Effectiveness of marketing activities



Survey respondents were asked to comment on the effectiveness of promotion and marketing for their events. Social media was most frequently perceived as a very/fairly effective marketing activity by 80% of respondents, followed by word of mouth and invitations at 70%, and local or university websites with 69%. Fewer respondents (45%) thought that ESRC marketing (via the Festival website and programme), local brochures (54%), and press/what's on listings (39%) were effective.

**“Interesting event, will be using the information for future work”**  
*Male attendee in his 20s*

# Feedback from event organisers and attendees in 2017

**"Good to be part of a wider festival and promote this important topic"** *Event organiser - Aberdeen*

**"Allows you to promote a diverse range of topics and research areas in the space of a week using the social science umbrella. Being part of nationwide Festival also helps raise the profile of the research we're doing and engage a new audience (rather than just usual academic circle)." *Event organiser - Birmingham***

**"I have participated for the past five or so years and find it to be a fantastic opportunity to speak to different audiences, actively seek to find and develop new ways through which to share research findings and just facilitate good public and civic engagement."** *Event organiser - Birmingham*

**"Engaging directly with people and bringing research into practice, disregarding the age of the participants; adapting research to different age groups and actively seeking for an opinion from participants. This part was extremely rewarding for us."** *Event organiser - Edinburgh*

**"An excellent way to introduce people to social studies in different areas of life"** *Female attendee in her 60s*

**"Very informative and eye opening. Nice to see and hear honesty, passion and struggles, gives the full picture of social work."** *Female attendee in her 20s*

**"Enabling us to put on an event for free that we otherwise would have been unable to do. A good way for Early Career Researchers to obtain a small amount of funding in preparation for applying for larger grants in the future."** *Event organiser – Liverpool*



# Corporate event

This year we ran a corporate event in collaboration with Springer Nature and Palgrave Macmillan, at the Royal Society, London on 7 November 2018.

The panel discussion, entitled - Impactful Social Science: How Social Science is Helping to Tackle Global Grand Challenges, was hosted by Laurie Taylor of Radio 4's Thinking Allowed. Professor Jane Falkingham, Professor of Demography and International Social Policy, University of Southampton and ESRC Council Member, gave a welcome speech, as the ESRC's representative. The panel consisted of Lord Nicholas Stern, Professor Shamit Sagar and Professor Felicity Callard.

The evening was attended by 120 guests and was live streamed on the night with 1065 views.

Social media coverage for the event, using the hashtag #fossimpact, had a potential reach of 417,545, with 2.6 million impressions.

Recommendations: Look to run an event again next year, with the same or similar partner.



Figure 4 Corporate event branding



Figure 5 Lord Nicholas Stern and Professor Shamit Sagar



Figure 6 Professor Jane Falkingham, Tamsine O'Riordan, Lord Nicholas Stern, Professor Felicity Callard, Professor Shamit Sagar and Laurie Taylor

# Assessment against Festival aims

Through its inputs, activities, outputs and outcomes, the 2017 Festival of Social Science has successfully responded to its overall aims and to the ESRC's relevant business objectives.

## Aims of the 2017 Festival of Social Science:

Promote and increase awareness of the social sciences and ESRC research and the contribution they make to the wellbeing and economy of society

Encourage, support and create the opportunities for social science researchers to engage with non-academic audiences

**"Making our research and science accessible to the general audience and engaging school children in science."**

Event organiser – Plymouth

Findings from the survey of attendees showed that the Festival helped to promote the social sciences and ESRC research and the contribution they make to the wellbeing and the economy of society:

- Thirty nine per cent of all attendees strongly agreed or agreed that they were aware the event was part of the ESRC Festival and 57% said they were aware of the ESRC
- Attendees enjoyed events and 73% were motivated to find out more about the area of social science forming the basis of the event
- In terms of using the information gained from the event, 70% strongly agreed or agreed they would use it in their work or studies.

The Festival continues to be a cost-effective means of encouraging, supporting and creating opportunities for social science researchers to engage with non-academic audiences in public engagement:

- Through 309 events, held across 57 towns and cities, and 3 online events, the 2017 Festival reached 37,400 people directly, at a cost of £2.70 per person a decrease of 7% against 2016 (target 7a partially met)
- Through social media, website traffic and press and media mentions, the reach of the Festival was extended to around 6,311,837 people

The 2017 Festival offered exceptional value for money and delivered a range of significant and positive outcomes for attendees and organisers.

# Assessment against Festival objectives and recommendations for 2018

In addition to working to the Festival's overall aims, the Festival team delivered activities against 26 specific objectives under 6 main areas. Of these objectives,

- **Seventeen were met or exceeded**
- **Three were partly met**
- **Six were not met.**

1. Audience numbers, types and geography objectives	Outputs and outcomes	Recommendations
a. <b>Maintain audience attendance at 22,000</b>	<ul style="list-style-type: none"> <li>• Audience attendance for 2017 estimated at 37,400 a 27% increase on 2016 (29,500).</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain current levels of marketing and promotion to keep audience reach of 38,000.</li> </ul>
b. <b>Stabilise events at 200 individual activities</b>	<ul style="list-style-type: none"> <li>• 309 events were programmed, an increase of 12% on 2016 (274 events). The number of events in 2017 more than exceeded the target.</li> </ul>	<ul style="list-style-type: none"> <li>• Consider more ambitious target or remove objective or more regional targets.</li> </ul>
c. <b>Grow business, policy makers or the third sector attendees to 40%</b>	<ul style="list-style-type: none"> <li>• 33% of attendees described themselves as professionals; this is higher than for 2016 (32%), but did not meet the growth target of 40%.</li> <li>• 28% of events were categorised as specific interest activities aimed at a professional audience.</li> </ul>	<ul style="list-style-type: none"> <li>• Consider increasing funding of specific interest events or consider dropping the target and making the Festival more about reaching out to the general public and young people.</li> </ul>
d. <b>Engage with teachers and young people to maintain attendance of young people at 25%</b>	<ul style="list-style-type: none"> <li>• 34% of attendees described themselves as school or college students</li> <li>• 19% of events were aimed at children and young people.</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain marketing and promotion activities to teachers and young people at current levels.</li> </ul>
e. <b>Increase to 10% the number of events held in London</b>	<ul style="list-style-type: none"> <li>• 11% of events were held in London.</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain events in London at around 10%.</li> </ul>
f. <b>Increase events in Wales by 20%</b>	<ul style="list-style-type: none"> <li>• Events held in Wales fell in 2017 by 50% to 12 events against the 24 held in 2016.</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain partnerships with Bangor and Cardiff universities.</li> <li>• Consider additional partnerships or steer for events in Wales reduce target to 8% of events held in Wales .</li> </ul>

2. Audience learning and actions	Outputs and outcomes	Recommendations
a. <b>80% of attendees improved their knowledge of the social sciences and its benefits to society</b>	<ul style="list-style-type: none"> <li>69% of 2017 attendees strongly agreed or agreed that the events had improved their knowledge of the social sciences and the benefits to society.</li> </ul>	<ul style="list-style-type: none"> <li>Consider new ways of collecting feedback data or re-look at objectives.</li> </ul>
b. <b>75% of attendees intended to use the knowledge gained in their work or study</b>	<ul style="list-style-type: none"> <li>70% strongly agreed or agreed they would use knowledge gained from events in their work or studies.</li> </ul>	
c. <b>75% of young people are inspired to learning about social sciences</b>	<ul style="list-style-type: none"> <li>Results from young people showed that 64% intended to learn more about social science having attended a Festival event.</li> </ul>	

3. Festival website objectives	Outputs and outcomes	Recommendations
a. <b>10% increase in page visits during the period 1 April – 30 November 2016</b>	<ul style="list-style-type: none"> <li>There was a fall in the number of page visits during this period to 88,837 a 19% decrease against 2016.</li> </ul>	<ul style="list-style-type: none"> <li>This could be as a result of the improved navigation in the online programme allowing users to go straight to the information. Consider changing target or objective as number of page visits does not correlate to improvements to content.</li> </ul>
b. <b>10% increase in the number of visits to the online programme</b>	<ul style="list-style-type: none"> <li>2% decrease in page views, compared with data for same time period in 2016.</li> </ul>	<ul style="list-style-type: none"> <li>Again this could be as a result of changes to the content, continue to monitor and review and consider increased use of social media to encourage site visits.</li> </ul>
c. <b>Improve functionality around regional searches</b>	<ul style="list-style-type: none"> <li>The functionality around regional content and related searching was improved and feedback from users supported this.</li> </ul>	<ul style="list-style-type: none"> <li>Consider removing this as an objective as not measurable going forward.</li> </ul>

4. Press and social media objectives	Outputs and outcomes	Recommendations
a. Press coverage in four nationals (online, print, TV or radio)	<ul style="list-style-type: none"> <li>The 2017 Festival achieved press coverage in 4 nationals.</li> </ul>	<ul style="list-style-type: none"> <li>Continue to conduct media monitoring for future Festivals and to review the effectiveness of this.</li> <li>Continue to encourage event organisers to report media mentions via a survey question about this.</li> <li>Consider benchmarking against level of spend or staff time.</li> </ul>
b. 10% increase in print coverage	<ul style="list-style-type: none"> <li>This was a new objective for 2017 and was not met against the 15 articles in 2016 as only 12 were.</li> </ul>	
c. 10% increase in regional media (online, print, TV or radio)	<ul style="list-style-type: none"> <li>30 items of regional coverage achieved against 8 pieces last year.</li> </ul>	
d. One article in a consumer media publication	<ul style="list-style-type: none"> <li>4 articles were featured in consumer media publications.</li> </ul>	
e. One piece of coverage on the radio	<ul style="list-style-type: none"> <li>There were 29 pieces of radio coverage.</li> </ul>	
f. 10% increase in mentions of #esrcfestival on Twitter	<ul style="list-style-type: none"> <li>12% increase in Twitter mentions during period 1 April – 30 November, compared with data for same time period in 2016.</li> </ul>	<ul style="list-style-type: none"> <li>Continue to collect statistics on potential reach, potential impressions, contributors and mentions.</li> <li>Be creative in social media posts – videos, pictures etc.</li> </ul>

5. Event organisers and partnership objectives	Outputs and outcomes	Recommendations
a. <b>Maintain HEI partnerships at 15</b>	<ul style="list-style-type: none"> <li>Maintained at 15 HEI partnerships in 2017.</li> </ul>	<ul style="list-style-type: none"> <li>Consider whether new partnerships with HEIs in Wales could address shortfall in this area.</li> <li>Consider options for moving to a competitive call for partnerships.</li> <li>Consider where additional funding could be sourced to allow an increase in partners.</li> </ul>
b. <b>Two thirds of events to be run by new event organisers</b>	<ul style="list-style-type: none"> <li>71% of organisers said they were running an event for the first time in 2016.</li> </ul>	<ul style="list-style-type: none"> <li>Maintain existing levels and channels for promoting the call to first-time organisers.</li> </ul>
c. <b>Half of all events to be run by organisers not currently funded by ESRC</b>	<ul style="list-style-type: none"> <li>Of the 164 individuals who responded to the organiser survey 70% were not ESRC funded researchers.</li> </ul>	<ul style="list-style-type: none"> <li>Consider increasing the target or decrease applications funded to non-ESRC applicants.</li> </ul>
d. <b>700 social science researchers engage audiences</b>	<ul style="list-style-type: none"> <li>1,348 social science researchers engaged with non-academic audiences through 2017 Festival events.</li> </ul>	<ul style="list-style-type: none"> <li>Consider increasing the target in line with increase participation.</li> </ul>
e. <b>Encourage applications from early career researchers</b>	<ul style="list-style-type: none"> <li>A steer was added to the call for ECR participation, resulting in 90 ECRs organizing events.</li> </ul>	<ul style="list-style-type: none"> <li>Consider a specific target for 2018.</li> </ul>

6. Brand support and awareness objectives	Outputs and outcomes	Recommendations
a. <b>Promote to over 1 million individuals via marketing campaign activities</b>	<ul style="list-style-type: none"> <li>The estimated total reach via marketing and promotion activities, was 6.3 million exceeding 2016 by 27%.</li> </ul>	<ul style="list-style-type: none"> <li>Maintain current channels and levels of marketing and promotion.</li> <li>Encourage organisers to promote their events locally and through social media and to use the festival hashtag.</li> <li>Consider increasing the target.</li> </ul>
b. <b>50% of attendees recognise the event is part of the ESRC Festival of Social Science</b>	<ul style="list-style-type: none"> <li>38% of attendees (60% in 2016) were aware the event was part of the ESRC Festival.</li> </ul>	<ul style="list-style-type: none"> <li>Increase visibility of brand.</li> <li>Relook at target.</li> </ul>
c. <b>Programme usability improved in both online and print versions</b>	<ul style="list-style-type: none"> <li>The style of the programme in print and online were refreshed to improve usability. Feedback from organisers was positive.</li> </ul>	<ul style="list-style-type: none"> <li>Continue to consider new ways to meet user needs and lower demand for print products.</li> <li>Consider if there is a need to continue this objective.</li> </ul>