



## COMMUNITY FESTIVAL EVALUATION REPORT 2022

*“We had an incredible day exploring all the work that UoM are doing - there was so much to see and do!”*



The Community Festival returned to campus for the first time since 2019 on Saturday, 25 June 2022, from 11:00am-4:00pm. The event is part of The University of Manchester’s Social Responsibility and Civic Engagement plan to promote social inclusion, and prosperous communities. It aims to open the University’s doors to the local community and share the work undertaken on campus and across our cultural institutions in engaging and interactive ways to inspire and empower.

The Festival was held in University Place, Alan Turing Building, Royce Institute, the Chemistry Building, and a marquee housing a pop-up Manchester Museum. There were more than 60 free activities on offer from holding real-life brains and engaging in virtual reality experiences, to marvelling at dinosaur fossils and interacting with cutting-edge robots. Additionally, the Festival provided opportunities to meet our staff, students and community partners to learn more about studying or collaborating in research at our University.

This year, we pushed the reset button on the Community Festival following the pandemic, introducing many outdoors activities such as sports games, a climbing wall, arts and crafts for under 5s, and three new tours giving behind-the-scenes access to University buildings. Visitors could also venture inside our buildings to watch musical and drama showcases performed by local community groups, as well as live demonstrations.

### Facts and Figures

- 2600 people attended the Festival
- 60% of visitors came from a Manchester postcode, with 23% from targeted areas.
- 77% were in family groups
- 34% had no connection to the University
- 60+ activities led by 245 UoM staff, students & partners
- 24 Festival Ambassadors (8 staff and 16 students) and 12 Festival Coordinators.

### Recommendations for 2023

- Explore opportunities for refreshments available from on-campus food outlets.
- Provide more face painters and improve queueing systems for popular activities.
- Organise additional showings of The Flash Bang Show.
- Improve signage across campus for buildings, activities and welcome desks.
- Prioritise promotion of the Festival in the local area, in person and online.

*“It’s great to see the UoM campus so busy post-pandemic.”*



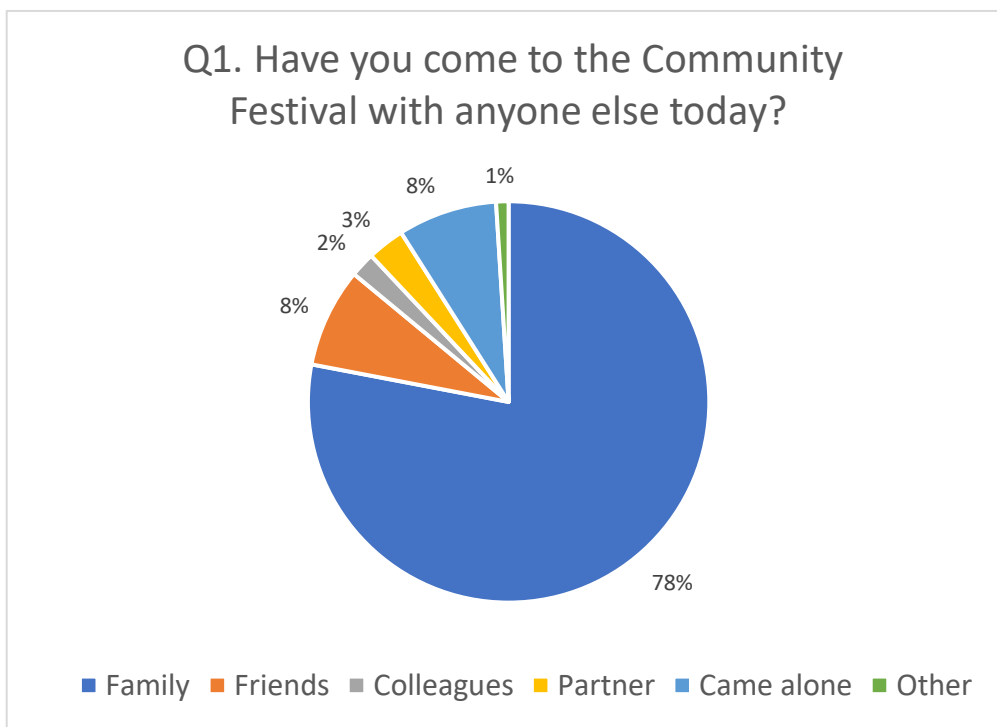
The event was successful, and many visitors, staff and students said they enjoyed the day. Despite train strikes and two years without an in-person Festival due to COVID-19 lockdowns, attendance at the Festival is estimated to have been over 2,600 visitors. Around a third came from areas local to the University and came mainly in family groups. The most popular words to describe the 2022 Community Festival were: **fun, educational, friendly, inspiring** and **interesting**.

## Who visited the Festival?

2,600\* visitors attended the Community Festival.

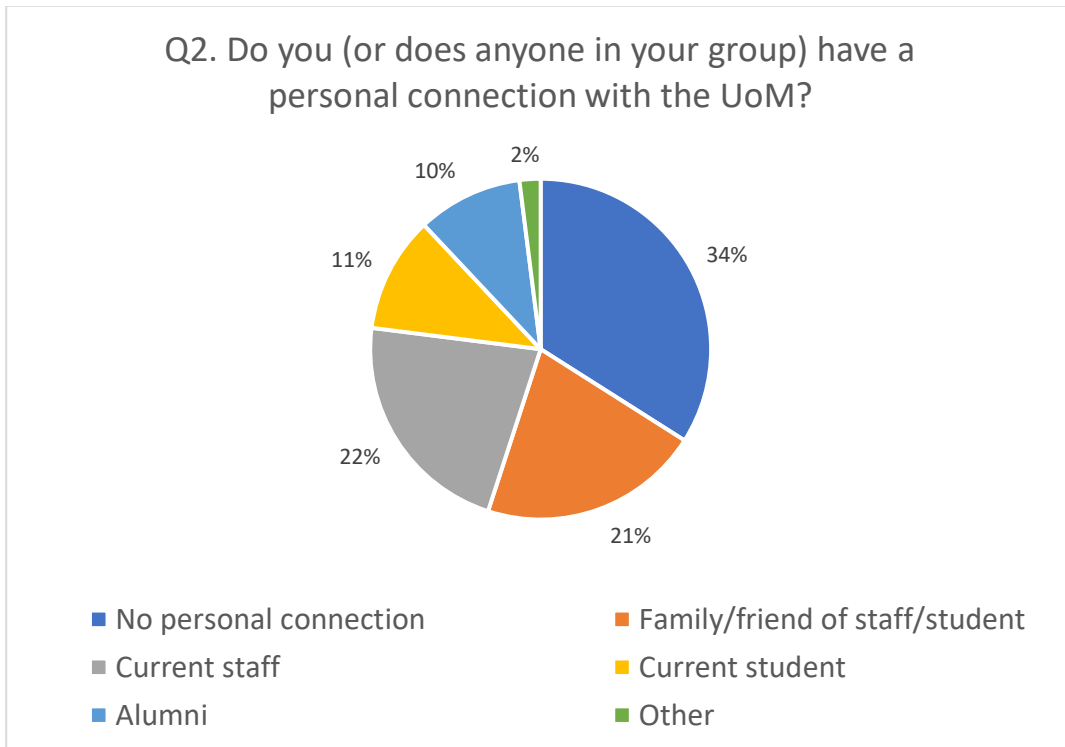
Of the 186 groups who gave the first part of their postcode at one of our welcome desks, 23% were residents from the ten Manchester priority wards identified as the **primary audience** for the event. 56% of visitors came from other areas of Manchester and Greater Manchester, with a notable majority of those in attendance at the Festival travelling from areas in the North West (97%). Stockport, Warrington and Chester were the most popular locations in this category. A decrease in visitors from further afield could be attributed to external factors such as railway shortages due to strikes and cautiousness to travel following COVID-19 lockdowns.

103 visitors were interviewed at the Festival, which represented a 5% sample of the overall visitor population. When asked if they had come with anyone else, 77% detailed they were in family groups, indicative of the Festival’s advertisement as a ‘free, fun-filled family day out’ with ‘something for everyone’.



*\*The total number of visitors at the Festival was calculated using the total number of wristbands and free cotton bags handed out at welcome desks, as well as estimated observations from stall holders and individual counting methods across the Festival’s buildings.*

34% of visitors interviewed did **not have a personal connection** to the University which indicates that primary, external audiences are being reached and engaged with. 21% visitors were further identified as friends or family of staff or students at the University with a combined 33% of those interviewed being current staff or students, implying that internal communications promoting the Festival were effective. Alumni visitors made up 10%, the same number as in 2019.



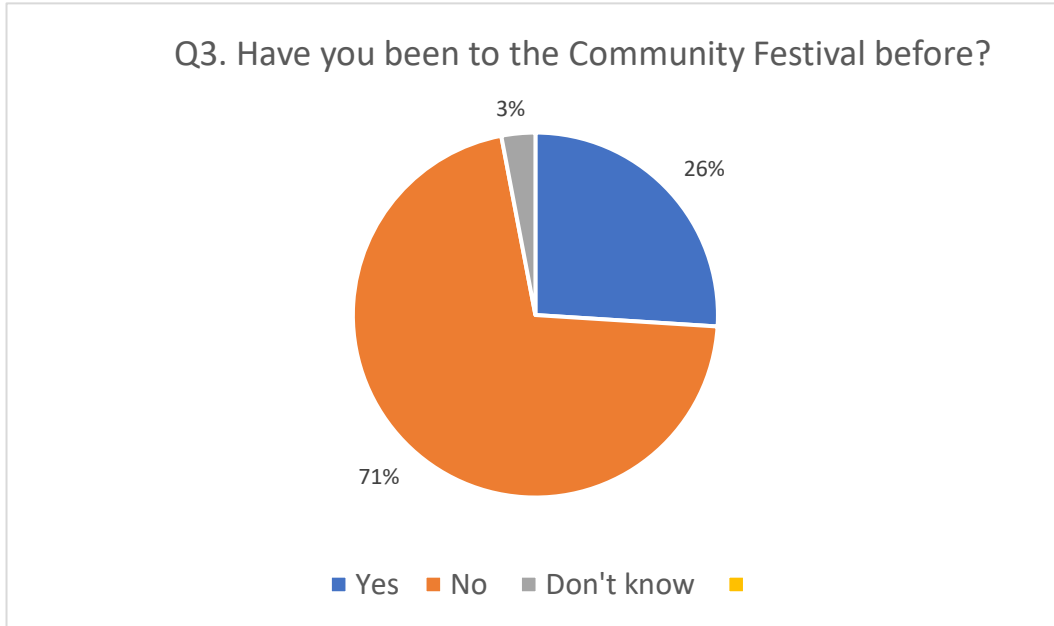
*“The concept of the community coming onto the UoM campus is brilliant.”*

*“The Community Festival has inspired my children.”*

*“I loved the mix of indoors experiments and outdoors activities.”*

*“We come to the Community Festival every year and it is always an enjoyable day”*

26% of those interviewed had visited the Community Festival, therefore 71% of visitors came to the event for the first time in 2022 which indicates new audiences are being reached and engaged with.



### What did visitors have to say about the Festival?

*“There was a huge variety of events and activities so there was something for everyone.”*

*“All of the stall runners and volunteers were helpful, engaging and friendly.”*

*“It was lovely to see lots of kids enjoying themselves and learning at the Community Festival”*

Visitors who were interviewed provided **3 words to describe their experience** of the Community Festival. Each response was used to create a word cloud and the most popular words were **fun, educational, friendly, inspiring and interesting.**



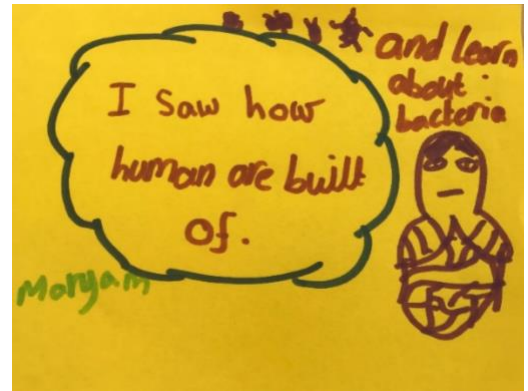
*“I thought it was a brilliant and interesting day because there were fun activities”*



*"My 3-year old was very happy"*

*"It's nice to have things to do with daughter without them being too childish"*

As well as face-to-face interviews conducted on the day, all visitors were invited to share their thoughts and experiences of the Festival on graffiti walls at the welcome desks in University Place and Alan Turing building. 141 post-it notes were filled out by visitors of all ages with comments and drawings in response to the prompt: 'Write a word or two, or draw a picture to tell us what you thought of today'.



30% of the post-it notes mentioned the knowledge and understanding encouraged by the Festival's scientific activities, with many visitors depicting images of the popular VR experiences and interactive robots. 44% captured the enjoyment, inspiration and creativity evoked at the Festival through pictures and words, whilst contributing examples of attitudes and values of the day alongside general feedback provided by visitors, staff and students.

*"It was amazing to see children so motivated about science. The activities really captured their attention"*

*"A five-star day!"*

This year, highlights of the Festival included the variety of activities on offer throughout the day ensuring visitors had plenty to do. Science activities such as interactive robots, anatomical stalls with real-life brains and hearts, and opportunities to make models of molecules and graphene were described as eye-opening and interesting. Many parents commented that seeing children enjoying and engaging with the Festival was the best part of the event, and University branded freebies were also mentioned as fun souvenirs from the day. Engaging experiences such as our behind-the-scenes tours, Virtual Reality glasses, pop-up Manchester Museum and face painting were all identified as popular highlights of the Community Festival.



Visitors also provided feedback regarding ways that the Festival could be improved in the future, including adding more showings of the Flash Bang Show, increasing the number of face painters, incorporating clearer signposting for buildings and welcome desks, and opening campus food outlets for refreshments during the day. Many visitors thought the Festival was already good and could not suggest anything to improve it.

## What did staff and student volunteers have to say about the Festival?

*“The Festival was a great experience thanks to all the friendly volunteers”*

*“The Community Festival was a success and visitors seemed to be having a good day- there was something for everyone!”*



Staff and students who volunteered at the Community Festival were also surveyed to capture their attitudes towards the Festival's success. The variety of activities, successful event organisation and enthusiasm of visitors and volunteers were notable highlights.

Staff and students thought the Festival ran smoothly and was well organised. Many highlighted the broad programme of activities and events which ensured that there was something for people of all ages to enjoy. It was also mentioned that there was a very vibrant and enthusiastic energy at the Festival, and many visitors were engaged, appreciative and positive when taking part in activities. The overall size of the Festival matched the great visitor turn-out and space on campus was used well to avoid overcrowding.

Ideas on what could be improved included introducing more effective queuing systems for popular activities as well as including even more interactive experiments and outdoor activities on the Festival programme. Big welcome maps at strategic points were suggested in addition to the hand-out paper maps used this year, and the idea of opening food outlets on campus to ensure more diverse refreshment options was mentioned by visitors and staff alike.



*“I look forward to this event every year, and connecting with colleagues across departments and teams, - as well as seeing some familiar faces.”*

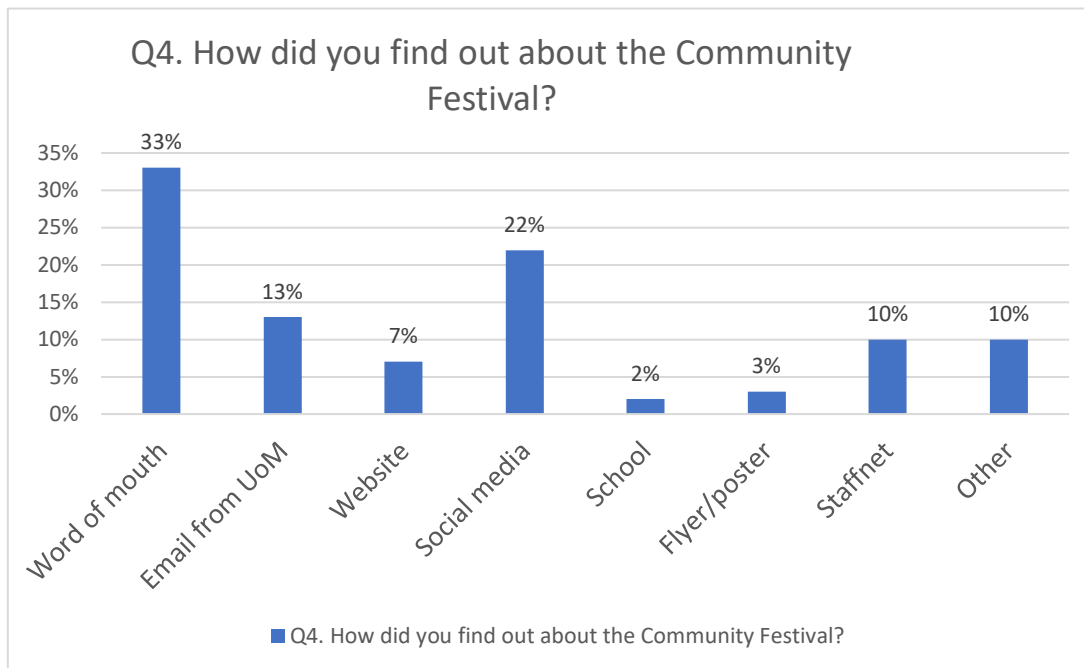
*“There was a buzz around Oxford Road...it seemed that the community were looking forward to the different events throughout the day.”*

## How successful was the marketing of the Festival?

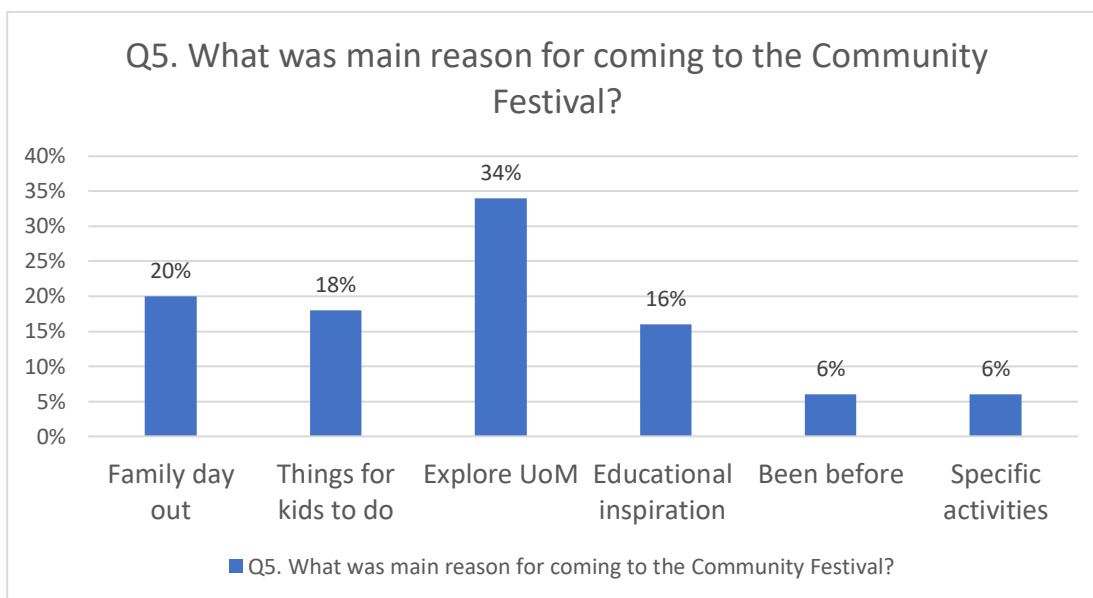
### Visitor interviews:

When interviewed, visitors were asked how they heard about the Festival. The most popular ways were word of mouth (33%), social media (22%), and email (13%) which was mentioned more often than previous years. When selecting social media, Facebook was named most often regarding seeing Festival advertisement, which aligns with Facebook being the most successful platform within the Community Festival's promotional campaign. 17% of interviewees found out about the event through internal University channels such as the University website and StaffNet, whilst events websites such as Visit

Manchester and EventBrite were also mentioned. Some respondents described learning about the Community Festival on the day by walking past campus and exploring the event spontaneously.



Visitors were also asked the main reason why they came to the Community Festival this year. 'To explore UoM and its campus' was the most popular response (34%), which supports the Festival's aim of opening up our University buildings to the public.



Other common answers included 'for a family day out' (20%) and 'things for kids to do' (18%) which suggests that families are successfully being targeted by the Festival's advertising. The variety of work that the University does was also represented in responses, under the categories 'educational inspiration' (16%) and mentions of specific activities (6%).

Although 21% of interviews said they had been to the Festival before, only 6% listed this as the main reason for attending, highlighting that this year's event offered new and exciting activities for people to engage with and enjoy.



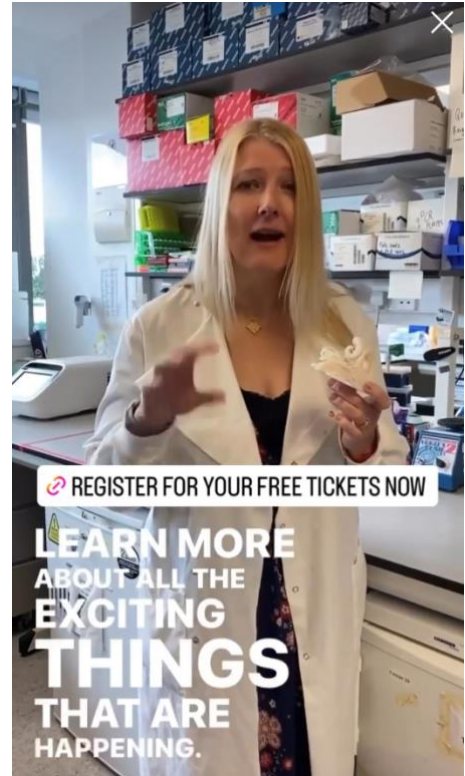
**Social Media Statistics 2022:**









8:00 am · 24 Jun 2022 · Twitter for Advertisers






Top tweet with 86 organic engagements



Top Instagram story post with 48 organic link clicks

 <p><b>Organic Twitter 2022</b> (11-25 June)</p> <p>@SocialresponUoM</p> <ul style="list-style-type: none"> <li>○ 42,009 impressions</li> <li>○ 88 link clicks</li> </ul>	 <p><b>Organic Twitter 2022</b> (4-25 June)</p> <p>@OfficialUoM</p> <ul style="list-style-type: none"> <li>○ 11,389 impressions</li> <li>○ 44 link clicks</li> </ul>	 <p><b>Paid promotional UoM</b> Twitter 2022 (4-25 June)</p> <p>@OfficialUoM</p> <ul style="list-style-type: none"> <li>○ 12,322 impressions</li> <li>○ 159 link clicks</li> <li>○ 0.59% click rate</li> <li>○ £1.10 cost per result</li> </ul>
 <p><b>Organic Facebook</b> 2022 (7 April- 5 July)</p> <p>@SocialResponsibilityUoM</p> <ul style="list-style-type: none"> <li>○ 945 impressions</li> <li>○ 106 link clicks</li> </ul>	 <p><b>Organic Facebook 2022</b> (4-25 June)</p> <p>@TheUniversityOfManchester</p> <ul style="list-style-type: none"> <li>○ 4,167 impressions</li> <li>○ 13 link clicks</li> </ul>	 <p><b>Paid promotional UoM</b> Facebook 2022 (4-25 June)</p> <p>@TheUniversityOfManchester</p> <ul style="list-style-type: none"> <li>○ 39,141 impressions</li> <li>○ 452 link clicks</li> <li>○ 1.15% click rate</li> <li>○ £0.33 cost per result</li> </ul>



 <p>Organic Instagram 2022 (25 May-30 June)</p> <p>@SocialresponUoM</p> <ul style="list-style-type: none"> <li>○ 170 impressions</li> <li>○ 69 engagements</li> </ul>	 <p>Organic Instagram 2022 (15-25 June)</p> <p>@OfficialUoM</p> <ul style="list-style-type: none"> <li>○ 24,656 impressions</li> <li>○ 114 link clicks</li> </ul>	 <p>Paid advertising UoM Instagram 2022 (15-25 June)</p> <p>@OfficialUoM</p> <ul style="list-style-type: none"> <li>○ 24,152 impressions</li> <li>○ 129 link clicks</li> <li>○ 0.53% click rate</li> <li>○ £1.94 cost per result</li> </ul>
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Our organic social media activity ran for three weeks before the Community Festival on Facebook and Twitter. After successful promotion on Instagram in 2019, the platform was incorporated in advertising 10 days before the Festival across @OfficialUoM & @SocialresponUoM accounts.

Overall, organic promotion generated over 40k impressions, whilst paid promotion with official University channels produced 75k impressions. The day of the Festival saw over 12,000 organic impressions from 12 tweets and 4 Instagram posts.

As it was the most successful platform, Facebook should be the focus of next year's paid promotional campaign, whilst Instagram is more effective for organic advertising. Alternative forms of local promotion online and in person should be explored to target the Festival's primary audience.

### More information

For more information regarding the 2022 Community Festival:

- View the festival [photographs](#)
- Watch the event [video](#)
- See highlights from our [social media](#)
- Read about the day on [StaffNet](#).

