

# FUTURES: European Researchers' Night 2019

## Work Package 1: Awareness Raising report

### Authors:

Dean Veall, Deputy Head of Public Engagement, University of Bath

Suzanne Wright, FUTURES Events Coordinator, University of Bristol

Ellie Cripps, FUTURES Project Coordinator & Public Engagement Associate, University of Bristol

Natalie Hewlett, FUTURES Marketing Consultant

### **Management of Awareness Campaign**

The awareness campaign for FUTURES European Researchers' Night 2019 was coordinated by the University of Bath (UoBa), supported by marketing consultant Natalie Hewlett and the Public Engagement and Press teams at the University of Bristol (UoB).

### **Branding**

The FUTURES: European Researchers' Night logo was created to be used across the 2018 and 2019 events. Action was symbolised with the 'play' icon, which also suggests looking to the future. This logo was used across all marketing materials, both digital and print, with different yet consistent versions suitable for each medium.



*Figure 1: The FUTURES: European Researchers' Night logo created for all awareness raising materials*

### **Target Audience**

The target audiences for FUTURES: European Researchers' Night were:

- Independent adults in Bristol and Bath with an interest in science.
  - Sub groups: young adults 16-24, 25-45, 45+
- Independent adults in Bristol and Bath with an interest in art and culture
  - Sub groups: young adults 16-24, 25-45, 45+
- School children and school teachers
- Families

Specific marketing activities were carried out to target each of these audiences, in line with relevant events developed with the audiences in mind.

- Independent adults in Bristol and Bath with an interest in science.
  - Social media marketing (including paid promotion) targeted at adults in the specified geographical region, within each of the detailed age brackets, who had listed an interest in science or research on their profiles. Targeted promotion of individual events and of the overall FUTURES night to relevant interest groups in the region, such as Science City Network.

- Media activity aimed at promoting events to this audience.
- Posters and flyers in community centres and public spaces.
- Independent adults in Bristol and Bath with an interest in art and culture
  - Social media marketing (including paid promotion) targeted at adults in the specified geographical region, within each of the detailed age brackets, who had listed an interest in the arts and culture on their profiles.
  - Targeted promotion of individual events and of the overall FUTURES night to relevant interest groups in the region, such as Creative Bath.
  - Media activity aimed at promoting events to this audience.
  - Posters and flyers in community centres and public spaces.
- School children and school teachers
  - Direct communications to schools within the local area were made through existing school networks held by the UoB Public Engagement team. A focus was placed on contacting schools serving more socio-economically deprived areas.
- Families
  - Social media marketing (including paid promotion) targeted at families in the specified geographical region, with parenting or childcare interests.
  - Targeted promotion of individual events and of the overall FUTURES night to relevant interest groups in the region, such as 'Bath Mums' and 'The Bristol Parent'.
  - Media activity aimed at promoting events to this audience.
  - Posters and flyers in community centres and public spaces that are regularly used by families.

### **Ensuring compliance with guidelines**

The EU Commission logo was included on all marketing materials produced for the events. The required text *'This European Researchers' Night project is funded by the European Commission under the Marie Skłodowska-Curie actions'* was displayed on all marketing materials. The additional text *'FUTURES is part of European Researchers' Night, a programme funded by the European Commission with the aim of engaging the public in celebrating the latest and most innovative research at a local and an international level. FUTURES is one of over 300 events taking place in cities spanning 27 European countries'* was also displayed on the new FUTURES website for 2019, event sign up forms and post-event videos. The European Union flag was displayed on the website and at events.

### **Communication tools**

#### **Website**

Building on our experience of FUTURES 2018, a new dedicated FUTURES website was developed as a hub for all FUTURES content and showcased the diversity of events visitors could get involved in as well as news, blogs, social media content, images and videos created as part of the awareness raising campaign. The website address is: [futures2019.co.uk](http://futures2019.co.uk).

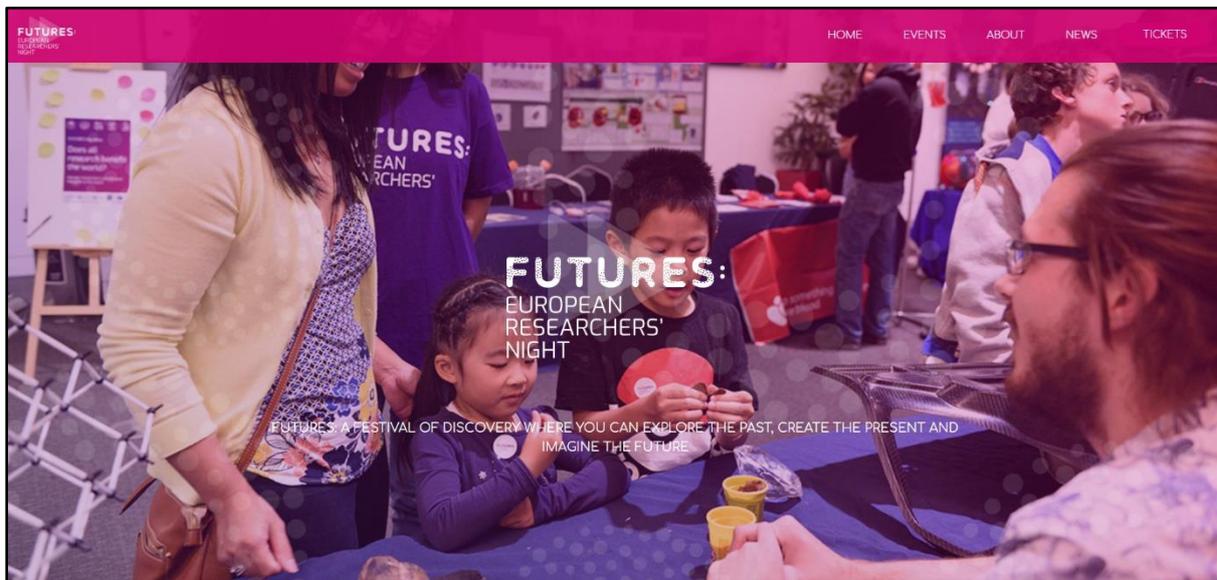


Figure 2: futures2019.co.uk Home page

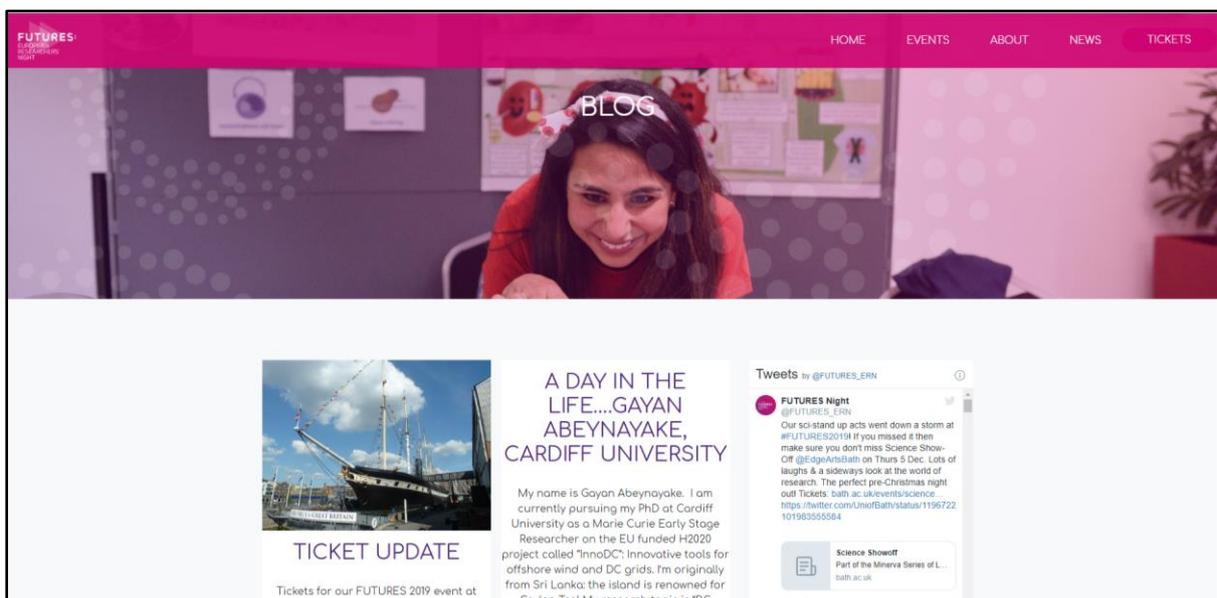


Figure 3: futures2019.co.uk News page

The website went live at the beginning of the awareness raising campaign for FUTURES 2019 and proved successful in extending the reach of FUTURES to both wider audiences and researchers. Over the course of the campaign, the new website led to a significant increase in page views (27,000 in 2019 vs. 1,034 in 2018), and unique visitors (7,338 in 2019 vs. 848 in 2018). The following graph shows visitors to the website by city.

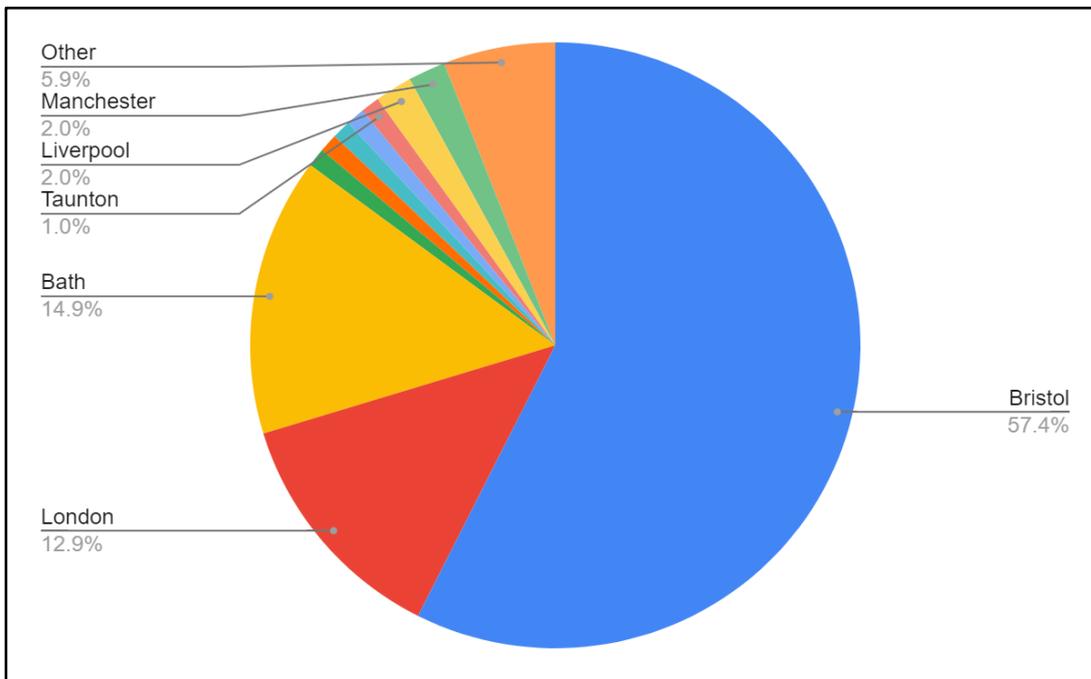


Figure 4: A chart to show visitors to the FUTURES website by city

## Social media

The social media strategy to raise awareness of FUTURES was based on the success of the 2018 strategy and as a result we concentrated our effort on two platforms, Twitter and Facebook. Our public feedback survey in 2018 revealed that over 30% of people had seen the FUTURES events promoted on Facebook or Twitter. We found that advertising on social media was very effective, particularly with the longer lead-in time to the events.

## Twitter

During the campaign, the Twitter account ([@FUTURES\\_ERN](https://twitter.com/FUTURES_ERN)) posted 209 tweets which were shared by accounts with a maximum total potential reach of 1,200,000. During the campaign, the account gained 100 new followers. The two hashtags #FuturesNight and #FuturesNight2019 were used 1,440 times during the campaign in the run up to and during events.



Figure 5: A screenshot of the FUTURES 2019 Twitter page

## Facebook

Through the FUTURES [Facebook](#) page the awareness campaign involved a mixed methods approach, posting FUTURES related content and running a series of paid-for adverts directed at regional and local community interest groups and pages. During the campaign the FUTURES page gained 63 likes and the 45 posts reached 799,326 Facebook users and gained 1,084 engagements including Likes, Shares, Comments, media views and link clicks. The approach meant the FUTURES Facebook page reach 880,041 Facebook users and potentially made an impression on 1,700,000 user's feeds.

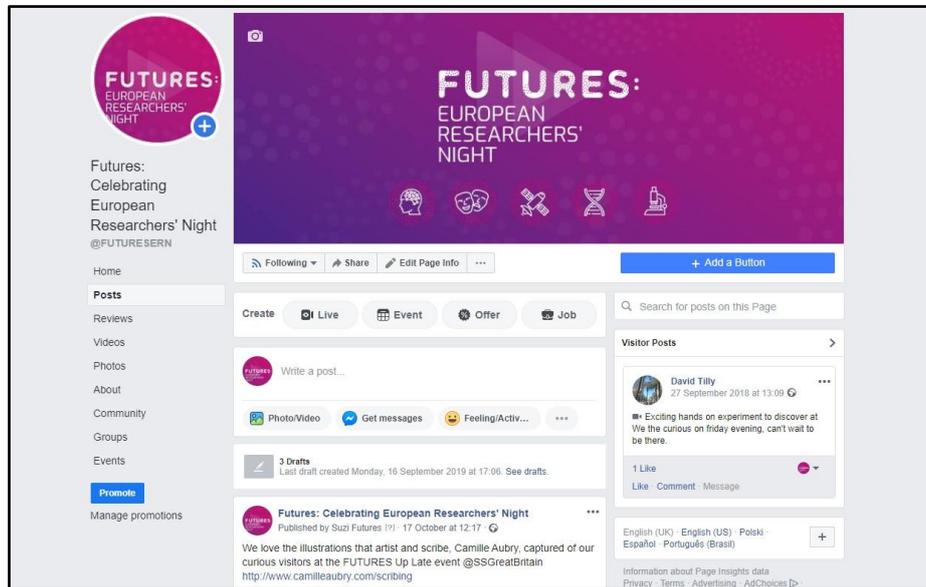


Figure 6: A screenshot of the FUTURES 2019 Facebook page

## Press, broadcast and online media

The FUTURES team worked with regional, local and hyperlocal press to raise awareness of FUTURES. In 2018, a promotional film was commissioned from [roderickandco.com](#). The [FUTURES 2018 \(European Researchers' Night\) film](#) is hosted and can be viewed on the UoB YouTube channel. This film was released along with a long lead press release and a short lead press release (see Appendix A for examples). Participating researchers also took part in an interview with regional business publication, South West Business Insider.

The total reach of media coverage was 813,595. Media coverage was achieved in:

- [Bristol 24/7](#)
- [Clifton Life](#)
- [Bath Echo](#)
- [Bath Bid](#)
- [The Metro](#) (Bath & Bristol edition)
- [The Bath Magazine](#)
- [The Bristol Magazine](#)
- [South West Business Insider](#)
- [Advanced Engineering Business Acceleration Hub](#)
- [myScience UK](#)
- [University of Bristol website](#)
- [University of Bath website](#)

FUTURES events also received coverage in the following online blogs/listings:

- [This Bristol Brood](#)
- [Visit Bristol](#)
- [Go Bath Bristol](#)

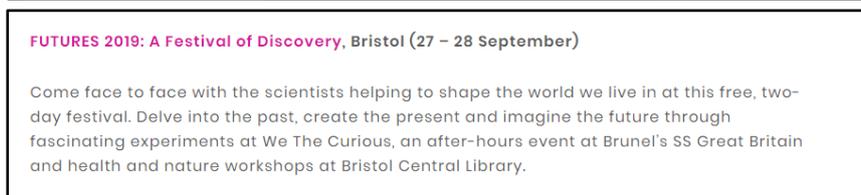
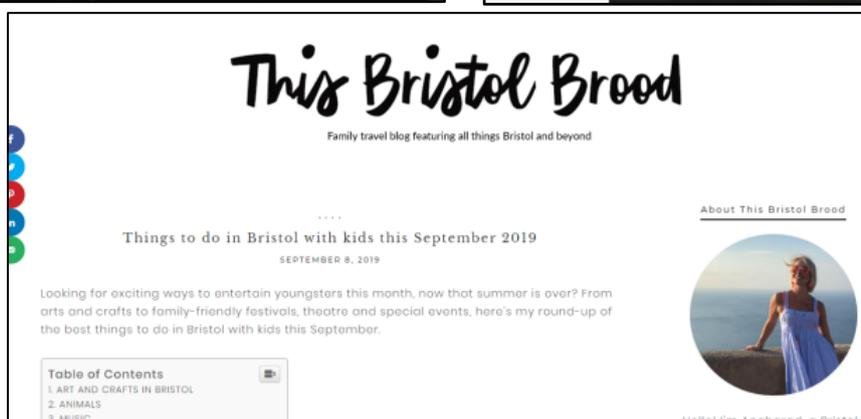
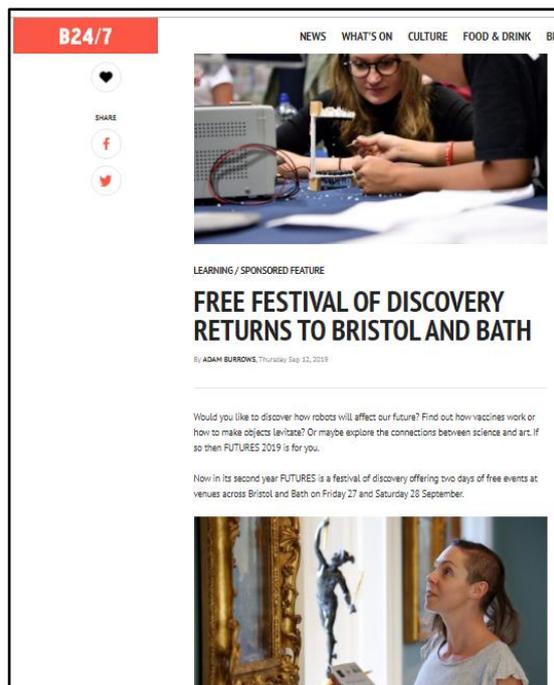


Figure 7: Media coverage of FUTURES in Bath Echo, Bristol 24/7 and This Bristol Brood

### General marketing materials

The following marketing materials were created to raise awareness of the events, and to ensure that all elements of the events were clearly branded as European Researchers' Night (see Appendix B for examples).

- Video
- Posters
- Leaflets for specific venues and events
- Pop up banners
- Stickers
- T-Shirts

To create distinct identities for each of the events, icon designs (Appendix B: 4) were commissioned for each of the participating venues representing the theme of the event.

### **Existing contacts**

Each of the beneficiaries and partner organisations were provided with content to share with existing audiences, including established mailing lists, websites, social media feeds and newsletters.

### **Community centres and libraries**

Posters and information about FUTURES were delivered to community centres, local cafes and libraries across the Bath and Bristol region. Within the Bath region there were 26 poster locations, with a potential reach of 13,000 people. Within the Bristol region there were 34 poster locations, with a potential reach of 17,000 people. Each community centre and library were also provided with digital materials that could be shared on their social media feeds, websites and to email mailing lists (see Appendix C for a full list of community centres and libraries).

### **Direct Contact**

Each of the individuals involved in the running of FUTURES utilised direct contacts to promote the events. Each person informed their networks about the event, including relevant University societies and youth groups in Bristol and Bath. In total, 80 community and interest groups (Appendix C) were contacted by email and shared content that had a reach of 39,475 people.

### **FUTURES Film**

The [FUTURES 2018 \(European Researchers' Night\) film](#) was commissioned using footage from FUTURES 2018. This film was used in the awareness campaign before and during the events and was shared on Facebook and Twitter. The video has been viewed 474 times on YouTube.

We The Curious also provided free use of Bristol's Big Screen television located on Millennium Square outside the venue. The FUTURES film, promoting the event at We The Curious, was screened between the beginning of June and end of September as part of its ongoing rotation of content. This had a reach of approximately 1.25 million people, based on the average footfall through the square. However, we are confident this number could be considerably higher, because the film ran through the summer months when several high-profile events, which are attended by thousands of people, were hosted at the site such as the [Festival of Nature](#) and [Bristol Harbour Festival](#).



Figure 8: Bristol Big Screen in the City's Millennium Square © We The Curious

### **Booking**

Several activities had limited capacity so an [Eventbrite](#) booking system was used to guarantee visitors a place at the event. This method of booking was very successful, and most activities were fully booked before the event. It also served an additional promotional purpose as all events were

listed publicly. A total of 2,126 people pre-booked tickets through Eventbrite. Some popular events such as the FUTURES Up Late events at SS Great Britain and We The Curious booked up quickly so additional tickets were made available. As a free programme of events, it was expected that there would be many additional people who would turn up on the night. This was accounted for by implementing entrance counts and a sticker system for attendees to keep track of visitor numbers.

## **Marketing at Venues**

### **We The Curious**

We The Curious supported the event through the use of their existing relevant marketing database and social media channels. The event was listed on the What's On webpage and WTC was co-host of the Facebook listing for the event which provided exposure to their audience of just over 18,000 people. The venue also promoted the event directly via Twitter, on which it has over 33,000 followers, and shared FUTURES content.

We The Curious also promoted the event to its database of family members. Posters were displayed in the venue, on digital screens in the car park and in the toilets. As previously stated, the Big Screen in Millennium Square outside of We The Curious showed the FUTURES film through June-September 2019 to promote the activities and events to a wider audience in Bristol.

### **Brunel's SS Great Britain**

The venue promoted the Up Late event to over 2,000 people via its monthly newsletter. The FUTURES event was also listed on the What's On section of the website between June and September, which has over an average of 74,000 unique views per month.

Brunel's SS Great Britain also promoted FUTURES on its Facebook page and Twitter feed (nearly 13,000 followers) with both its own content and sharing FUTURES content and was a co-host for the Facebook event page with exposure to nearly 12,000 people. Posters and flyers were also displayed at the venue which has around 15,000 visitors per month.

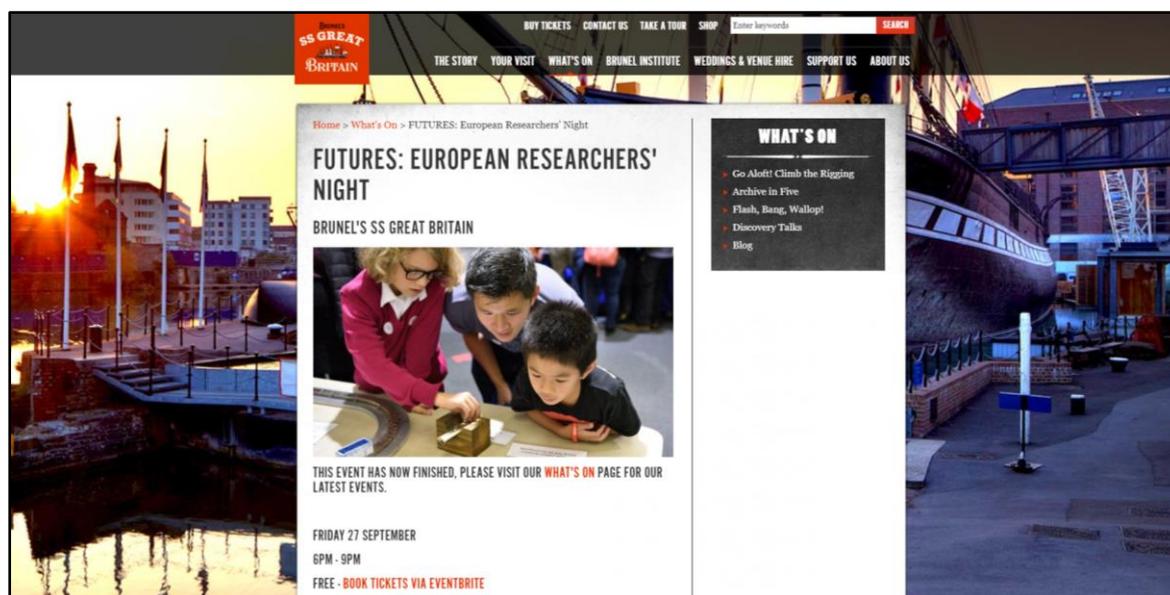


Figure 9: Promotion of FUTURES Up Late on SS Great Britain's What's On page

The event was also promoted to community groups across Bristol by the Community Coordinator at Brunel's SS Great Britain. Postcards (which also doubled as tickets) were handed out during family outreach events at Hartcliffe Health & Environment Action Group, Hillfields Library and Southmead Adventure Playground.

## **The Holburne**

Posters and flyers were displayed in the museum and cafe in the month leading up to the special FUTURES Up Late event and appeared on the What's On Section of the website from June 2019.

The event was also promoted via the Holburne's Facebook page (6,800 followers) and Twitter feed (over 8,000 followers). The Holburne promoted the FUTURES Up Late event via a Facebook event on its own page, on which 250 people expressed interest in attending.

## **BRLSI (Bath Royal Literary and Scientific Institution)**

The BRLSI used its mailing list to promote FUTURES, along with displaying a large banner promoting the FUTURES event on the railings outside. The area has a daily footfall of 71,000 and the banner was displayed for two weeks. It was also a co-host for the Facebook event, and promoted the event on its Facebook page (just over 1,000 followers) and Twitter (1,300 followers)

## **Bristol Central Library**

Bristol libraries co-hosted the FUTURES Researchers on Loan event on Facebook (1,800 people). Posters and leaflets were also displayed at the Library and other Bristol libraries.

## **Total Reach of Awareness Raising (WP1)**

All elements of WP1: Awareness Raising, when compiled, achieved a total maximum potential reach of **7,857,557**. This is broken down as follows:

Social media reach and engagement with FUTURES content	4,676,914
Website traffic	7,338
Media coverage	813,595
Eventbrite bookings	2,126
FUTURES Film views via YouTube	474
Flyer and postcard locations	45,000
Online listings	523,635
Community and interest email newsletters	41,475
On street marketing	497,000
Big Screen (Millennium Square)	1,250,000

## Appendix A: Press releases

Short-lead press release (Bristol) – August 2019

### **FUTURES 2019 returns to Bristol this September**

FUTURES, a Festival of Discovery, returns to Bristol this September with two days of free events and activities that will lift the lid on the fascinating research taking place across our region. FUTURES is part of European Researchers' Night, an annual event that takes place in cities across Europe. This year Bristol will be one of more than 300 cities in 30 countries taking part in the event. It's an opportunity for people, of all ages, to meet the researchers whose work is helping to shape the world we live in.

The festival ([www.futures2019.co.uk](http://www.futures2019.co.uk)) promises the chance to explore the past, create the present and imagine the future alongside researchers from the region's universities as they lead hands on, interactive activities and demos across the city.

FUTURES 2019 kicks off with an invitation to board Brunel's SS Great Britain on Friday evening to join researchers exploring how Brunel's legacy can help us understand more about how we live today.

On Saturday FUTURES will take over the Children's Library at Bristol Central Library to host family friendly workshops looking at health, nature and other curiosities from the world around us.

Later that evening We The Curious is the place to be as FUTURES hosts a special Up Late event. It's set to be a night out with a difference with scientists on hand to discuss everything from the role robots will play in our future to how we address climate change.

More events, including a programme of public talks, will be announced in the coming weeks. All the events and activities are completely free, but it's recommended that you register for tickets as numbers are limited. You can find out more and book tickets at: [www.futures2019.co.uk](http://www.futures2019.co.uk) or follow us on @futures\_ern and facebook.com/FUTURESERN

Suzanne Wright, FUTURES Project Coordinator from University of Bristol said: "We're very excited to bring FUTURES to Bristol again this year and have the opportunity to host events in some of the city's most iconic venues. Not only is FUTURES set to be a lot of fun, but it also enables us to share, and celebrate, the amazing and diverse research taking place across the city and region.

"All of the events have been created to give people the opportunity to explore how current research is shaping our future. It's also a chance for our younger visitors to find out just how exciting and varied a career in research can be. There will be something for everyone, young and old, and we're looking forward to a busy, entertaining and inspiring weekend."

Researchers from University of Bath, Bath Spa University, University of Bristol and Cardiff University will be taking part in FUTURES 2019. There are also a number of events taking place in Bath throughout the weekend including free events at The Holburne Museum and BRLSI.

Here's a full breakdown of what's happening in Bristol:

#### **Friday 27 September:**

**FUTURES @ Brunel's SS Great Britain 6pm-9pm:** Join us aboard Brunel's historic ship for a family friendly event with interactive trails and a host of hands-on activities. Come and see Bristol's past brought to life and explore where research might take us next. There will be food, fun and the opportunity to explore this fascinating ship after hours for free.

## **Saturday 28 September**

**FUTURES Up Late @ We The Curious 7.30pm-10.30pm:** How will robots affect our future? Should all countries be equally responsible for climate change? This is your chance to meet the researchers seeking out the answers to these questions, and more, right now. Grab a drink at the bar and wander around the exhibits, share your ideas about fascinating experiments and make mind-blowing discoveries!

**FUTURES: Researchers on Loan @ Bristol Central Library (2 x 1-hour workshops from 1-2pm and 3-4pm):** Come along to a living library as our researchers take over the Children's Library at Bristol Central Library. We'll be leading workshops for families with interactive activities exploring the topics of health and nature. Come and meet real scientists, find out something new and discover why libraries are about so much more than books! (Recommended ages 6-11 but all welcome)

**FUTURES: Researchers on a train:** FUTURES researchers will be entertaining travellers on trains running between Bath Spa and Westbury throughout the day on Saturday with some fun and fascinating science busking.

ENDS

Short-lead press release (Bath) – August 2019

### **Festival of Discovery returns to Bath**

FUTURES, a Festival of Discovery, returns to Bath this September with two days of free events that will lift the lid on fascinating research in our region.

The [festival](#) promises the chance to explore the past, create the present and imagine the future alongside researchers from the region's Universities as they lead hands on, interactive activities and demonstrations across the city.

Some of the highlights include a special Up Late at Holburne Museum where researchers will be exploring the relationship between art and science and a Science Pop Up Party at the Bath Royal Literary and Scientific Institution BRS LI with some science stand up performances, hands-on science experiments, a bar and DJ.

FUTURES is part of [European Researchers' Night](#), an annual event that takes place in cities across Europe. This year Bath will be one of more than 300 cities in 30 countries taking part in the event. It's an opportunity for people, of all ages, to meet the researchers whose work is helping to shape the world we live in.

Helen Featherstone, Head of Public Engagement at the University of Bath said: "We're very excited to bring FUTURES to Bath again this year. Not only will it be a lot of fun, but it also allows us to share, and celebrate, the amazing and diverse research taking place across the city.

"All the events have been created to give people the opportunity to explore how the past has helped to influence the way we live our lives today and how research is shaping our future. It's also a great opportunity for our younger visitors to find out just how exciting and varied a career in research can be. There will be something for everyone, young and old, and we're looking forward to a busy, entertaining and inspiring weekend."

Researchers from University of Bath, Bath Spa University, University of Bristol and Cardiff University will be taking part in FUTURES 2019. There are also a number of events taking place in Bristol

throughout the weekend including free pop up events at We The Curious and Brunel's SS Great Britain.

Here's the lowdown on what's happening in Bath:

### **Friday 27 September:**

#### **FUTURES Up Late @ Holburne Museum 5pm-9pm**

Come along to a very special Up Late at the Holburne Museum as researchers from University of Bath and Bath Spa University explore what happens when art and science meets. Please [register](#) for a free ticket.

#### **FUTURES Science Pop up party @ BRLSI 6pm-10pm**

Science and stand-up – it's the perfect night out. At BRLSI you can join us for a drink and meet some of the funniest academics around as they perform their brilliant sci-stand up; as well as taking part in some fascinating science experiments, hearing PhD researchers present their research in just three minutes and a science themed pub quiz. The event is free but please [register](#) for a ticket.

### **Saturday 28 September**

#### **FUTURES: Walking with Scientists:**

Take a walk with scientists and see the city come to life with new perspectives on Bath's rich science history. Join us for a guided walk with a difference. Led by Olly Langdon from Kilter Theatre walkers will be joined by researchers at different stops along the route to talk about their work, and answer questions.

Meet at Bath Abbey at 1.30pm or 5:30pm. Each walk will take approximately 2 hours. This is a drop in event and places will be allocated on a first come first serve basis. Please [register](#) for more information and any changes to the schedule.

#### **FUTURES: Researchers on a train:**

FUTURES researchers will be entertaining travellers on trains running between Bath Spa and Westbury throughout the day on Saturday with some fun and fascinating science busking. Follow us on [@futures\\_ern](#) and [facebook.com/FUTURESERN](#) to find out more about what's happening.

**Appendix B – Examples of FUTURES branded material produced as part of Awareness Raising**



1. Example of postcard flyers designed for FUTURES events



2. Example of poster design for FUTURES events



3. Example of pop-up banner used at participating venues



4. Example of FUTURES stickers handed out at events



5. Volunteer wearing a FUTURES branded t-shirt © Anna Barclay

## **Appendix C: Community centres and libraries provided with marketing materials**

### Libraries: Bath

Bath Central library  
Combe Hay library  
Keynsham library  
Larkhall library

Midsomer Norton library  
Moorland Road library  
Paulton library  
Radstock library  
Saltford library  
Weston library

Libraries: Bristol

Avonmouth library  
Bedminster library  
Bishopston library  
Bishopsworth library  
Bristol Central library  
Clifton library  
Filwood library  
Fishponds library  
Hartcliffe library  
Henbury library  
Henleaze library  
Hillfields library  
Horfield library  
Junction 3 library  
Knowle library  
Lockleaze library  
Marksbury road library  
Redland library  
Sea Mills library  
Shirehampton library  
Southmead library  
St George library  
St Pauls library  
Stockwood library  
Westbury library  
Whitchurch library  
Wick Road library

Community centres: Bath

Bathwick Community Centre  
Camerton Community Hall  
Claverton Down Community Centre  
Dunkerton Village Hall  
Gateway Community Centre  
Odd Down Community Centre  
Percy Community Centre  
Riverside Youth and Community Hub  
Southside Youth Hub  
St Mark's Community Centre  
The Hut, Twerton

Community centres: Bristol

Barton Hill Settlement  
Southbank Arts Centre  
Southville Community Centre

Other public spaces:

Boston Tea Party, Bristol  
BRLSI, Bath  
Colonna and Smalls coffee shop, Bath  
Friska, Bristol  
Hall and Woodhouse, Bath  
Pinkmans, Bristol  
Raven pub, Bath  
Society Café, Bristol

**Appendix C: Community and interest groups contacted about FUTURES**

Avon WI  
Bath – What’s on  
Bath and North East Somerset Council  
Bath Business Improvement District group  
Bath City Farm  
Bath college  
Bath Echo  
Bath Festivals  
Bath Live  
Bath Spa Students Union  
Bath Students Union  
Bath what’s going on  
Bath WIs  
Best of Bristol  
Bristol - What’s On?  
Bristol 24/7  
Bristol City Council  
Bristol creative freelancers  
Bristol for Europe  
Bristol Home Education  
Bristol Libraries  
Bristol Live  
Bristol Media  
Bristol Mum  
Bristol Natural History Consortium  
Bristol News  
Bristol parent  
Bristol Sci Comm network  
Bristol Steiner School  
Bristol Students Union  
Bristol TV  
British Psychological Society south west brand  
BS3 Connect  
BS3 Mums and Dads  
BS4 Connect  
Clifton WI  
Creative Bath  
Dunkerton WI  
Families in Bath group  
Forest Schools Network  
Foxhill and Mulberry Park what’s on  
Freelance charity sector comms network

Girlguiding Bath  
Girlguiding Bristol and South Gloucestershire  
Gloucester Road WI  
Home Education in Bath and NE Somerset  
Hot Bath  
JISC Science mailing list  
Kilter Bath  
Minerva WI  
NCVO Bristol Network  
NextDoor Bristol  
North Somerset Home Educators  
Paper Arts  
Redbrick House  
Science City Network  
Science Communicators Network  
Scouts Associations Network  
Sing and Sign Bath  
Southgate Bath  
St Werburgh's City Farm  
Steiner Academy Bristol  
Steiner Academy Frome  
The Creation Station Bath  
Things to do with kids in and around Bristol  
Vinyard Bath  
Visit Bath  
Visit Bristol  
We Love Bath  
What's on Bristol  
What's on Bristol  
What's on Bath  
What's on for children - Midsomer Norton and Radstock  
What's on in and around Bath  
What's on in Weston Super Mare  
What's on Somerset Events  
Wiltshire – what's on?  
Windmill Hill city farm  
Women in Science at BSU  
Women's Equality Party Bath