

# FUTURES: European Researchers' Night 2019

## Work Package 3: Impact Assessment report

### Authors:

Hugh Hope-Stone, FUTURES Evaluation Consultant  
Tomos Evans, FUTURES Evaluation Assistant, University of Bath  
Alison Rivett, Evaluation Officer, University of Bristol  
Suzanne Wright, FUTURES Events Coordinator, University of Bristol  
Ellie Cripps, FUTURES Project Coordinator & Public Engagement Associate, University of Bristol  
Dean Veall, Deputy Head of Public Engagement, University of Bath

This report explores the impact of FUTURES 2019 in Bristol and Bath. The evaluation shows that the activities were successful in achieving the aims set out in the proposal, with the events enjoyed by participants and researchers alike. Once again, the Night successfully highlighted the importance of European research to Bristol and Bath and the evaluation shows it brought credit to the EU.

*"It makes you have bigger dreams for the future"* Primary School student

### **Management of Impact Assessment**

The Impact Assessment for FUTURES European Researchers' Night 2019 was coordinated by the Deputy Head of Public Engagement at Bath University and the Evaluation Officer in the University of Bristol's (UoB) Public Engagement team with assistance from an external evaluation consultant.

### **Impact Assessment Methodology**

The same mixed-methods approach to impact assessment was used as in 2018, with an emphasis on tools that do not detract from participants' enjoyment of the experience. The following evaluation tools were deployed:

- Short pre-event questionnaire for visitors booking tickets online.
- Stickers to count participants at drop-in settings.
- Participant observation to assess the numbers/demographics of people attending, quality of interactions and topics of discussions.
- Snapshot Interviews to gain insight into visitor experiences and key learning outcomes.
- Opinion Trees to hang Polaroid instant photographs of visitors with a write on/wipe off board to capture thoughts and responses. Tags were used instead of Polaroids at the *Schools Research Fair* to avoid any issues with photo consent.
- Postcards with a short questionnaire at events where time for evaluation was limited.
- Post-event Online Surveys to gather feedback from the public and researchers.
- Post-event Teacher Questionnaire to gather feedback about schools' events.
- Post-event Interviews with researchers to gather their immediate thoughts on their experience.
- Feedback from partner organisations.
- Social Media Analysis to assess reach of marketing information.

Evaluation tool templates and survey questions are included in Appendix 3 with the numbers of responses for each of the evaluation methods listed in Appendix 1. The overall response rate from the combined methods was 12.7% for pre- and post-event feedback and 58% including pre-event responses<sup>1</sup>.

## **Impact Assessment Findings**

The impact assessment focused on key research questions to evaluate the outcomes and success of the Night's activities. Each question is addressed below.

### **1. Reach: How many people and who have interacted with a Researchers' Night intervention in Bristol and Bath?**

Visitor counts showed that 5,734 people interacted with FUTURES activities. Of these, 3,334 attended a physical event or took part in a **face to face** activity. The single most attended event was *Up Late at We The Curious*, attended by 531 visitors, followed by SS Great Britain, where 450 visitors were recorded. Additionally, 2,400 people engaged with FUTURES content and discussion online through the **Reddit Ask Me Anything** conversation.

Online, FUTURES achieved extensive reach. The **Facebook** page reached 880,041 users and potentially made an impression on 1.7 million user's feeds. 45 Facebook posts reached 799,326 Facebook users and gained 1,084 engagements including Likes, Shares, Comments, media viewed, and links clicked. Over the time of the campaign the FUTURES page gained 63 likes.

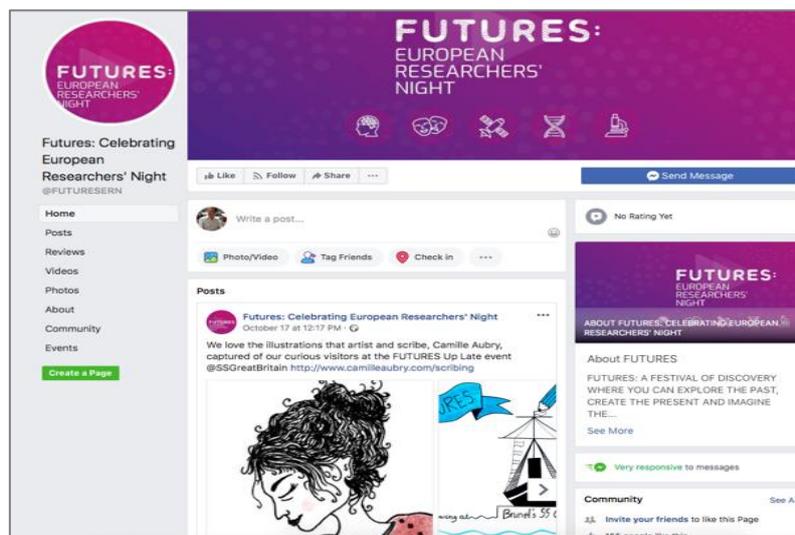


Figure 1: FUTURES Facebook page

The FUTURES **Twitter** account posted 71 tweets during the campaign period and reached 1.2 million Twitter users. Over the time of the campaign time the account gained 100 new followers. The two hashtags #FuturesNight and #FuturesNight2019 were used 1440 times during the campaign in the run up to and during the events.

<sup>1</sup> Pre-event questions asked when registering to attend e.g. "What made you want to attend the event?"

The **website** received unique 7338 viewers and 27,000 page views between launching in April and October 2019. Finally, the FUTURES promotional video was viewed via **YouTube** a total of 421 times.



Figure 2: #FUTURES Twitter feed

Analysis of social media engagement in 2018 showed that online interactions primarily took place before the Night and focused on sharing information or generating a buzz about the upcoming events. Only a small proportion of visitors shared their experiences on the Night itself or afterwards and therefore this year social media analysis was restricted to understanding the reach of pre-event information.

The impact assessment also explored the diversity of the audiences. The events were designed to be accessible and attract a wide variety of people, with events targeted at a range of audiences.

Whilst many were ‘drop-in’ style events that required no booking, pre-event registration via an online-ticketing platform (Eventbrite) was used to track numbers and ensure events were not over-subscribed. Information was collected from the 1,578 people who made bookings. Some demographic data was also collected via this method, though not every participant filled out all the information requested and for all but two events, gender of those ordering tickets was not recorded. Demographic data was also collected via postcard surveys.

**Level of deprivation:** The data (see Figure 3) revealed a very broad range of attendees, representing a wide spread of postcode areas and socioeconomic status (according to the [English Indices of Multiple Deprivation 2019](#)). Most noticeably, over 10% of bookings came from the postcodes of BS5 (Barton Hill, Easton), BS2 (St Paul’s) and BS13 (Hartcliffe), all areas of Bristol which are in the 30% most deprived areas of the UK<sup>2</sup>.

Postcode	% of online bookings	Average deprivation index decile*
BS3	10.0	4.69
BS8	9.2	7.81
BS5	6.2	2.99

<sup>2</sup> N.B. It is not possible to tell whether individual attendees were from deprived households.

Postcode	% of online bookings	Average deprivation index decile*
BS7	5.9	5.96
BA2	5.3	7.66
BS6	5.0	7.23
BS4	4.6	3.74
BS16	4.5	6.11
BA1	3.9	7.35
BS37	3.8	7.01
BS9	3.5	8.31
BS1	3.3	3.82
BS14	3.1	4.82
BS2	2.7	2.71
BS41	2.0	9.16
BS15	1.9	5.57
BS34	1.9	6.06
BS10	1.7	3.28
BA15	1.3	9.00
BS13	1.2	2.59
BS32	1.1	8.60
BS30	1.0	7.74

**\*The lower the number, the higher the level of deprivation, orange indicates postcode is in the top 30% of most deprived areas in the UK**

Figure 3: Table of Online Bookings distribution by postcode

Additionally, many of the schools that attended the *We The Curious* events have catchment areas in some of the most deprived parts of Bristol and surrounding areas, as well as the least deprived. Half (7 of 13) schools were in the top 30% most deprived deciles, and two schools were in the top 10% most deprived decile. Free transport was a key part of the offer to schools to make the events accessible and teachers commented that they would not be able to attend without this offer. This targeted approach contributed to the aim of FUTURES to raise aspirations and reach children and young people who do not normally get to meet researchers.



Figure 4: Student attendees at We the Curious Research Fair © Bhagesh Sachania Photography

**Gender:** A particular focus was placed on challenging stereotypes of science and research and raising aspirations of girls. For the events where gender data was collected (*Public Talks at We The Curious*), 50 of the 60 attendees booking online were female. Among the school groups, observation data tended to show an average ratio of 50:50 girls: boys and across other events the ratio was similar.

**Age:** The online booking data showed that just over half of attendees (56%) were over 25 years old (as compared with 73% in 2018)<sup>3</sup>. Additionally, between 750-1000 children attended school or family orientated events, so overall the proportion of those aged under 25 was significantly more than half of all those who attended.

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<sup>3</sup> The method of calculation may have differed between 2018 and 2019 so this comparison should be seen as indicative only.

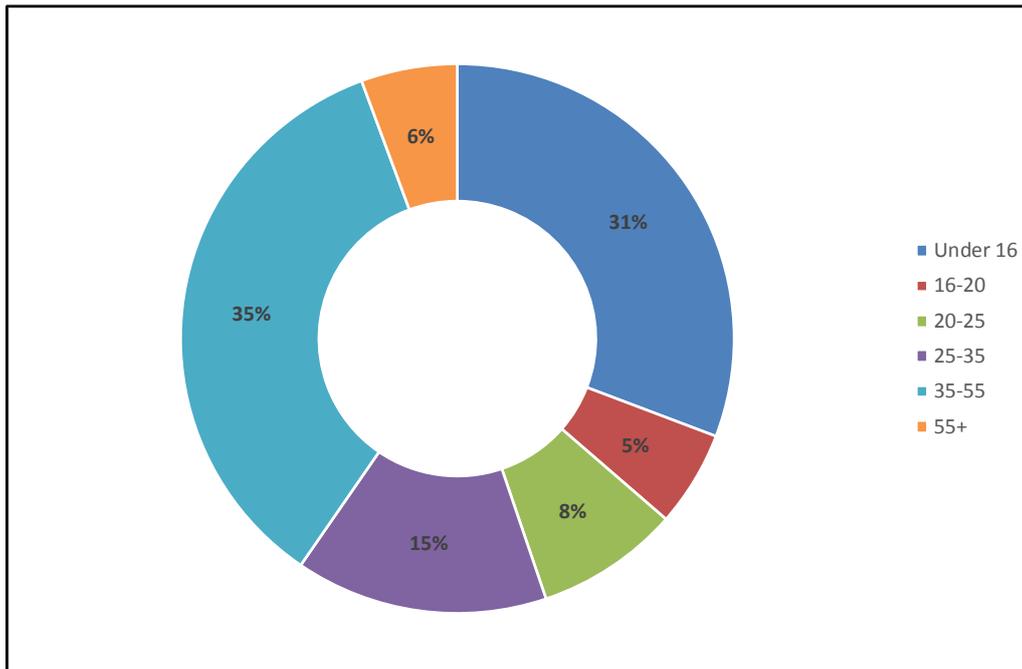


Figure 5: Pie chart showing age distribution amongst attendees booking online

The fact that so much activity was targeted towards children and young people (both within school and with their families) was both appreciated and considered successful.

*Great to see researchers taking time out to connect with young people and the public. I work for the university so I hear a lot day to day, but I met some people I know at the event who had not been before and they were absolutely thrilled with the whole thing (Visitor: Up Late @ We The Curious)*

*The hands-on activities were brilliant for the children as they could ask questions whilst making things e.g. the mobile phones (Visitor: Up Late @ Brunel's SS Great Britain)*

*We found all the different researchers to be really friendly and totally engaging, not only with the adults but also children attending. They managed to explain their different research in a way the children could also understand, and I could tell that my son who is 10 years old found everything he was told really interesting (Visitor: Up Late @ Brunel's SS Great Britain)*

Free entry to all events was also a positive draw and ensured that the barrier of price was not a factor in access to local communities and residents.

*THANK YOU it was a wonderful evening for us as a family and something we would have never done due to cost. For this we are so grateful, and we got the bonus as we learned all the other stuff as well. Brilliant. Thank you. (Visitor: Up Late @ Brunel's SS Great Britain)*

*Most of those who came tonight weren't people who would ever buy a ticket to visit the ship. Everyone was happy and had enjoyed themselves. One little boy was even crying when he left because he would have to wait a year to come back! (Event Partner: Brunel's SS Great Britain)*

**BAME:** The profile of those booking online has a higher proportion of self-identified BAME participants than the UK population as a whole and of Bath and Bristol in particular. While the population of Bristol is 84% white, this was only 67% in the visitor profile. What is also noteworthy is the relatively high proportion of Asian participants (10%) as compared with Bristol as a whole (5.5%)

and slightly lower proportion of those who identify as Black (3% of visitors, 6% of Bristol’s population). In comparison with the ethnic make-up of Bath, both Black and Asian populations are greater in number than their proportion of the population. Among the school groups many were, from observations, of a BAME background.

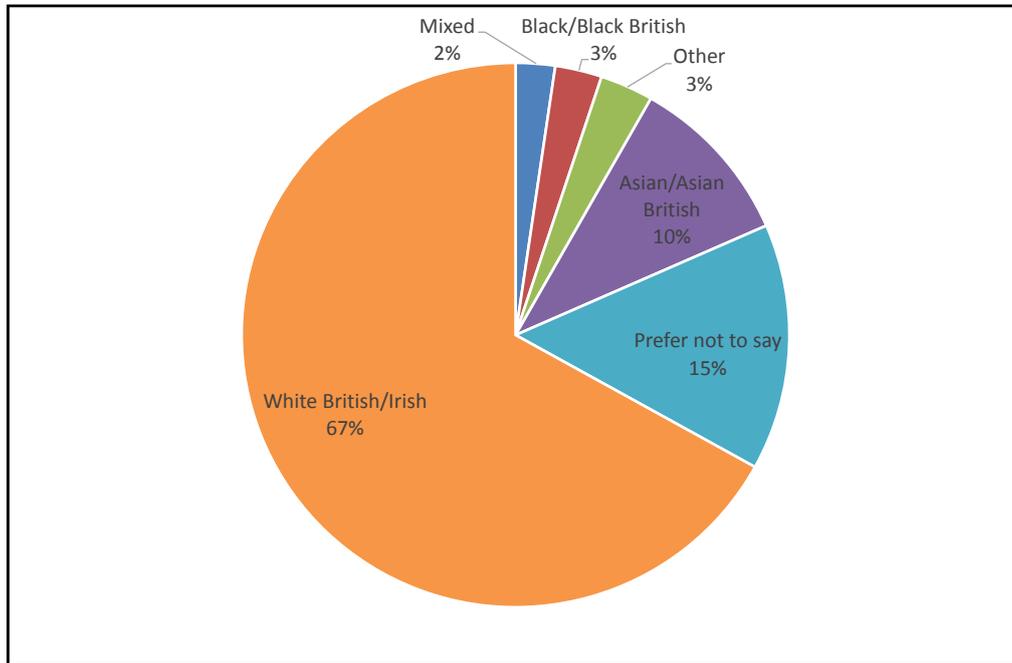


Figure 6: Pie chart showing ethnicity distribution amongst attendees booking through Eventbrite

**“Hard-to-reach” audiences:** While not the primary consideration for FUTURES nearly one in five (18%) of those booking online said they did so because they wanted to visit the venue. This formed part of FUTURES marketing strategy to encourage visitors who may not attend research-focused events normally. This highlights that access is also about appeal and comfort with where the event is taking place. An interesting and appealing venue can draw in visitors who might not otherwise engage.

*We had one of the best evenings as a family I can ever remember. There were things for the boys to do but just being able to look around [the ship] was fabulous (Visitor: Up Late @ Brunel's SS Great Britain Up Late)*

Observations showed that events such as *Researchers on a Train* and *Tea with a Researcher* were successful in engaging “non-traditional” audiences, such as older people who have fewer opportunities to engage with research or those who had not planned to take part in FUTURES (e.g. train passengers). Innovative models of engagement and training enabled researchers to make their research more accessible.

*[I] was really happy that there was someone trying to engage people. It was spontaneous and fun, although I think people were surprised (Passenger: Researchers on a Train)*

The range of events at high-profile cultural venues as well as smaller community spaces across Bristol and Bath was integral to reaching a diversity of audiences.

*On Saturday night, We The Curious opened its doors to the general public for free, offering numerous interactive activities, demonstrations and talks to hundreds of people. This was a*

*completely different event from the previous day but equally rich in social connections and engagement around science and research. All kinds of audience were involved and an ideal balance between knowledge and joy was reached, reminding everyone that learning can be fun.*  
(Event Partner: We The Curious)

## **2. Has Researchers' night raised awareness of EU research and researchers?**

All events were clearly branded as "European Researchers' Night" to ensure attendees were aware that activities and some research featured were European Commission funded. A significant proportion of researchers participating in the Night's activities were MSCA fellows or European Commission grant-holders. Of 261 researchers in total, 41 were MSCA Fellows and another 8 worked on European projects. Overall, approximately 20% of researchers taking part were EU-funded.

Data from visitor surveys found that the vast majority of respondents (96%) agreed that European research and researchers are important to Bath and Bristol, with three-quarters saying they were very important. Around one in five (18%) said they had gained a greater understanding of European aspects of research as a result of attending a FUTURES event.

*I hadn't considered the impact of Brexit on research before this event* (Visitor: Up Late @ We The Curious)

*Wonderful to see an event like this happen thanks to EU funding. A brilliant night* (Visitor: Up Late @ We The Curious)

*Hope you have funding for next year 2020 as I will DEF[initely] come again as did not have time to see all. Thank you!* (Visitor: Up Late @ We The Curious)

Researcher feedback also suggests that awareness of EU research was raised, with three quarters (77%) saying they thought the events brought credit to the EU. This was primarily achieved indirectly, by engaging the public and allowing them to understand the importance of the research and consequently, the public seeing the EU's involvement as critical to this work.

*The EU in funding this event shows they are interested in promoting education in Science in different ethnic and social groups* (Researcher: Research Fair & Up Late @ We The Curious)

*As a Marie Curie Fellow, mine and other Marie Curie (MC) Fellows' participation in this event ensured a good advertisement of the EU, as MC Fellowships are EU funded* (Researcher: Up Late @ We The Curious)

*Many of the people who came along seemed pleasantly surprised that research in my subject was interested in issues, which in many cases, touched upon their lives and seemed very willing to share their experiences and knowledge, and otherwise engage in the exhibit. I think this helped to show the many ways in which university and EU research is relevant and worthwhile.*  
(Researcher: Up Late @ Brunel's SS Great Britain)

This was reinforced by observations from the FUTURES project team who saw it as:

*A great experience for the MSC Fellows – we had large numbers participate, they developed a strong group and led the EU Corner entirely by themselves. It was an excellent opportunity for them to feel part of a community, develop their transferable skills and gain experience outside of research which will be useful in their career progression.* (FUTURES Management Team)



Figure 7: EU branding at Research Fair, We The Curious © Bhagesh Sachania Photography

However, a few felt that the links between FUTURES and Europe were less obvious than the associations made between the cities and their residents, despite the efforts to promote the EU's role. This may be because most researchers' foremost aim was to engage visitors with their research ideas and activities. For visitors, there were so many things to discover and take in, the wider European connections were perhaps a little lost in the excitement.

*I think the people who attended liked it! Some may not have known about the EU's involvement - this was understandably kept low-key given the current political situation. (Researcher: Research Fair & Up Late @ We The Curious)*

*I would happily have seen/heard even more about how the projects (individual and FUTURES night itself) benefit from European connections! (Visitor: Up Late @ Brunel's Great Britain & Up Late @ We The Curious)*

### **3. How do Bristol and Bath residents feel about EU research and researchers having taken part in Researchers' Night?**

Feedback from visitors suggests overwhelming they appreciated researchers taking part in FUTURES, providing a clear connection with what goes on at their local university.

The public appreciated and enjoyed that the research was going on in their own city, so while the content may not always be directly relevant to them, the sense of connection with what is going on in their locality is tangible and positive.

*Such a great event! Lovely to hear about all the research going on close to our home (Visitor: Up Late @ We The Curious)*

*I believe people were somehow proud that innovative and fundamental research is taking place just next door (Researcher: Research Fair & Up Late @ We The Curious)*

This connection was particularly enhanced during the *Walking with Scientists* events, combining as they did the history of Bath, its scientists and the work that the presenting researchers were currently conducting, a format that was particularly appealing to those taking part.

*Great to see how these discoveries link in with architecture in the city. Makes it all the much more relevant. (Participant: Walking with Scientists)*

Noticeably in the postcard survey<sup>4</sup> nearly all respondents said they found the research relevant to them in some way. Visitors felt that they could easily understand the research topics and that the researchers made ideas accessible and interesting.

*Relevant to all as involves what's happening to you or about you. Great event. Children entertained whilst adults talk (Visitor: Up Late @ We The Curious)*

*All seemed relevant to things that need more research- better health, better life. Time and money seems to have been well spent (Visitor: Up Late @ We The Curious)*

*The SS Great Britain was a great venue to have the researchers sharing their research. They translated their research from academic language to be more understandable for the general public (Visitor: Up Late @ Brunel's SS Great Britain)*

*They [the researchers] were very good at explaining... I went away feeling I understood each subject within the time frame I had to discuss it (Visitor: Up Late @ We The Curious)*

Researchers also believed that the public benefited from learning about and discussing new things.

*I think it gave people a chance to talk directly to researchers and help clear any confusion they may have about certain areas of science. It also allowed people to learn more about things they may have never heard of before (Researcher: Research Fair & Up Late @ We The Curious)*

*I think they got to talk to people about topics that they would not normally have a chance to discuss scientifically. They could also ask questions without being worried they would be judged (Researcher: Up Late @ We The Curious)*

#### **4. Has Researchers' Night increased (or reinforced) awareness of research careers?**

Public survey results showed that just over two thirds of the respondents would consider a career in research for themselves or recommend it to a friend or family member. This is a promising finding, as parents and family members are often key influencers of children and young adults.

*Such a great event! Hopefully it will inspire the scientists and researchers of the future! (Visitor: Up Late @ We The Curious)*

One of the key benefits of the *Schools Research Fair* at *We The Curious* identified by teachers was the chance for their students to meet a wide range of researchers working in diverse careers. Most respondents said the event had raised their students' awareness of careers in research a lot.

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<sup>4</sup> Where time was short participants were asked to fill in a quick postcard questionnaire. This was done at *Up Late at We The Curious*, *Walking with Scientists*, *Researcher on a Train* and *Researchers on Loan*. A total of n=75 responses were received in this way.

Q. What benefits were there for your students in attending this event?

A. Inspiration and aspiration for different careers in science and engineering (Primary School Teacher: Research Fair @ We The Curious)

They were exposed to careers in a very memorable and engaging way. The variety of researchers was very important. (Primary School Teacher: Research Fair @ We The Curious)

Feedback<sup>5</sup> from pupils attending the *Schools Research Fair* found that most students, both primary and secondary, believed that a career in research would be interesting to some degree, with the majority of primary and over a third of secondary students believing it would be very interesting.

*I'm inspired to consider a job in research.* (Secondary School student: Research Fair @ We The Curious)



Figure 8: Evaluation sticker boards at the Research Fair © Public Engagement, University of Bristol

However, confidence that they personally might be a good researcher was low, with just two secondary and four primary students believing this could be the case, and a similar number saying definitely not. The vast majority hedged their bets and said they possibly could be.

<sup>5</sup> Based on students giving their response on a scale via a sticker board (see Figures 8 & 9)



Figure 9: Evaluation sticker boards at the Research Fair © Public Engagement, University of Bristol

Feedback from researchers suggests that the public were able to gain a better insight into who researchers are and what they do.

*A closer view of what research and science really look like and how researchers are ordinary humans with extraordinary interests. It also allowed for a better understanding of what people are concerned about when they think of what research is (Researcher: Research Fair & Up Late @ We The Curious)*

*They possibly learned something from the scientific point of view and they also got to see that scientists are actually passionate people striving to deepen human knowledge (Researcher: Research Fair & Up Late @ We The Curious)*

## 5. Did the Researchers' Night activities meet the needs of Bath and Bristol residents?

The combination of feedback methods enabled an all-round assessment of whether the events had met the needs of attendees including accessibility and whether events were relevant, enjoyable and stimulating. No issues with physical accessibility materialised and as noted previously, the fact that all events were free of charge removed barriers to attending for many participants. The wide range of FUTURES events ensured that different people could discover something relevant to them, whether that stemmed from an existing interest or something more personal.

*The Central Library activity had children learning about the increasingly vital topics of ecosystems. It was a memorable, fascinating and fun event which ran at almost full capacity and helped develop the library as a space for families to enjoy learning. (Event Partner: Bristol Central Library)*



Figure 10: Families taking part in Researchers on Loan © Bhagesh Sachania Photography

The online public survey showed that 96% of respondents found the events enjoyable, with 82% describing them as 'Very Enjoyable'. Respondents also found the research topics interesting, with 59% reporting all topics being of interest and 35% reporting that some were interesting. These results suggest the events were stimulating and attendees had a positive experience.

*Walking with Scientists was a fantastic way to use Bath's scientific history and architecture as a background. The researchers who spoke were interesting and pitched their talks at a level that suited the audience. (Participant, Walking with Scientists)*

*I was extremely impressed with the SS Great Britain event from the superb location to all the enthusiastic participants. It was a real joy and full of energy. So, a big thank you to all for hosting such a great event (Visitor: Up Late @ Brunel's SS Great Britain)*

*It was so lovely seeing so many people excited to talk about their work. Especially loved those who made it interactive. Also loved the venue, I had never been to We The Curious before, so it was great to finally go and see all the regular exhibits as well as all the researchers' stalls (Visitor: Up Late @ We The Curious)*

*Both the SSGB and We The Curious events were incredibly well organised and entertaining. The layout for both events; having the researchers embedded within the museums made for a really great atmosphere (Visitor: Up Late @ Brunel's SS Great Britain & Up Late @ We The Curious)*

When given a choice of words to describe the events, the majority of responses were positive, with the most common responses being 'Interesting', 'Inspiring' or 'Organised' and 'Relaxed' (all chosen by over half of respondents).

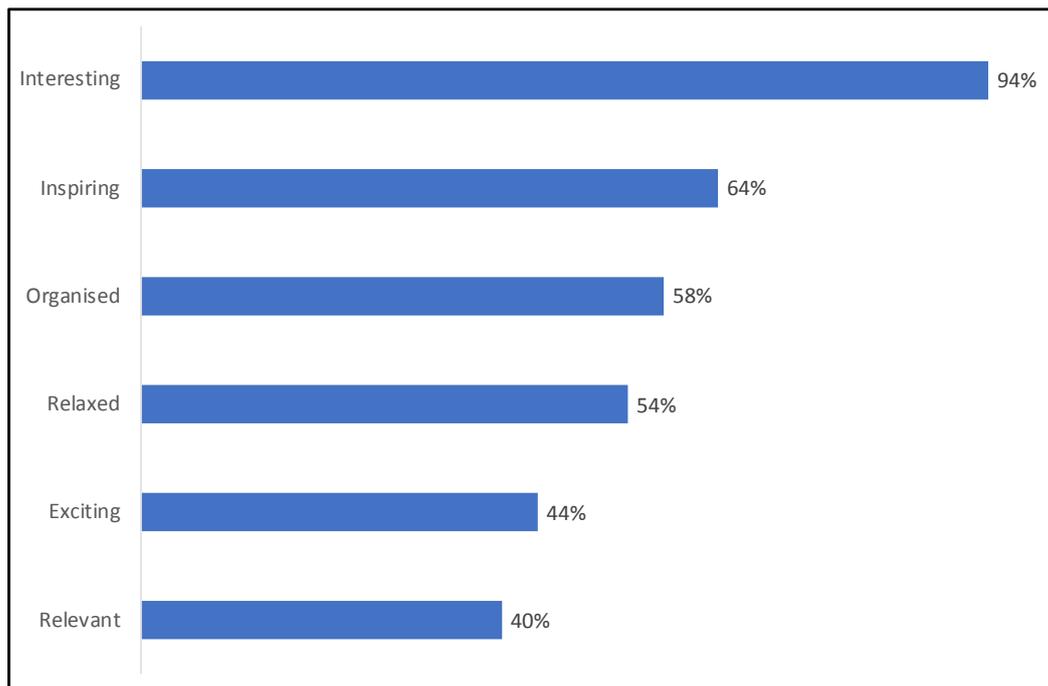


Figure 11: Chart of words describing FUTURES events (from Public Survey)

Only a handful gave negative feedback; of the 384 words chosen, ‘confusing’ was picked just four times and ‘uninspiring’ three times, but this was very much a minority of visitors. A small number of comments indicated that descriptions of individual activities could have been clearer, so that potential attendees had a better understanding of what events would suit them best.

*I'm confused as to who it was aimed at. I thought it was a family event but listening to the stories it was very adult* (Visitor: [Researchers' Tales @ Brunel's SS Great Britain](#))

*I almost had to bring my husband there kicking & screaming as the description didn't appeal to him. However he loved it...* (Participant: [Walking with Scientists](#))

A number of attendees commented on the fact that the organisers and researchers made an effort to engage people of all ages equally, that there was a variety of event styles and they appreciated that the activities weren't solely aimed at children.

*Really interesting evening and especially impressed at the ways the subject matter was brought alive and accessible for the little ones but still interesting for the adult audience* (Visitor: [Up Late @ Brunel's SS Great Britain](#) & [Up Late @ We The Curious](#))

*It was great fun exploring We The Curious at night. Felt like a different vibe with the bar, low lighting, disco music, disco lights etc* (Visitor: [Up Late @ We The Curious](#))

School students visiting the Research Fair at *We The Curious* acquired a wealth of new facts about a wide range of scientific topics including bacteria, how bats find their way and how not brushing your teeth could lead to a heart attack. In terms of skills, some reported learning that you can create experiments at home and that science is more than just experiments and testing things. Having learnt so much, some went on to say what this might inspire them to do as a result; they cited wanting to learn more about science at school so as to use it in the wider world for good. One or two said it had inspired them to think differently about STEM and were more interested in studying or working in STEM in the future.

*From this experience at FUTURES, I've been inspired to find out/learn more about science in our world and have considered using this knowledge and more in the future. (Secondary School student)*

*I think that I am inspired to be a doctor. (Primary School student)*

*I am inspired to keep learning and not be afraid to ask questions. (Secondary School student)*

## **6. What do we need to change for future FUTURES or similar events?**

From the feedback the following considerations for future events were identified:

- Ensure more of an overall connection with European aspects of research as well as the emphasis on local connections; this could have been more strongly referred to by researchers outside of the EU Corner.
- Developing descriptions of individual activities to ensure it is clear who they are aimed at, as a small number of visitors commented that this could have been clearer.
- Consider “legacy” activities for school students or interested families to take away and continue an activity at home.
- Improved signposting around larger venues, on complex sites with high numbers of visitors, visitors required support from staff to find their way around.
- Online bookings and no shows – the challenge of advertising free events via an online ticketing platform means that it is easy to book and not show up. Therefore, deciding the appropriate amount to “overbook” by when considering factors such as weather on the day can be a challenge.
- Giving more opportunities for researchers to talk about the research process. Content on the life of researchers and their careers was popular so having more of this could promote research in general.

Looking ahead, the FUTURES project team identified many positive outcomes of the weekend that can be built on in the future, chiefly the development of successful, long-term partnerships with local organisations and high-profile venues in the cities as well as an increasingly recognisable brand with families returning from 2018, attending multiple events and/or commenting that they are looking forward to future years.



## 7. What was the experience for researchers participating in FUTURES?

Feedback from the researchers involved was gathered by means of an online survey after the events. 54 researcher responses were received, a 21% response rate.

Researchers enjoyed taking part – 89% said they enjoyed it a great deal, none said they didn't. Aspects they most enjoyed focused around talking to new and curious audiences, young and old, academic and the general public. They also appreciated the training they had received as well as the quality of the venues and organiser support. Virtually all said they would take part in a similar event again.

They enjoyed and appreciated...

- The interest of the public.

*The engagement and curiosity of the public, as well as the close contact with all the visitors. The Public Engagement team was extremely helpful as well.*

*The conversation and discussions I had with people from all different backgrounds.*

- Working with school students.

*Interacting with lots of children. The time flew by!*

*It was great chatting to the students and hearing about all the research they'd like to do.*

*Some really interesting questions came out of it!*

*It was great to see so many young people enthused about science and hearing them ask lots of great questions. It felt like everyone took away something with them.*



Figure 13: Participants at Up Late @ We the Curious © Bhagesh Sachania Photography

- Value of training.

*I enjoyed the chance to put into practice all that we had learnt in the storytelling course.*

*Training was EXCELLENT, also enjoyed working with and meeting others across the uni, sharing my story with the public.*

*I really liked the workshop/training best because it laid the groundwork/skills for multiple activities and events.*

- Venue and location.

*Feeling the energy of the ship while telling my story.*

*Our games worked really well and we loved the relaxed positive vibes that the DJ and bar created. Made the atmosphere fun for us working and the people looking around.*

- The high level of attendance.

*The flow of people coming and going was very good. We regularly had a good crowd.*

*I was so pleasantly surprised with the number of people signed up to attend. I also liked that all stalls moved to the main We The Curious exhibition, so the science was scattered throughout.*

- The quality of the organisation and organisers.

*Organisation of the event was great - organisers were very helpful and approachable.*

*The audience took a real interest in the activities.*

*The public was really interested and spent a lot of time asking questions. Also, the staff were very helpful every time I asked for something.*

- Working with new audiences.

*Speaking to people from outside of academia and hearing their perspectives on my research.*

*Being able to demonstrate my research to audiences I wouldn't typically engage with.*

All researchers, bar one, said they had benefited from taking part. 87% said they felt at least a bit more confident engaging with the public with around a third (37%) said they felt a lot more confident as a result of taking part. Consequently, nearly half (48%) of researchers said they felt much more likely to participate in public engagement activity in the future.

The biggest perceived benefit from taking part was enjoying sharing their interest in or enthusiasm for research (87%), followed by improving their communication skills (76%) and trying out new ways to engage with the public (70%), see Figure 14.

In addition, 39% thought that participating would help their future career progression. Many researchers particularly valued hearing the opinions of members of the public, with just over half saying they had gained a better understanding of the public’s attitude to research.

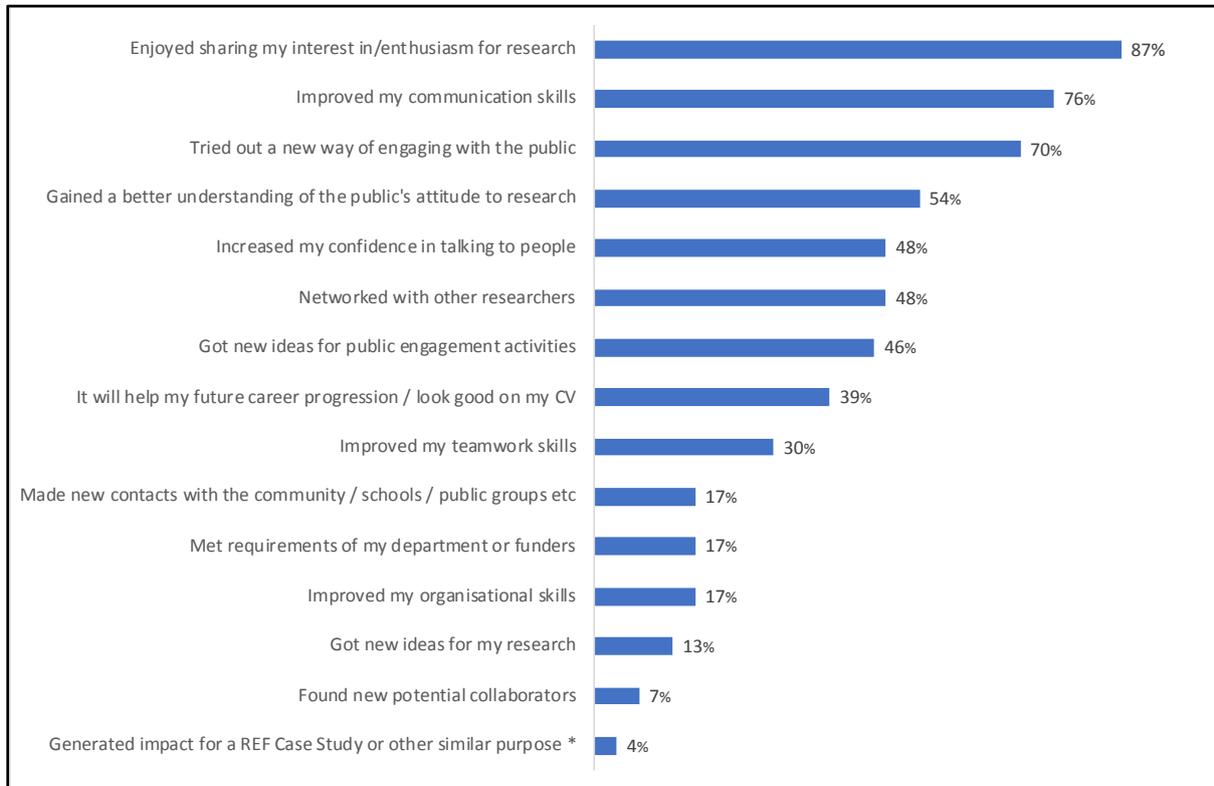


Figure 14: Chart showing perceived benefits from taking part (from Researcher’s Survey)

The value of training and the quality of organisation was also highlighted by a FUTURES partner, the MRC Integrative Epidemiology Unit (IEU) at UoB:

*Your organisation was superb from beginning to end - and you were all so helpful, supportive and cheerful at the events themselves. Thank you, too, for the bespoke training... Many of the IEU researchers involved were new to public engagement, and several of them have already been asking for more.*

Researchers were asked to select from a list of emotions to describe how they were feeling after being involved in FUTURES, to which the response was extremely positive. As shown in the word cloud below (word size is proportional to number of times it was selected), the two most selected emotions were ‘connected with others’ and ‘proud of myself’.



Figure 15: 'Word Cloud' indicating the experience of researchers (from Researcher's Survey)

Reflections from the FUTURES project team echo and support the above:

*Within the University there are not enough introductory opportunities for researchers to start doing engagement, particularly in Science & Engineering, as their research does not involve people or a community and so often engagement does not seem accessible. This kind of event really helps researchers get experience of engagement and practice talking to people.*

*New connections have been made between researchers – both personally and professionally. The well-being aspect of creating a community amongst researchers from different groups should not be overlooked.*

**Impact on their research:** Two thirds of researchers (65%) believed FUTURES brought a great deal of credit to their university, and around a third (31%) believed it brought a great deal of credit to their research group.

*Absolutely. It increases our profile. It puts us out there that we are interacting with our community. We get lost in our research a lot and this gives us a chance to step back, celebrate it and show what we do. It shows the community that we're not just scary academics. I think everyone benefits from this, not just the University (Researcher: Researchers on a Train)*

Further feedback from the post-event interviews indicated that if researchers understand what the public wish to know and learn about the research topic, this can help inform the direction the research might take.

*Whenever you do these things you learn more about what captures peoples' attention and what works and what doesn't. It helps your pitches to public, grants, and students to know what does and doesn't capture public imagination (Researcher: Walking with Scientists)*

Feedback from researchers who also took part in the 2018 FUTURES events suggest that the impact of participation doesn't end after the weekend and in one case, has helped shape their future research.

*Those who visited the museum and took part in the activities were more than recipients of our research: they reflected and debated with us... Coming away from this event, we took pleasure in sharing our research with the public, and even gained a sense of reassurance in our work from seeing its value understood. In addition to this though, engaging with the public in these creative, playful, and embodied ways facilitated an exchange of joy in the production of knowledge. (Researcher: FUTURES 2018/2019)*

## **Impact Objectives**

The collated evaluation results show to what extent the five impact objectives of FUTURES have been achieved in the second year.

### **1. Increased awareness among the general public of the importance of research and innovation and more favourable general attitude towards its funding**

The 17 events organised across Bristol and Bath for Year 2 were accessible for the population of the South West of England and South Wales and successfully exposed them to ERN messages, i.e. the importance of research and innovation for their everyday life, the benefits that research brings to society, and better understanding of the European Union among the public.

People found out about the events via a variety of channels with social media and word of mouth (possibly the same thing in many cases) playing a leading role for those booking online. Additionally, community participation was made possible by conducting activities that included local schools, libraries and those in residential care, as well as members of the public not specifically looking to engage (e.g. *Researchers on a Train*).

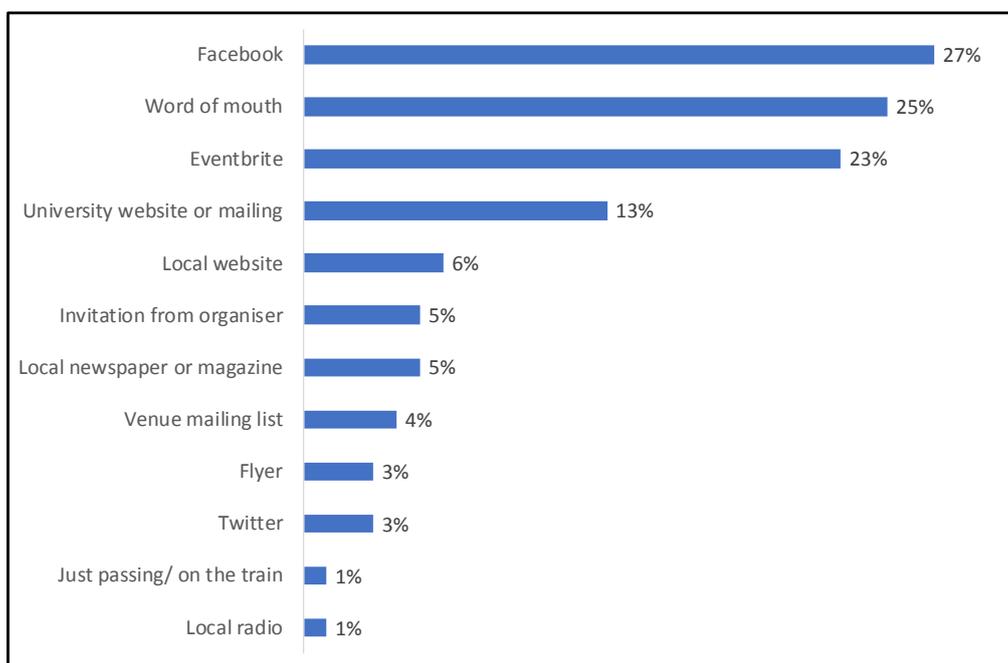


Figure 16: How participants found out about the events (from Public Survey)

The public were offered the unique opportunity to interact with 265 researchers from five universities (University of Bristol, University of Bath, Bath Spa University, Cardiff University and Exeter University). Among these, 41 MSCA Fellows took part in various activities, including leading the EU Corners. These interactions allowed the public to learn first-hand about cutting edge research

taking place locally, how it is funded and its impact on society. Information about the contribution of European funding and academics to the local area was available online, in print and at dedicated EU Corners.

When asked why they decided to attend, those booking online were most likely to say it was because they were interested in the topic (69%) or that they wanted to learn something new (31%).

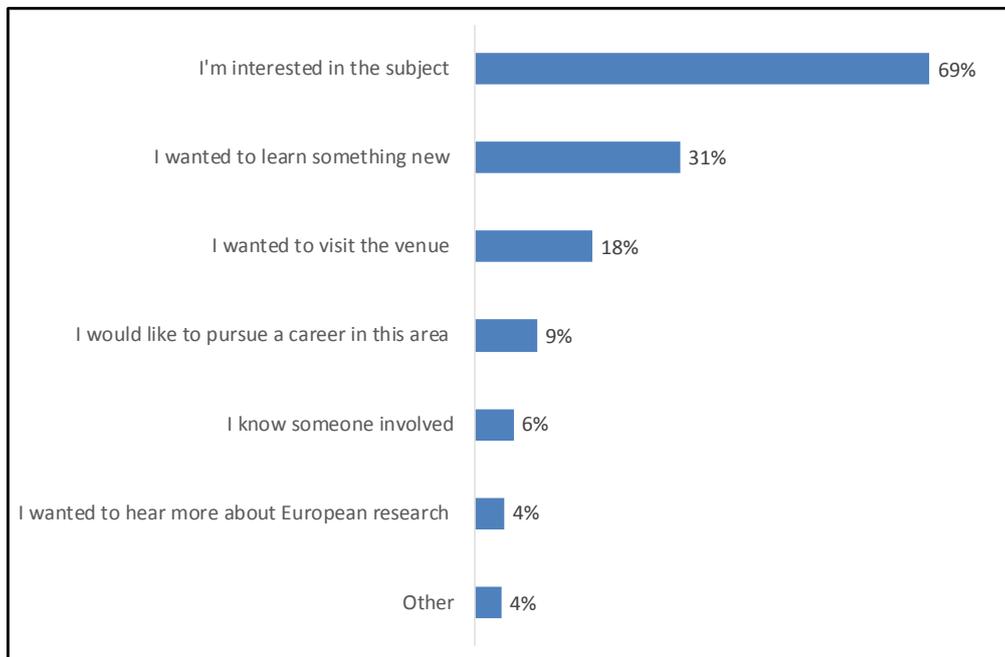


Figure 17: Why participants attended the events (from Online Booking questions)

A further positive outcome around awareness is that nearly all (96%) of visitor survey participants said their visit had made them more curious about research that takes place in universities. Similarly, 79% agreed that attendance had made them think university research is relevant to their life.

Researcher feedback highlighted the value of dialogue between the researcher and the public. While this may not lead to a tangible change in behaviour, the mutual exchange process led to both parties enhancing their thinking about a topic.

*It went well because I think people were open to engaging with a researcher from the University. It went well for me personally because I was able to get to talk about my research – it's not very often I get that opportunity. (Researcher: Researchers on a Train)*

*It allows them to ask a researcher or expert, and to not be bored on the train. They have thoughts on the scientific issues but never have anyone to talk to, but today, they have me. It helped me understand what information that is out there in the community. Most of my conversations are with scientists like me. Everyone has an opinion which is beautiful. (Researcher: Researchers on a Train)*

In the case of *Researchers on a Train* the random nature of who you might talk to is also appealing, rather than targeting a known demographic.

*Those are not the kinds of conversations I am going to have at another event. There is no demographic on a train – I think that's the beauty of doing stuff like this (Researcher: Researchers on a Train)*

## 2. Better understanding of the key benefits that research brings to society

Public participants reported three key benefits of attending; better understanding of a research topic, an increased interest in a research topic and better understanding of the value of research and researchers to everyday life.

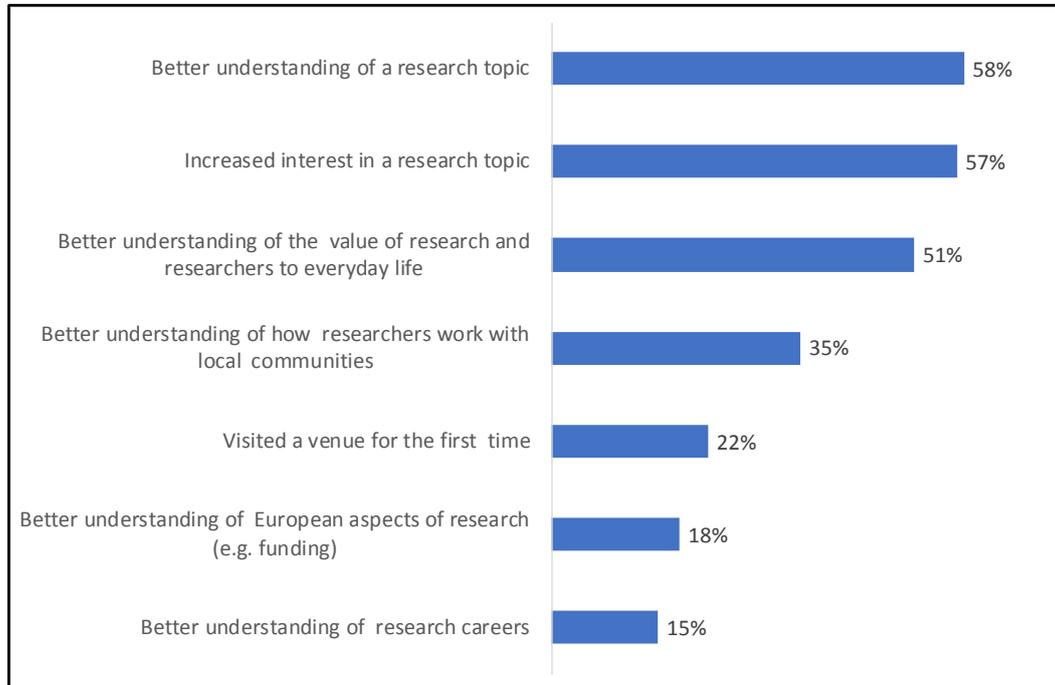


Figure 18: What benefits participants gained from attending the events (from Public Survey)

The evaluation showed that participants enjoy finding out about new research and engaging directly with researchers...

*I had really enjoyable conversations with the researchers on Iridescence and Camouflage which stuck with me (Visitor: Up Late @ Brunel's Great Britain & Up Late @ We The Curious)*

They like to engage with content that has relevance to their own lives...

*Diet and exercise because it was of most relevance to my lifestyle. And it's something that particularly interests me. (Participant: Walking with Scientists)*

*The research work on Cancer. I am in recovery and was interested in hearing about future progress (Visitor: Up Late @ We The Curious)*

...and young people, in particular, find it inspiring to hear about new developments with benefits for society:

*I am inspired by the technology. (Secondary School student: Research Fair @ We The Curious)*

*I am inspired to learn more about science in secondary school (Primary School student: Research Fair @ We The Curious)*

*I was inspired to be more environmentally friendly. (Secondary School student: Research Fair @ We The Curious)*

Teachers believed that events provided students a chance to explore a level of science that wouldn't otherwise be accessible to them. It allowed students to experience science outside of the classroom through interacting with real life scientists and engineers. It showed students that science isn't all lab coats and that jobs in STEM could be for them.

Another aspect of the FUTURES programme was to encourage active participation of attendees in research enquiry e.g. *The Cubicle* in Bath. These activities encouraged a more in-depth investigation of the research and its process. They encouraged audiences to actively participate in discussion about the research topics and ask questions and prompted enquiry into elements of the research that interested them.

Additionally, several events were co-developed with communities to ensure the research presented was relevant to them. For example, *Researchers on Loan* was co-developed with Bristol's Central Library, using the format of "borrowing" and with topics chosen with library users in mind. Discussions with care-home staff before the *Tea with a Researcher* events helped identify research themes which would be of interest to residents.



Figure 19: Audience feedback at SS Great Britain © Camille Aubry

Initial feedback from partners suggests that activities initiated during FUTURES have led to more lasting legacies. For example, *Walking with Scientists* has become a regular event. Strong new partnerships have been built with the rail network and SS Great Britain, the latter of which was very positive about the whole process and its outcomes.

*Everybody here was absolutely amazed by it, from the outreach you achieved with the ticket sales, to the exhibits, to the way the whole evening was run. Everybody felt that it was something really special, whether visitors talking to the volunteers, or the volunteers to staff, or staff talking to other staff, from both institutions... there has been much talk here about organising future events and working to find funding to do it. So that's great, and something to work on. (Event Partner: Brunel's SS Great Britain)*

### 3. Reduction in the stereotypes about researchers and their profession

Feedback from researchers suggested they believed that events go a long way to help achieve this objective by presenting researchers as ordinary people doing an interesting and useful job, and casting aside the stereotype of being aloof, out of touch or the comic imagery of always being in a lab coat.

*Seeing what scientists actually look like - we don't all wear a white coat and safety goggles! (Researcher: Research Fair @ We The Curious)*



Figure 20: School Students at Research Fair, We the Curious © Bhagesh Sachania Photography

### 4. Increase, in the long term, the number of people taking up research careers

The evaluation methodology included questions about children's and their key influencers' attitudes to science, academic careers and their enjoyment of FUTURES. Although the long-term effect on career choices could only be measured with an in-depth longitudinal study, the results from FUTURES are indicative of a positive influence on attendees' attitudes to research careers.

40% of adult survey participants said they would consider a career in research and nearly twice as many (81%) said they would recommend a career in research to a family member or friend, showing how inspiring the FUTURES events are.

School students attending the *We The Curious* events were similarly inspired, as this feedback attests.

*I am definitely going to be a palaeontologist when I am older, this has blown my mind! (Primary School student: Research Fair @ We The Curious)*

*Another child, that has told us she wants to return to Somalia and be a surgeon, spent all of her time at the biology stands. (Secondary School Teacher: Research Fair @ We The Curious)*

Teachers believed the events were inspirational for students, making them feel that STEM might be for them by increasing exposure to the different possible careers in STEM with the opportunity to ask questions of researchers and get first-hand responses.

*It was a fabulous experience! The activities we could take part in were excellent and there was a lot of information we could use later in our lives. (Primary School student: Research Fair @ We The Curious)*

Further, in the public survey most who responded (84%) went on to discuss the ideas they had experienced with others who didn't attend, and 39% said they had found out more about a topic covered at the event they attended.

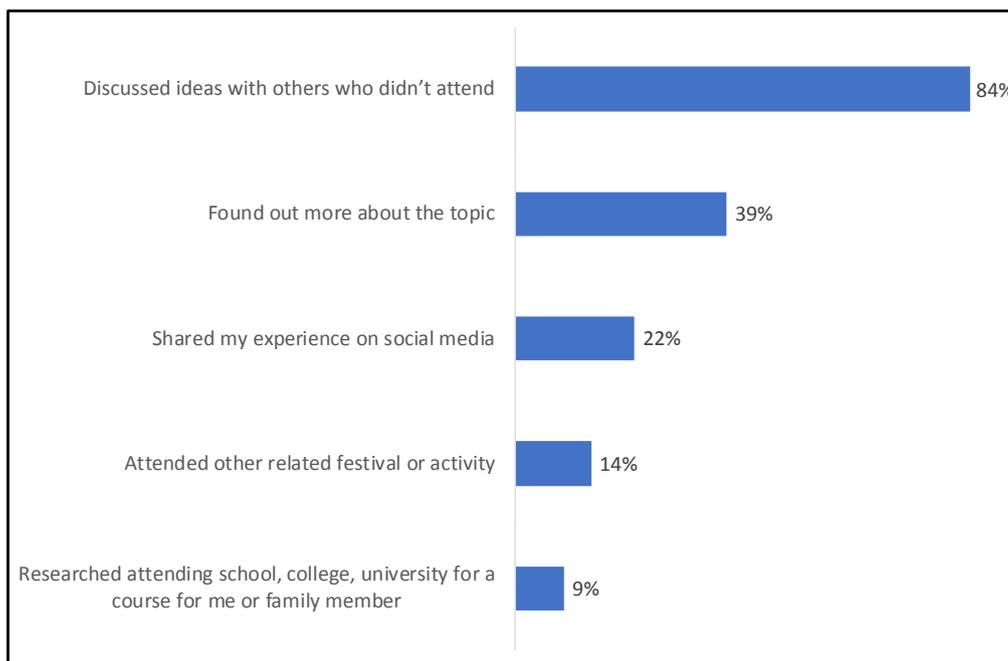


Figure 21: What participants did after attending the events (from Public Survey)

Some researchers also felt that the events opened students' eyes to the possibility of research as a future career path.

*I think they got a better idea of what we do as a research group. They also seemed very positive about what we do, and I think it made careers in research or using public funds for research attractive to them (Researcher: Up Late @ We The Curious)*

## 5. Better understanding of the European Union among the general public

The European Commission logo was on all flyers and posters alongside the required wording about the funding of European Researchers' Night which was included in online promotional material. Through social media and online promotion, links were made with other ERN-related accounts both before and during the Night.

*It was a brilliant event and deserves to be bigger and better each year. We can only hope that the European funding for it continues! (Visitor: Up Late & Researcher's Tales @ Brunel's SS Great Britain, Up Late @ We The Curious)*

The EU Corners were also branded clearly with ERN and European Commission logos. Information about the contribution of European funding and academics to Bristol and Bath was presented and staff, volunteers and researchers were briefed with key messages to share with the attendees.



Figure 22: School students in EU Corner at We The Curious Research Fair© Bhagesh Sachania Photography

The events brought credit to the European Union and highlighted to audiences its role in funding research. As a result of this, FUTURES has increased general understanding of the EU (and what it does) amongst the general public.

*It was brilliant to see European funding going towards an event like this and to hear about the power of cross European collaboration and funding in science. In these times when people are trying to claim that our connection to Europe needs to be curtailed it's so important to have events like this which showcase the importance of our partnerships and remind people that research like this is important.*

(Visitor: Researcher's Tales & Up Late @ Brunel's SS Great Britain, Up Late @ We The Curious)



Welcome to the

# EU CORNER

#FUTURES NIGHT

Find us on Twitter @FUTURES\_ERN and Facebook at facebook.com/FUTURESERN




# #FUTURES NIGHT

Part of European Researchers Night  
1 night, 30 countries, 300 cities, 1 million citizens




This European Researchers' Night project is funded by the European Commission under the Marie Skłodowska-Curie Actions.



This European Researchers' Night project is funded by the European Commission under the Marie Skłodowska-Curie Actions.



The University of Bristol has received over €80 million in Horizon 2020 funding from the EU since 2014

United Kingdom Country Profile: <http://ec.europa.eu/programmes/horizon2020/en/>



The University of Bristol has received the 7<sup>th</sup> most Horizon 2020 funding of all UK universities

United Kingdom Country Profile: <http://ec.europa.eu/programmes/horizon2020/en/>



This European Researchers' Night project is funded by the European Commission under the Marie Skłodowska-Curie Actions.



This European Researchers' Night project is funded by the European Commission under the Marie Skłodowska-Curie Actions.



UK research has received over €4.2 billion in Horizon 2020 funding from the EU since 2014

United Kingdom Country Profile: <http://ec.europa.eu/programmes/horizon2020/en/>



The UK receives the second most Horizon 2020 funding of all EU countries

United Kingdom Country Profile: <http://ec.europa.eu/programmes/horizon2020/en/>



This European Researchers' Night project is funded by the European Commission under the Marie Skłodowska-Curie Actions.



This European Researchers' Night project is funded by the European Commission under the Marie Skłodowska-Curie Actions.



Horizon 2020 has funded 2,349 Marie Skłodowska-Curie Actions researchers in the UK since 2014

United Kingdom Country Profile: <http://ec.europa.eu/programmes/horizon2020/en/>



Horizon 2020 is the biggest EU Research and Innovation programme ever with nearly €80 billion of funding available over 7 years (2014 to 2020)

<https://ec.europa.eu/programmes/horizon2020/en/what-horizon-2020>



This European Researchers' Night project is funded by the European Commission under the Marie Skłodowska-Curie Actions.



This European Researchers' Night project is funded by the European Commission under the Marie Skłodowska-Curie Actions.

Figure 23: Statistics presented in the EU Corners about the impact of European Commission funding

## **APPENDIX 1: Gender-breakdown for event delivery**

Participant	Female researchers	Male researchers	Female workers in overall Workforce	Male workers in overall Workforce	Total female involved	Total male involved
UoB*	110	102	12	1	122	103
UoBa	17	19	9	4	26	23
<b>TOTAL**</b>	<b>127</b>	<b>121</b>	<b>21</b>	<b>5</b>	<b>148</b>	<b>126</b>

\*Please note that 3 UoB researchers preferred not to disclose their gender

\*\* Totals do not include researchers from BSU, CU and UoE

## **APPENDIX 2: Evaluation Response Data**

Evaluation Tool	Number of Responses
Online booking user responses	1578
Snapshot Interviews	18
Observations	147
Public Survey	104
Researcher Survey	54
Teacher Questionnaire	4
Opinion Tree (Polaroid Line for Public + Tag Line for Schools) <sup>6</sup>	94 (17+77)
Sticker Vote	76 (54 Secondary, 22 Primary)
Postcard questionnaire	73
Post-event Debriefs (with individuals and groups)	4
<b>Total Number of Responses <u>excluding</u> online booking feedback</b>	<b>423*</b>
<i>Number of Participants at Events (excluding online activities)</i>	<i>3,334</i>
<b><i>Response Rate excluding online booking user responses</i></b>	<b><i>12.7%</i></b>
<b><i>Response Rate including online booking user responses</i></b>	<b><i>58%</i></b>

\*There is likely to be duplication between some of these sets of response

<sup>6</sup> More than one response per person possible

### **APPENDIX 3: Research Questions**

The table below sets out the research questions used for the impact evaluation, the data analysed and the tools used to collect the data

<b>Research questions</b>	<b>Data</b>	<b>Tool for collection</b>
How many people have interacted with a Researchers' Night intervention in Bristol and Bath?	Visitor count Media circulation Social media interactions	Event registrations (via online ticketing platform) Entry counts (stickers & headcounts) Universities' Press Offices Cuttings Service Google Analytics and Juicer (social media collation tool) analysis
Has Researchers' night raised awareness of EU research and researchers?	Visitor opinions Researcher opinions	Snapshot Interviews Observations Public Survey (online) Researchers Survey (online) Teacher Questionnaire (via email) Opinion Tree (Polaroid & Tag Lines)
How do Bristol and Bath residents feel about EU research and researchers having taken part in Researchers' Night?	Visitor opinions	Snapshot Interviews Observations Public Survey (online) (Polaroid & Tag Lines) Postcard survey
Has Researchers' Night increased (or reinforced) awareness of research careers?	Visitor opinions	Snapshot Interviews Observations Public Survey (online) Teacher Questionnaire (via email) Opinion Tree (Polaroid & Tag Lines) Sticker Vote
Did the Researchers' Night activities meet the needs of Bath and Bristol residents?	Visitor opinions	Snapshot Interviews Observations Public Survey (online) Opinion Tree (Polaroid & Tag Lines) Postcard survey
What do we need to change for next year?	Visitor opinions Researcher opinions Organiser opinions	Snapshot Interviews Observations Public Survey (online) Researchers Survey (online) Teacher Questionnaire (via email) Post-event Debriefs
What has been the benefit to researchers?	Researcher opinions Organiser opinions	Snapshot Interviews Observations Researchers Survey (online) Post-event Debriefs

## **APPENDIX 4: Evaluation Tools**

### A4.1 Event Observation & Snapshot Interview Guide

#### **FUTURES: European Researchers Night 2019 EVENT Observation & Snapshot Interview Guide**



Please use this guide to record as much as possible about your observations and any 'snapshot interviews' you get a chance to carry out with participants.

These will help evaluate the effectiveness of the event as a whole and will not be used to judge individual performances.

Collated results will be used to improve the events next year and in our formal report to the EU.

We are particularly interested in the following aspects:

- *Has Researchers' Night raised awareness of EU research and researchers?*
- *How do Bristol and Bath residents feel about EU research and researchers having taken part in Researchers' Night?*
- *Has Researchers' Night increased (or reinforced) awareness of research careers?*
- *Did the Researchers' Night activities meet the needs of Bath and Bristol residents?*

#### **What to do**

##### *OBSERVATIONS (Approx 6 per session)*

- Observe interactions between researchers and participants for 5-10 minutes at a time
- Focus on the participants' reactions, comments and experience
- Note any interesting quotes from participants or researchers
- Comment on what approaches worked well and note anything that didn't work so well
- Circulate around the event as appropriate and observe different interactions if possible

##### *SNAPSHOT INTERVIEWS*

- If you can also ask participants a couple of questions directly (particularly any marked with ) please do!
  - Use the sections below as question prompts e.g.
    - ★ *Did you enjoy the event / activity ?*
    - ★ *What did you talk to the researchers about?*
    - ★ *Have you discovered anything interesting today?*
    - ★ *Have you found out anything that's surprised you?*
    - ★ *Is there anything we could improve about this event / activity?*
  - Record their responses in the same way as observations and note any interesting quotes
-

**OBSERVATION / SNAPSHOT INTERVIEW NOTES** (complete one sheet per observation/interview)

**Observation Start Time / Time of Interview:**

**Brief Description of Activity observed:** (presentation, hands-on activity, group discussion etc.)

**Enjoyment:** (are participants enjoying the activity and/or talking to the researchers?)

Enjoyment of Activity

- High
- Medium
- Low

Enjoyment of Talking to Researchers

- High
- Medium
- Low

**Comments:**

**Engagement & Interactions:** (how are participants engaging with the activity and the researchers?)

- High Engagement
- Medium Engagement
- Low Engagement
- Easy to engage
- Neither hard nor easy
- Hard to engage
- Mostly one-way communications
  - Participants
  - Researchers
- Mostly two-way interactions

**Comments:**

**Topics of Conversation:** (what are participants & researchers talking about?)

\*

→ Tick all that apply & indicate with a double tick which topic, if any, comes up most

- Research Topic
- the Researcher's working life
- the Researcher as a person
- Research Careers
- Participants' opinions about research topic
- Participants' experience of research
- European aspects of research
- Other (please specify)

**Comments:**

**Have Participants...?** (tick all that apply and note their responses briefly)

\*

- Discovered something new
- Changed their mind about something
- Been surprised by something
- Been inspired to find out more about a topic
- Made a suggestion about the event / activity

**Comments:**

**Observation End Time:**

Continue notes overleaf if necessary...

## **FUTURES: European Researchers Night 2019**

### **Event Overview Sheet**



**FOR STAFF MEMBER LEADING EVENT TO COMPLETE - One sheet per session**

<b>EVENT OVERVIEW &amp; AUDIENCE NUMBERS</b>	
<b>Event Name:</b>	
<b>Venue:</b>	<b>Date:</b>
<b>Time:</b>	<b>Event Duration:</b>
<b>Estimated Total Audience Number:</b>	<b>Estimated Male / Female Ratio:</b>
<b>Audience Type</b> ( <i>families, school class, couples etc. and size of groups/age ranges</i> ):	
<b>Any general comments or issues</b> ( <i>accessibility, logistics, technology, timing etc</i> ):	

# FUTURES Night 2019 - Public Feedback

## Page 1: Introduction

We hope you enjoyed the FUTURES event/s you attended recently.

We are very interested in your feedback and hope you can answer some questions in the following short survey, which will take about 5 minutes of your time. The results will be used to help us improve events like this in the future and for a report to our funders.

Your answers will be completely anonymous. The data will be stored securely and kept for a maximum period of 2 years.

Thanks in advance for taking part, please click 'Next' to start the survey.

**\*\*\* By clicking 'Next' you confirm that you have read and understood the above information and consent to taking part \*\*\***

## Page 2: Event Attendance

### **1. Which FUTURES event/s did you attend?** \* Required

- FUTURES @ Brunel's SS Great Britain (Friday)
- Stories of Research @ Brunel's SS Great Britain (Friday)
- The Cubicle @ Southgate Shopping Centre (Friday)
- Pop up Science Party @ BRLSI (Friday)
- Up Late @ The Holborne (Friday)
- FUTURES Up Late @ We The Curious (Saturday)
- Public Talks @ We The Curious (Saturday)
- Researchers on Loan @ Bristol Central Library (Saturday)
- Researchers on a Train @ Westbury-Bath (Saturday)
- Walking with Scientists @ Bath City Centre (Saturday)
- Other

**1.a. If you selected Other, please specify:** \_\_\_\_\_

### **2. Where did you hear about FUTURES? (Tick all that apply)** \* Required

- Facebook
- Twitter
- Eventbrite
- Local Newspaper or Magazine
- Local Radio
- Local TV
- Local Website (e.g. Visit Bath, Visit Bristol etc.)

- From friends/family/colleagues
- From the Venue (website, mailing list etc.)
- From the University (website, mailing list etc.)
- Direct invitation from organiser
- Saw a Poster
- Picked up a Flyer
- Was just passing / on the train
- Other

**2.a. If you selected Other, please specify:** \_\_\_\_\_

## Page 3: Event Quality

**3. Overall, how enjoyable were the FUTURES event/s that you attended?**

- Very enjoyable
- Somewhat enjoyable
- Neither enjoyable or unenjoyable
- Somewhat unenjoyable
- Very unenjoyable

**4. How would you describe the FUTURES event/s? (Pick all the words that apply)**

- Interesting
- Uninteresting
- Organised
- Confusing
- Relevant
- Irrelevant
- Relaxed
- Formal
- Exciting
- Boring
- Inspiring
- Uninspiring
- Other

**4.a. If you selected Other, please specify:** \_\_\_\_\_

**5. Do you have any comments relating to your enjoyment of individual events or their quality?** \_\_\_\_\_

**6. Are there any parts of the event/s you think could be improved? (e.g. venue, format, timings, publicity, speakers, topics etc.)**\_\_\_\_\_

## Page 4: Event Content

**7. How interesting did you find the research topics presented at FUTURES?**

- All interesting
- Some were interesting
- Neither interesting nor uninteresting
- Some were uninteresting
- All were uninteresting

**7.a. Which topic did you find most interesting and why?**\_\_\_\_\_

**8. Do you feel European research and researchers are important to Bristol and Bath?**

- Very important
- Quite important
- Neither important or unimportant
- Not very important
- Not important at all

## Page 5: Event Impact

**9. What (if anything) do you think you have gained from the FUTURES event/s?**

*(Tick all that apply)*

- Better understanding of a research topic
- Increased interest in a research topic
- Better understanding of research careers
- Better understanding of the value of research and researchers to everyday life
- Better understanding of how researchers work with local communities
- Better understanding of European aspects of research (e.g. funding)
- Visited a venue for the first time
- Nothing
- Other

**9.a. If you selected Other, please specify:**\_\_\_\_\_

**10. Would you consider a career in research for yourself?**

- Yes
- No
- Not sure

Not applicable

**11. Would you recommend a career in research to a friend or family member?**

- Yes
- No
- Not sure
- Not applicable

**12. Please tell us how much you agree or disagree with each of the following statements about FUTURES**

*(Options: Strongly agree / Slightly agree / Neither agree nor disagree / Slightly disagree / Strongly disagree)*

- Attendance has made me more curious about research that takes place in universities
- Attendance has helped me be more confident about talking about science and other university research with friends and family
- This event has made me think university research is relevant to my life

**13. Which of the following have you done as a result of attending FUTURES events?**

*(Tick all that apply)*

- Shared my experience on social media
- Discussed ideas from event(s) with friends, colleagues or family who did not attend
- Attended other research related events or festivals
- Found out more about the topic or activity covered at the event/s I attended
- Contacted or researched a school, college or university about doing a related course for you or a family member
- Other

**13.a. If you selected Other, please specify:** \_\_\_\_\_

Page 6: And finally...

**14. Is there anything else you would liked to have seen, heard or experienced at FUTURES?** \_\_\_\_\_

**15. Do you have any other comments about FUTURES you'd like to share?** \_\_\_\_\_

## Page 7: Thank You

Thanks very much for taking the time to answer these questions!

Follow us on Twitter [@FUTURES\\_ERN](#) or Facebook [www.facebook.com/FUTURESERN](http://www.facebook.com/FUTURESERN) for updates. If you have any questions about this survey or its purpose, please contact [futuresproject@bristol.ac.uk](mailto:futuresproject@bristol.ac.uk)

*FUTURES is part of the annual European Researchers' Night programme, funded by the European Commission to celebrate the latest and most innovative research at a local and international level. This year simultaneous events took place on Friday 27<sup>th</sup> September in over 300 cities across 30 European countries.*

# FUTURES 2019 Researchers post-event survey

## About this survey

Thanks for taking part in FUTURES Night and for all your hard work before and during the event! We would like to know what you thought of the event and how we can improve our support for researchers taking part in public engagement activities.

This survey should take around 10 minutes of your time. Your answers will be submitted anonymously, all data will be held securely and treated confidentially, and no responses will be attributable to any individual person.

If you have any questions about the survey or its purpose, please contact the evaluation leader for this project, Alison Rivett <<\*\*\*\*\*@\*\*\*\*\*>>.

Thanks in advance for taking part, please click 'Next' to start the survey.

*\*\*\* By clicking 'Next' you confirm that you have read and understood the above information and consent to taking part \*\*\**

## Activities

### **4. Which FUTURES Activities did you take part in? \* Required**

- FUTURES for Schools @ We The Curious (Friday)
- FUTURES Up Late @ We The Curious (Saturday)
- FUTURES @ Brunel's SS Great Britain (Friday)
- Storytelling @ Brunel's SS Great Britain (Friday)
- Tea with a Researcher (Friday)
- Researchers on Loan @ Central Library (Saturday)
- Up Late @ The Holborne (Friday)
- Pop up Science Party @ BRLSI (Friday)
- The Cubicle @ Southgate Shopping Centre (Friday)
- Walking with Scientists (Saturday)
- Researchers on a Train (Saturday)
- Reddit Ask Me Anything (Online)

### **5. Did you enjoy taking part in FUTURES? \* Required**

- Yes, a great deal
- Yes, a little bit
- Not sure
- No, not very much

No, not at all

**6. What was the best part of FUTURES Night? (e.g. things that worked really well or that you really liked)** \_\_\_\_\_

**7. What was the worst part of FUTURES Night? (e.g. any problems or things that didn't work well)** \_\_\_\_\_

**8. Is there anything we could do better when organising events like this in the future? (e.g. pre-event support & communication; timings; support or logistics on the day, etc.)**

**9. Would you take part in an event like FUTURES again? \* Required**

Yes

Not sure

No

**9.a. Why did you give this answer?** \_\_\_\_\_

## Page 4: Outcomes

**10. What do you think people you interacted with at FUTURES got out of the experience?** \_\_\_\_\_

**11. Do you feel you have benefited from taking part in FUTURES? \* Required**

Yes

No

**11.a. How have you benefited from taking part in FUTURES? (select all that apply)**

Improved my communication skills

Improved my organisational skills

Improved my teamwork skills

It will help my future career progression / look good on my CV

Met requirements of my department or funders

Enjoyed sharing my interest in/enthusiasm for research

Got new ideas for my research

Networked with other researchers

Found new potential collaborators

Generated impact for a REF Case Study or other similar purpose \*

- Tried out a new way of engaging with the public
- Increased my confidence in talking to people
- Gained a better understanding of the public's attitude to research
- Got new ideas for public engagement activities
- Made new contacts with the community / schools / public groups etc
- Other

**11.a.i. If you selected Other, please specify:** \_\_\_\_\_

## Page 5: Other Outcomes

**12. To what extent do you feel FUTURES has brought credit to the following groups?**

*(Options: A great deal / Somewhat / A little / Not at all / Not sure)*

- The European Union
- Your University
- Your Research Group

**12.a. How has FUTURES done this?** \_\_\_\_\_

## Page 6: Post-event emotions

**13. Please indicate which of the following words best describe how you are feeling after being involved in FUTURES (select as many as you think appropriate) \* Required**

Calm

Rushed

Confident

Frustrated

Stimulated

Introspective

Excited

Uncomfortable

Proud of myself

Inadequate

Inspired

Stressed

Capable

Creative

Privileged  
Anxious  
Connected with others  
Overwhelmed  
Curious Afraid Bored  
Surprised  
Confused  
Responsible  
Clever  
Grateful  
Other

**13.a. If you selected Other, please specify:** \_\_\_\_\_

## Page 7: Training & preparation

**14. Did you attend a training session before FUTURES? \* Required**

- Yes
- No

**14.a. How useful was the training you received before FUTURES?**

- Very useful
- Quite useful
- Not very useful
- Not at all useful

**15. Did you receive any briefing materials before FUTURES? \* Required**

- Yes
- No

**15.a. How useful were the briefing materials you received?**

- Very useful
- Quite useful
- Not very useful
- Not at all useful

**16. Do you have any comments about the FUTURES training session you attended\* or about the content or quality of the briefing materials? (\*please include the date of the session you attended)**\_\_\_\_\_

**17. Is there any additional support or training which could have been provided beforehand which would have helped you better prepare for or deliver your activity?**\_\_\_\_\_

## Page 8: Engaging with the public

**18. As a result of taking part in in FUTURES do you now feel more confident to engage with the public? \* Required**

- Much more confident
- A bit more confident
- No change in confidence
- A bit less confident
- A lot less confident

**19. How do you feel about taking part in other Public Engagement activities after your experience at FUTURES? \* Required**

- Much more likely to participate
- A bit more likely to participate
- Not sure
- A bit less likely to participate
- Much less likely to participate

**20. How much do you agree or disagree with the following statements?**

*(Options: Strongly disagree / Slightly disagree / Neither agree nor disagree / Slightly agree / Strongly agree)*

- I don't think my research is interesting to the general public
- Researchers have a moral duty to engage with the public about the social and ethical implications of their research
- My research is too specialised to make much sense to the public
- Public engagement improves the quality of my research
- I don't believe the public can add value to my research
- I feel confident in my public engagement skills
- Researchers who do a lot of public engagement are not well regarded by other researchers

- There is enthusiasm from the public to learn more about research

## Final page

Thanks for taking the time to answer these questions

We look forward to working with you on more public engagement events soon.

If you have queries about this survey or wish to withdraw your data at any time, please contact the evaluation leader: Alison Rivett <<\*\*\*\*\*@\*\*\*\*\*>>

## FUTURES 2019

### Research Fair at *We The Curious*: Teacher Questionnaire



If you could take a few minutes to answer the following questions about the event you attended on Friday 27<sup>th</sup> September, we would be most grateful. Your responses will be used to help us improve future events and in our reports to our funder, the European Commission.

Please return this sheet via email to Ellie Cripps: [ellie.cripps@bristol.ac.uk](mailto:ellie.cripps@bristol.ac.uk)

What benefits were there for your students in attending this event?	
What benefits were there for you as a teacher in attending this event?	
What did your students enjoy most?	... and least?
Do you think the event raised your students' awareness of careers in research?	
A lot / A little / Not at all <i>(Delete as appropriate)</i> If A LITTLE or A LOT: How did it do this?	
Do you think the event raised your students' awareness of European aspects of research?	
A lot / A little / Not at all <i>(Delete as appropriate)</i> If A LITTLE or A LOT: How did it do this?	
Is there anything we could change or improve about the event?	
Did you do anything back at school connected to this event?	
Yes / No <i>(Delete as appropriate)</i> If YES, what did you do?	
Can you share any comments, quotes or feedback from your students about the event?	

Thanks very much 😊

## A4.6 Opinion Tree (Polaroid & Tag Lines) guidance

### Guidance for Schools Research Fair & Research Fair evening event



What did you find out at #FUTURESNIGHT?

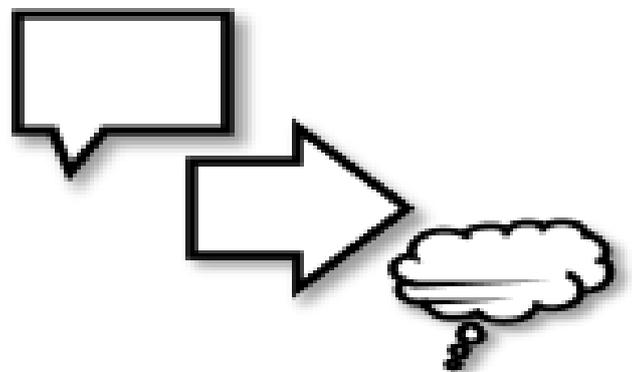
➔ Write on Speech Bubble shaped board

What are you inspired to do by #FUTURESNIGHT?

➔ Write on Arrow shaped board

What has changed your mind at #FUTURESNIGHT?

➔ Write on Thought Bubble shaped board



## A4.7 Sticker Vote guidance

### Guidance for Schools Research Fair

