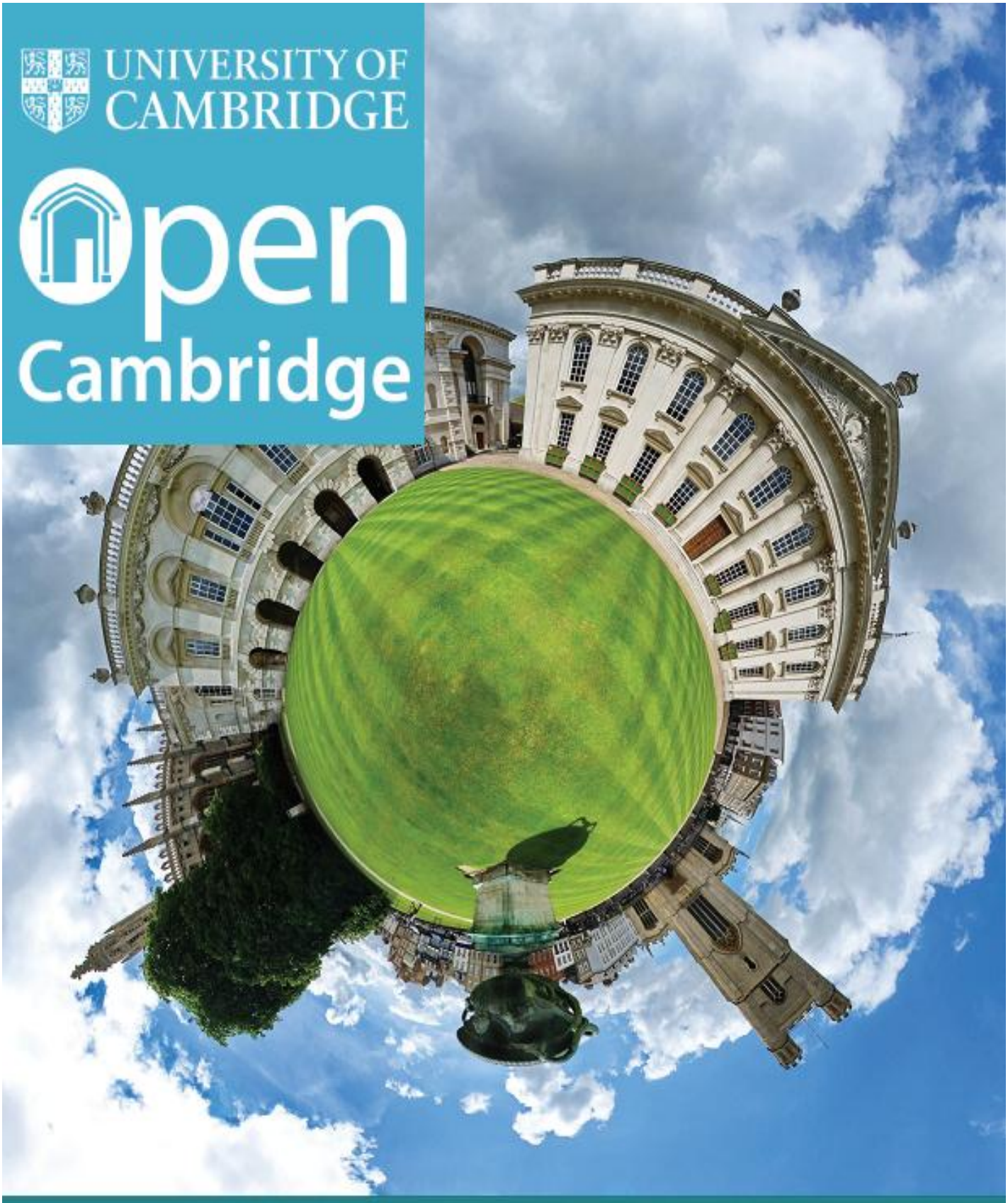
UNIVERSITY OF CAMBRIDGE

Open Cambridge



Open Cambridge evaluation report 2011

"Everything more than met my expectations. I could not have wanted anything better."

"We saw wonderful things, and moreover, found the staff who guided us to be friendly, unassuming, knowledgeable and enthusiastic."

Open Cambridge evaluation report 2011

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Introduction

Open Cambridge is a two day event in September which coincides with the national Heritage Open Days scheme. On the Sunday of the Open Cambridge weekend, the Bridge the Gap sponsored walk takes place. Both events have again received very positive feedback this year.

Open Cambridge provides an opportunity for visitors to see into principal University, College and City buildings and grounds with accompanying information and interpretation through a number of free events and activities.

This year Open Cambridge was funded by Cambridge City Council, R G Carter Cambridge Ltd, Cambridge University Press and Mills & Reeve. We are enormously grateful for this support.

The expanded 2011 Open Cambridge programme ran across two days, over 2,347 visitors booked on tours and there were 1,469 visitors to College and departmental libraries which opened for drop in access. Two Open Cambridge talks took place and just under 200 visitors attended. Two local primary schools visited the Museum of Zoology as part of the Open Cambridge Schools Tours. Open Cambridge also incorporated the annual Bridge the Gap charity walk, an established event which took place for the tenth time this year, with 2,700 members of the public participating. These two events, which aim to foster and improve relations between the University and Cambridge residents, form a weekend of University engagement with the public.

Building on the important public engagement work already undertaken by the Colleges and the University, and the free admission which many Colleges currently offer to local residents, Open Cambridge and Bridge the Gap are three days of special access aimed at local residents who might not normally visit Colleges and the University. As in 2010, we were very pleased to welcome a number of City venues to the programme.

Aims and objectives

Our objectives are:

- to encourage local residents to visit and interact with the University, Colleges and featured City institutions
- to increase awareness of the University and Colleges within the local community
- to promote communications between local residents and University / College staff and students

This document evaluates Open Cambridge in its fourth year. It includes feedback from visitors and Open Cambridge activity co-ordinators, and suggestions and improvements for Open Cambridge in the future.

Plans for Open Cambridge 2012

Open Cambridge was very well received by members of the public and we would like to run Open Cambridge again next year from Friday 7 – Sunday 9 September, consolidating the new activities that we have added to the programme. We are seeking sponsorship to enable us to offer a programmer similar to this year's.

In 2012, we hope to expand Open Cambridge, with more Colleges, departments and University buildings taking part, as well as tours of more of the City's most significant and historic buildings. We will approach new venues where possible and review the Open Cambridge programme overall to ensure an appropriate range of events and venues. We will work to further incorporate the Bridge the Gap charity walk into the Open Cambridge programme, capitalising on joint publicity and promotion.

Overview of Open Cambridge 2011

Open Cambridge took place from Friday 9 – Sunday 11 September 2011. It consisted of a number of different events and activities, outlined below.

Open Cambridge tours

The core element of the Open Cambridge programme is the series of free, pre-booked tours led by University and College staff, students and City tour leaders which open up specific areas and buildings.

In 2010, tours took place on Friday 10 and Saturday 11 September. 22 College and University venues, as well as 21 external venues took part, offering with a total of 2,238 places, of which 2,153 (96 percent) places were booked.

In 2011, tours took place on Friday 9 and Saturday 10 September. 29 internal and 14 external venues took part with a total of 2,456 places, of which 2,347 places were booked. Total bookings were at 96 percent of maximum capacity (before the 20 percent overbooking). Internal bookings were at 96 percent of maximum capacity and external bookings were at 95 percent.

<u>Changes for 2011</u>

Website:
The website was brought more into line with the Science Festival and Festival of Ideas' websites, i.e. similar layout, menus and use of the new Event Management System.

The website was fed from an online Event Management System where Open Cambridge co-ordinators could enter their own event details. This helped to minimise the occurrences of inaccurate information on the website or in the printed programme. We will keep encouraging co-ordinators to use this system next year (rather than submitting details by email or on paper forms) in order to reduce errors and minimise the amount of office time spent on data entry.

Event descriptions on the website were made more attractive by encouraging co-ordinators to include photographs. The website was updated regularly and the spotlight box was used to highlight events. A map of locations was also published on the Open Cambridge website.

Programme:
The Open Cambridge programme was brought into line with the programmes we produce for the Cambridge Science Festival and the Festival of Ideas. Open Cambridge is now branded with its own distinct logo. Arising from visitor feedback last year, the programme included a map of most of the venues and a 'What's on at a glance' page.

Bookings:
This year we used Eventbrite (www.eventbrite.com) as an online booking system, in conjunction with telephone booking. Eventbrite (an external booking website) was hyperlinked to the Open Cambridge website. The online booking system proved very effective in reducing the quantity of telephone calls the Open Cambridge booking line received and cutting the administrative time spent producing door lists. We were also able to generate email reminders to visitors who had booked online to remind them about events.

The website and booking system contained the most up-to-date, comprehensive information on Open Cambridge events, including access information, age restrictions and booking details. The increased use of the online booking system means that we cannot emphasise restrictions as we would with telephone booking and that visitors need to read all information. We also need to stress the importance of turning up on time for talks and tours.

The booking system allowed users to book onto multiple tours. This year, when participants received an email confirmation of their booking, the electronic ticket in the body of the email specified the event name, date and time, as well as the meeting point at the start of the tour so they wouldn't need to refer back to their programme or the website for venue details. For accuracy of booking details, each ticket confirmation email was verified against the booking system to ensure attendees were receiving correct information.

Booking by telephone was still available for those without access to the internet. We did not restrict the number of bookings members of the public could make.

As a result of feedback received from tour leaders in 2009 and 2010 we overbooked all tours by 20 percent this year, except in two cases where we were specifically requested not to. This was an attempt to reduce the number of 'no shows' and feedback has suggested this worked well, although some overcrowding did occur on one tour.

We held an Open Cambridge event co-ordinators meeting in early February which was an opportunity to go through the online event management system and report on the changes to the format of the Open Cambridge programme and new Open Cambridge logo.

This meeting also enabled tour leaders to meet with each other and the Open Cambridge team, and discuss any queries or concerns that they had. Following on from the success of this session, we will organise a similar meeting in early 2012 for planning purposes.

The College, University and City venues which offered Open Cambridge tours were:

- Abbey House
- AmeyCespa
- Ascension Burial Ground
- Balfour and Newton Libraries, Department of Zoology
- Barnwell Leper Chapel
- Cambridge American Cemetery
- Cambridge University Library
- Cambridge Central Library
- Castle End Mission Hall
- Christ's College Old Library
- Clare College
- Clare Hall
- Corpus Christi College Parker Library
- Corpus Christi College Taylor Library
- English Faculty Library
- Fitzwilliam College
- Fitzwilliam Museum
- Girton College
- Guildhall
- Great St. Mary's Church
- Haddon Library of Archaeology and Anthropology
- Institute of Astronomy
- Jesus College
- John Lewis
- King's College Library
- Kettle's Yard
- Lucy Cavendish College
- Madingley Hall
- Marshall of Cambridge
- Mill Road Cemetery
- Museum of Zoology
- Murray Edwards College – New Hall Art Collection
- Pitt Building
- Robinson College
- Scott Polar Research Institute
- Senate House
- Sidney Sussex College
- Shire Hall
- St John's College
- Trinity College
- Trinity Hall
- Westminster College
- Whipple Museum of the History of Science

As mentioned above, 43 venues took part in this year's Open Cambridge Tours. Here is a summary of how organisers and participants felt it went.

Summary of tour organiser comments:

Liked:

- Visitors were interested and enthusiastic
- Attendees seemed to really enjoy the tours
- Open Cambridge was well supported and organised
- Great exposure and publicity

Didn't like:

- Better signage is needed
- More time is needed for tours
- Group capacities will be reviewed according to available space
- Some people turned up un-booked, and some who booked didn't show, need to be clearer with the booking system

Summary of public responses:

Liked:

- Seeing behind the scenes
- The tours were very interesting
- Excellent speakers/tour guides, well informed
- Diversity of tours
- Friendliness and welcoming atmosphere of guides

Didn't like:

- Events ran too long which meant other events were partially or fully missed
- Better directions and clearer signage needed
- Lack of spaces meant popular events reached capacity fast
- Events on a Friday presented challenge for working public

For a summary of feedback from the general public, please see Appendix 2.
For a summary of feedback from the tour organisers, please see Appendix 3.

Open Cambridge talks

Two talks took place at the Pitt Building, Trumpington Street on Saturday 10 September.

The talk programme consisted of:

- *What Cambridge wore*
  Speaker: Honor Ridout .
  Honor Ridout has been successively student, employee of town then University, Blue-badge guide and an adult history tutor.

- *All change: transport in and around Cambridge, 1900-2011*
  Speaker: Tony Kirby.
  Tony Kirby was formerly Co-ordinator of Strategic Planning for Anglia Ruskin University and remains an Honorary Research Fellow. He is a former President of the Cambridge Antiquarian Society and Chair of the Cambridgeshire Records Society.

Summary of public responses:

Liked:

- Very well presented and enjoyable, an extremely interesting talk
- Highly interesting and some very fine slides

Didn't like:

- Gobsmacked! How on earth can you give a talk about transport around Cambridge in the 20th century without even mentioning the bicycle! And not even a chance for questions!

Open Cambridge reception

A very well attended Open Cambridge Reception was held on Thursday 8 September in the Pitt Building. Over one hundred and fifty guests from the University, Colleges, local businesses and City institutions were represented. Rob Carter from R G Carter gave a short introduction to the Open Cambridge weekend. Professor Jeremy Sanders, Pro-Vice Chancellor for Institutional Affairs also gave a short address about Open Cambridge and the work of the Public Engagement Team.

Bridge the Gap charity walk

Since 2002, many Colleges have opened up their grounds for the sponsored Bridge the Gap charity walk, and over £300,000 has been raised for local charities. In 2011, nine Colleges and the University Museum of Zoology were key attractions on the route, and Arthur Rank Hospice Charity and Press Relief (the Cambridge News community fund) were beneficiary charities. Bridge the Gap is organised by the University in partnership with Arthur Rank Hospice Charity, Cambridge University Press, Cambridge News/Press Relief and Rotary of Cambridge. The Cambridge Building Society is the main event sponsor.

The participating Colleges were:

- Christ's College
- Clare College
- Emmanuel College
- Jesus College
- Lucy Cavendish College
- Magdalene College
- Pembroke College
- Selwyn College
- St John's College

The University Museum of Zoology served as the checkpoint.

2,700 local people took part in the five-mile walk, many commenting that they had lived in Cambridge all their lives and had never been into any College grounds. At the time of writing, £40,000 has been raised through entry fees and donations. This figure may increase somewhat with late sponsorship returns and further e-mail communication with participants. In 2010, £45,000 was raised in total. The decrease in funds raised for this year indicates this area is in need of review for next year. This decrease may be due to a lack of communication with participants after the event.

Traditionally, a University museum features as a checkpoint, as it provides an exciting opportunity to engage with thousands of local people that might not ordinarily access the museums. The Zoology Museum building served as the 2011 checkpoint,

allowing walkers to explore the museum and also collect a checkpoint sticker before continuing on the route. Participants also had the opportunity to learn about the building, its history and its holdings from staff members and volunteer Blue Badge guides.

Blue Badge Guides once again made a significant contribution to the walk. Twenty-six volunteer guides were stationed in colleges and at the Zoology Museum checkpoint, offering to talk to walkers about the history of the Colleges and city landmarks. Sixty-five volunteers recruited from Cambridgeshire Army Cadet Force, the Rotary Club, Parkside Sixth, Netherhall School, and University staff members served as route stewards, along with staff members from the Public Engagement team.

A prize giving ceremony will be held at the Old Schools on Tuesday 22 November, hosted by the Vice-Chancellor. Arthur Rank Hospice and Press Relief will be presented with cheques, and prizes will be awarded to walkers in the following categories:

- Top adult fundraiser
- Top child fundraiser
- Top team fundraiser
- Top corporate team fundraiser
- Top social club fundraiser
- Top photo of the day

Aims and objectives for Bridge the Gap 2012 include a target of £50,000 in funds for charity, increasing participation to 3,000, increasing awareness of the walk's impact, reviewing fundraising strategy to improve communications, and clarifying roles and responsibilities for the members and organisations of the organising committee, including the formation of a Strategic Overview committee that meets biannually.

Full details of Bridge the Gap feedback can be found in Appendix 4.

Publicity for Open Cambridge 2011

With a vastly expanded programme it was important to promote Open Cambridge 2011 even further through general and targeted marketing efforts.

To fully promote Open Cambridge 2011, the programme was completely revamped, as reported above. We had printed 15,000 full colour, 24 page A5 programmes, and 200 A4 posters. These were distributed throughout Cambridgeshire, targeting in particular local interest groups, libraries and community centres.

All promotional materials and publicity encouraged the public to visit the Open Cambridge website, which included the full programme and through which most bookings were made using the online system. Booking by phone was still available for those without access to the internet.

Open Cambridge was featured in a number of media outlets, both local and national. Full details of Open Cambridge publicity can be found in Appendix 1.

Selected Open Cambridge publicity:

<u>Cambridge First</u> 18
July 2011
Explore Cambridge's hidden treasurers

Print and online article with colour pictures

Cambridge News 30
August 2011
Cambridge's little known gems
Print and online article with colour photos

The Guardian 6
September 2011
Letters from the front to go on show at Christ's College, Cambridge
Print and online article with colour photo

Explorer Magazine 9
September 2011
Westminster College becomes part of English Heritage Open Days
Online article

Publicity for Open Cambridge was very successful with nearly all tours fully booked, and high visitor numbers at the other events and activities. The full colour programme and website were essential to this, providing attractive, easily accessible and informative sources of information.

For Open Cambridge 2012 we will follow a similar promotional strategy and the new Open Cambridge logo will become an integral part of the branding for the weekend. In 2012, we will again incorporate Bridge the Gap information into the programme and into the website, to ensure that it is clearly an integral part of the weekend.

Throughout the year, we will continue to build on the Open Cambridge website, adding photos and press releases/publicity created during Open Cambridge.

Conclusion

Open Cambridge in 2011 has been a huge success and we have again received encouraging and enthusiastic feedback from the general public and event co-ordinators. This evaluation has shown that the weekend is valued both by residents of Cambridgeshire and the University, College and City institutions taking part.

This year a number of changes were made and these have been addressed throughout this evaluation report. Feedback on the new style programme and logo, events management system and booking system has all been very positive. The logo has defined Open Cambridge with its own brand and has given the weekend overall coherency.

We will start to correspond with Open Cambridge co-ordinators in early 2012 to begin planning for the next Open Cambridge weekend, which will take place from 7th – 9th September 2012. It is clear that further changes will need to be made, in some cases, to the number of tours/sessions per event and to the length of tour times. It is also our intention to refresh the programme and approach new venues whilst possibly 'resting' some tours or events that have been included in the programme for the last four years.

It is clear that we will have to review our overbooking percentage, which this year was at 20%. Many Open Cambridge event co-ordinators reported very high numbers of no-shows and this was particularly frustrating because so many of the tours had been fully-booked for weeks prior to the weekend. It is difficult running a programme

of free events, to guard against the risks of visitors booking events for which they do not turn up, and responses we can make include over-booking by a higher percentage as well as sending reminders.

There were also several complaints from members of the public about how quickly some tours had become fully booked. Several people reported receiving their programmes 'weeks' after bookings had opened.

We will try to offer more drop-in events, which were very popular this year and for many people compensated for fully booked events they had hoped to attend. We will also be reviewing the marketing programme fully as a result to see what changes can be made to ensure that more people hear about Open Cambridge in advance of bookings opening.

We did have very positive feedback about the look of the new style programme and the public were pleased with the way the information was listed in chronological order by date. We will be using the same format for the programme in 2012.

In interpreting the feedback from the evaluations we need to explore the possibilities for incorporating more children, community and family events and activities in to the Open Cambridge programme to promote a greater diversity.

We will be working with the Bridge the Gap team to further embed the Walk within the Open Cambridge weekend.

It is vital to the work of the Public Engagement team that we encourage more people to take part in 2012 who have had no previous connections with the University and Colleges.

We would like to thank everyone who participated in Open Cambridge, with special thanks to our sponsors without whom this weekend would not be possible.

Appendix 1

Open Cambridge publicity

Newspaper and magazine articles:

Name of publication	Name of article	Date of release	Type of publication
Cambridge First	Explore Cambridge's hidden treasurers	18-July-2011 (4:16pm)	Newspaper-online
Cambridge Network	Learn more about life in Cambridge	03-Aug-2011	Online article
Cambridge News	Cambridge's little known gems	30-Aug-2011	Newspaper- online
Cambridge News	Opening up an old chapter	05-Sept-2011 (8:48am)	Newspaper- online
Culture24	The Culture24/7: Art picks for Heritage Open Days 2011	30-Aug-2011	Online article
Culture24	Heritage Open Days 2011: Culture24 picks ten to try across the UK as the doors open	08-Sept-2011	Online article
Explorer	Open Cambridge	Sept-2011	Magazine-Website's events section
Explorer	Westminster College becomes part of English Heritage open days	Sept-2011	Magazine-Website's events section
History Today	Christ's during WW1	07-Sept-2011 (12:19pm)	Online article
The Guardian	Letters from the front go on show at Christ's College, Cambridge	6-Sept-2011	Newspaper

Website listings:

Name of website	Web address	How was the information listed?
Brit info	www.britinfo.net/events	Events listing

Cambridge 105	http://cambridge105.fm	Local radio
Cambridge City Council	www.cambridge.gov.co.uk	Profile of annual events
Cambridge network	www.cambridgenetwork.co.uk	Events listing
Cambridge online	www.colc.co.uk	Links and event listings
Cambridgeshire.net	www.cambridgeshire.net	Organisation profile
Cambs Edition	www.cambsedition.co.uk	News
Campaign for Learning	www.welovelearning.co.uk	Events listing
Children and arts	www.childrenandarts.org.uk	Events listing
Conference Cambridge	www.conferencecambridge.com	Events listing
Facebook	www.facebook.com	Social networking
Families in Cambridgeshire	www.familiesincambridgeshire.co.uk	Events listing
Gumtree	www.gumtree.co.uk	Individual event listings
Heritage Open Days	http://www.heritageopendays.org.uk	Events listings
Ideas for the kids	www.ideasforthekids.co.uk	Family attractions
Lecturelist online	www.lecturelist.org	Events listing
Local Secrets	www.localsecrets.com	Visitor events page
Mums net	www.mumsnet.com	Events listing
Netmums	www.netmums.com	Events listing
Remote goat	www.remotegoat.co.uk	Events listing
Twitter	www.twitter.com	Social networking
University of Cambridge	www.cam.ac.uk	What's on
University of Cambridge Graduate Union	www.gradunion.cam.ac.uk	What's on
University of Cambridge Talks	www.talks.cam.ac.uk	What's on
Visit Cambridge	www.visitcambridge.org	Events listing
Where can we go	www.wherecanwego.com	Events listing

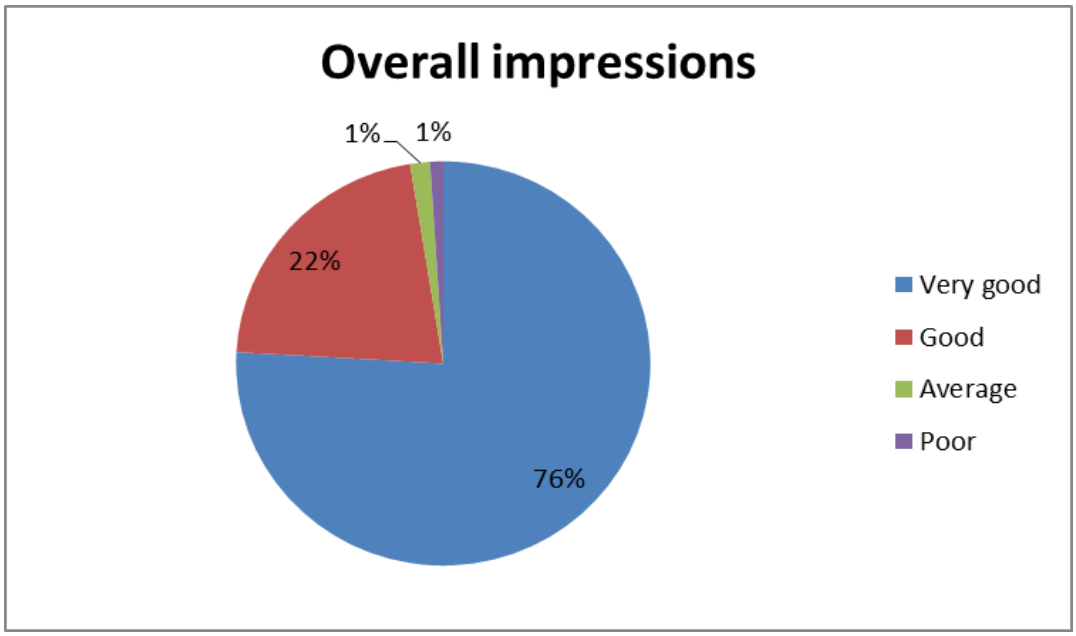
Appendix 2

Open Cambridge 2011 evaluation

As in 2010, we conducted an online evaluation system, in conjunction with paper evaluation forms. This enabled us to collect both general and more in-depth information.

Feedback was sought from participants taking part in the pre-booked tours, but also visitors attending the Open Talks and visiting the Open Libraries. Open Cambridge event co-ordinators were also asked to complete an evaluation form.

384 paper evaluation forms were received, and 195 people completed the online evaluation form.



What did you like and what didn't you like?

Summary of responses:

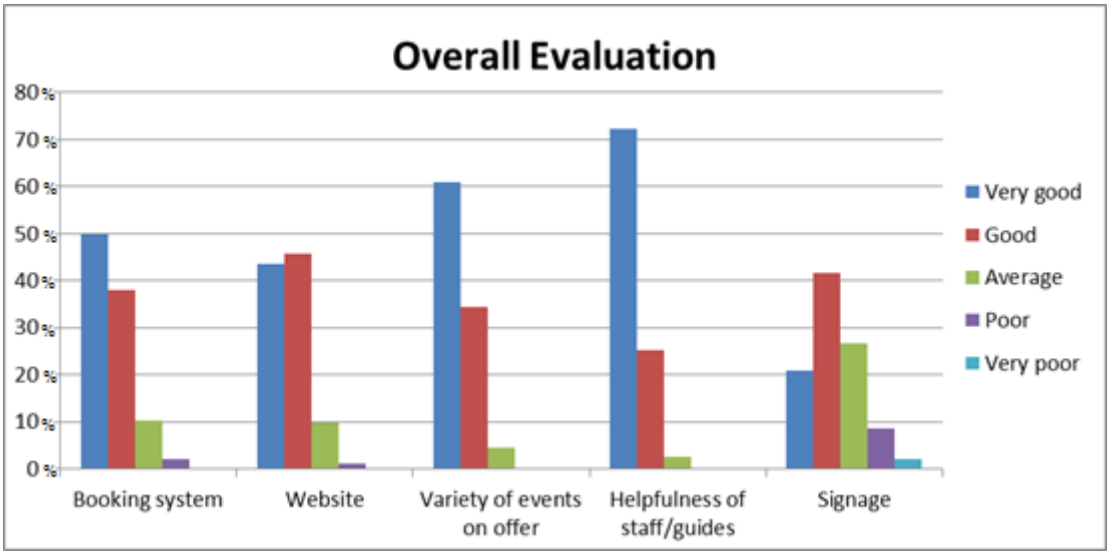
Liked:

- Good variety of events on offer
- Excellent tours, both interesting and informative
- Enthusiastic and knowledgeable guides
- Seeing behind the scenes, access to areas not normally open to the public
- Efficiently organised and administrated
- Friendly and helpful staff/volunteers
- Online booking system

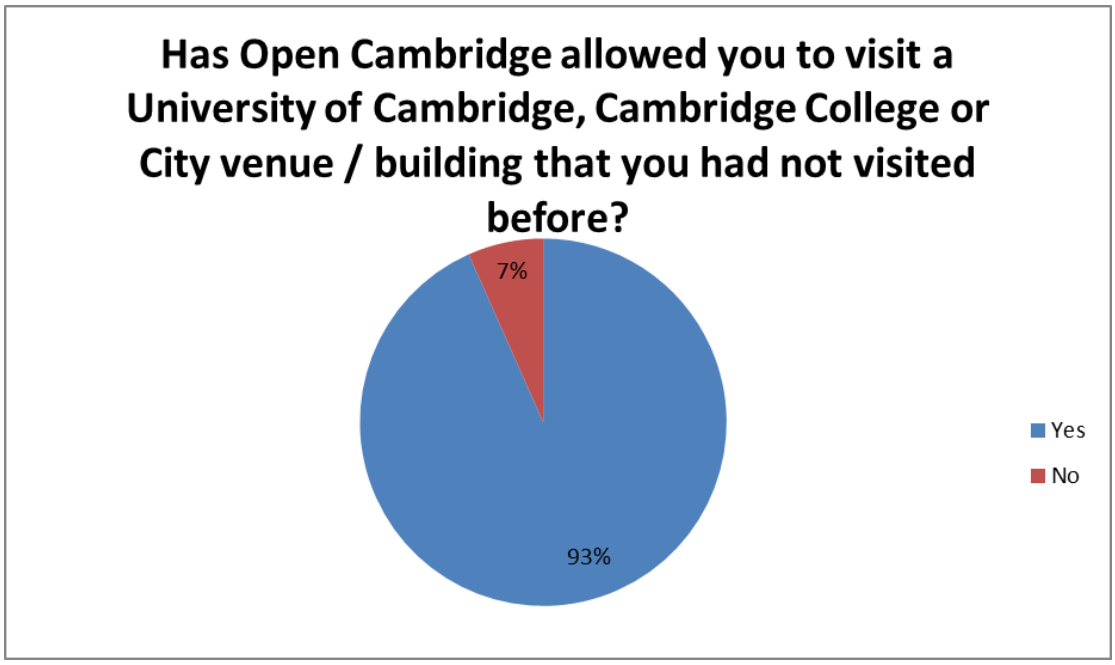
Could be improved:

- Open Cambridge should run for more days, perhaps include the Sunday

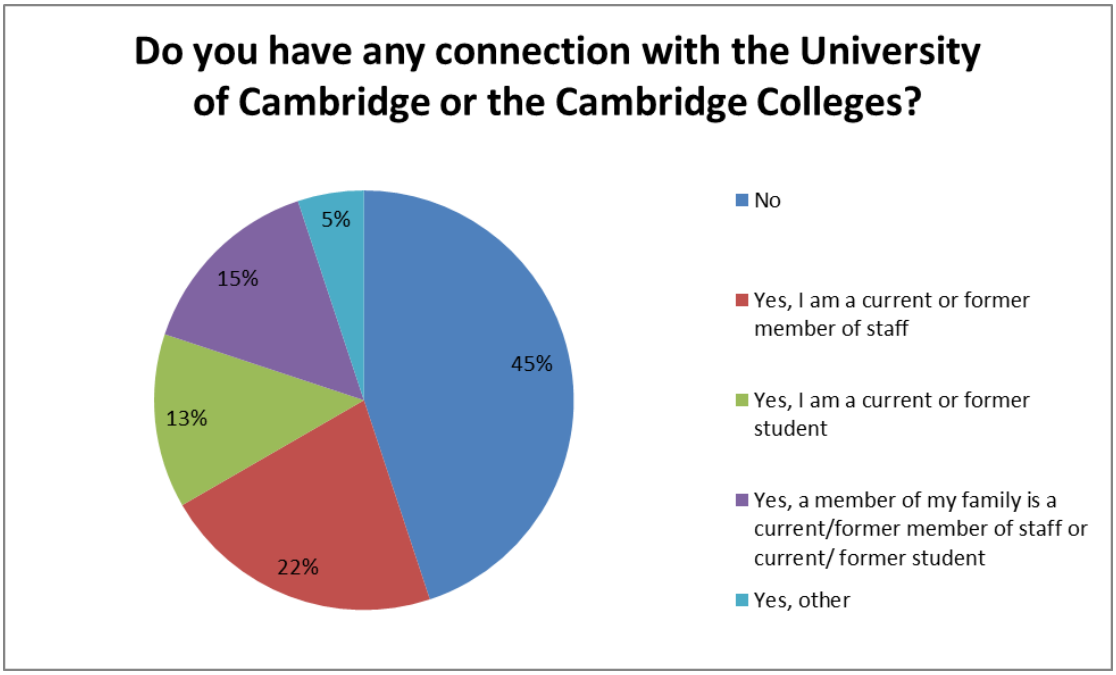
- Tours booked up too quickly, more sessions to accommodate this?
- Not enough publicity
- Poor signage in some cases resulted in delayed tours and misguiding the public
- A few tours ran over
- In a couple of cases, University members not involved in the event were both directly and indirectly hostile to the general public



The booking system was evaluated at roughly the same level as in 2010, and the website was rated slightly more favourably. The response to the booking system is partially due to the problem of many members of the public not attending events they had booked, and also due to some technical problems internal to the event management software company we used for our free booking system. Another factor may be the increased popularity of Open Cambridge, which resulted in many events fully booking several weeks in advance. For 2012 we plan to emphasise to event co-ordinators the importance of clear signage to meeting points, which should improve the difficulty some visitors faced. Overall we are pleased with the response to Open Cambridge; its popularity may require us to improve publicity and to review the scope and attendance policies of the programme to allow better access and minimise disappointment.



This result is roughly the same as last year's, dropping one percent from 94 to 93 percent. This may be due to the inclusion of City facilities in the programme which the public would normally have access to (eg the Guildhall), but appreciate visiting for a guided tour.



Open Cambridge attendees with a connection to the University have again risen,from 48 percent to 52 percent.

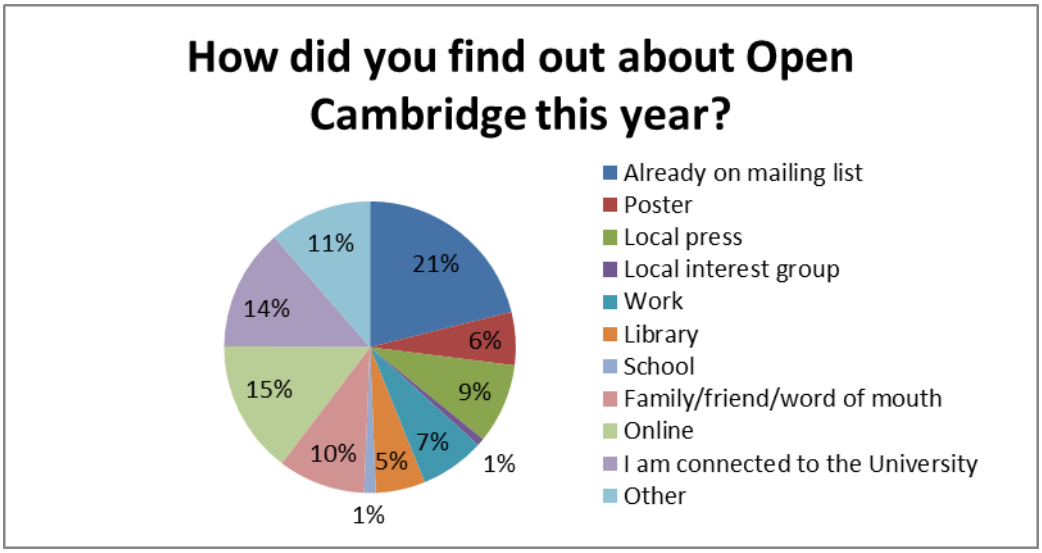
We would like to run Open Cambridge again next year. Please include any suggestions of buildings you would like to visit.

Summary of comments:

- Backstage at the ADC

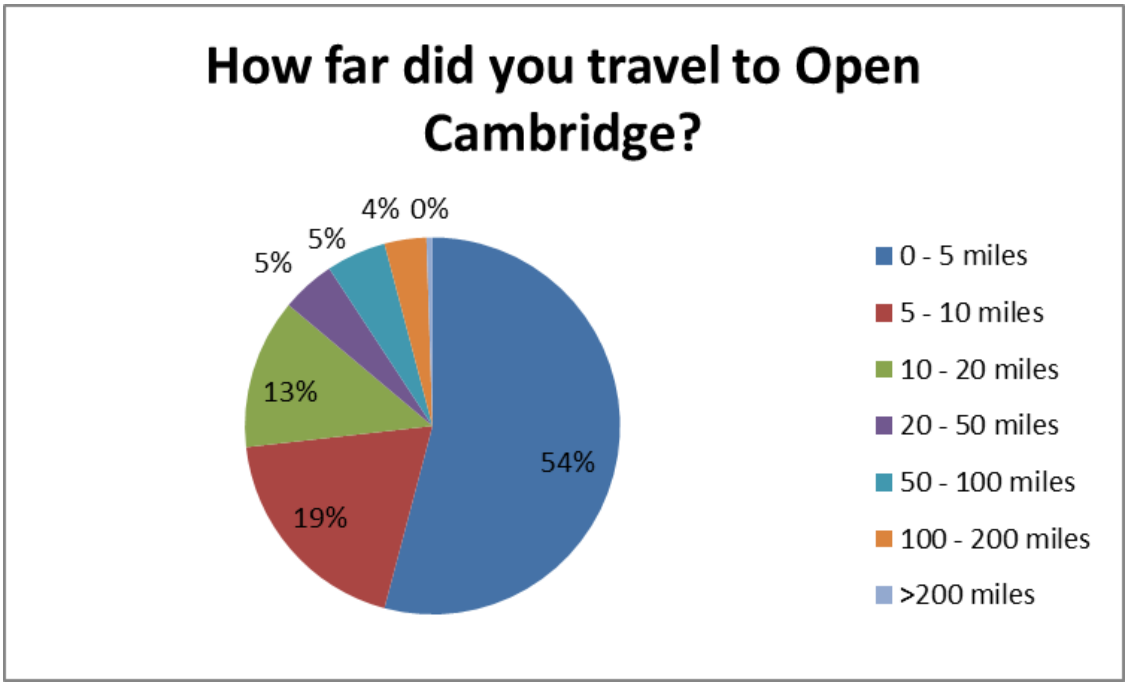
- Baillie Scott House
- Behind the scenes at the Botanic Garden
- Bunker on Brooklands site
- Cambridge Arts Theatre
- College boathouses
- College dining halls and art collections
- Concerts in college gardens
- Darwin room
- Genome Centre, Babraham Institute
- Histon Road Cemetery
- Interesting venues in King's Hedges / Arbury
- Judge Business Institute
- Kettle's Yard
- Leckhampton House gardens
- Local schools
- Locks, weir and water management of the River Cam (cycle tour)
- Milton Country Park
- More churches (e.g. All Saints, Great Saint Mary's, Denny Abbey), mosques, synagogues
- More college chapels
- More museums
- Nanotechnology Centre
- Real Tennis Court
- Ridley Hall
- Schlumberger Cambridge Research
- The Cavendish laboratories and others
- The city's hidden underground tunnels
- Water / sewage works
- Wellcome Trust Sanger Institute
- Westcott House

We will consider these suggestions for our 2012 Open Cambridge programme.



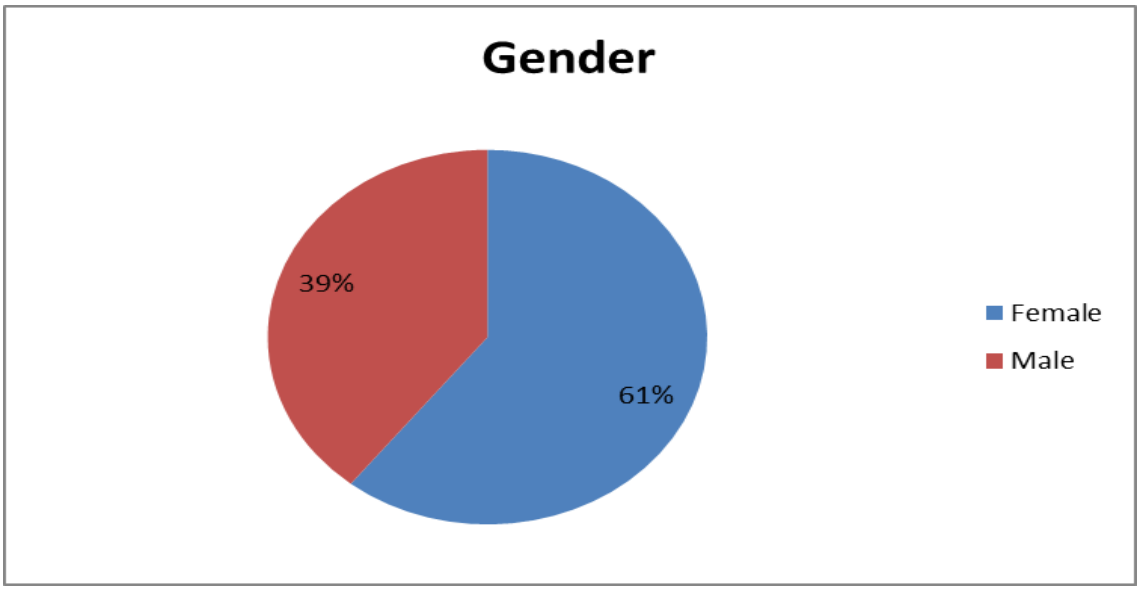
The figures from 2011 suggest that the numbers hearing about Open Cambridge online have fallen from 20% in 2010, to 15% in 2011. The numbers of people hearing about the event from our mailing list is approximately the same. Publicity from the local press has fallen from 13% in 2010 to 9% in 2011, and the percentages of people hearing about the event through connections with the University and "Other"

categories have risen from 8 and 2 percent to 14 and 11 percent respectively. In 2012 we plan to improve our marketing strategy to reach more people earlier through press releases, mailings and online marketing.

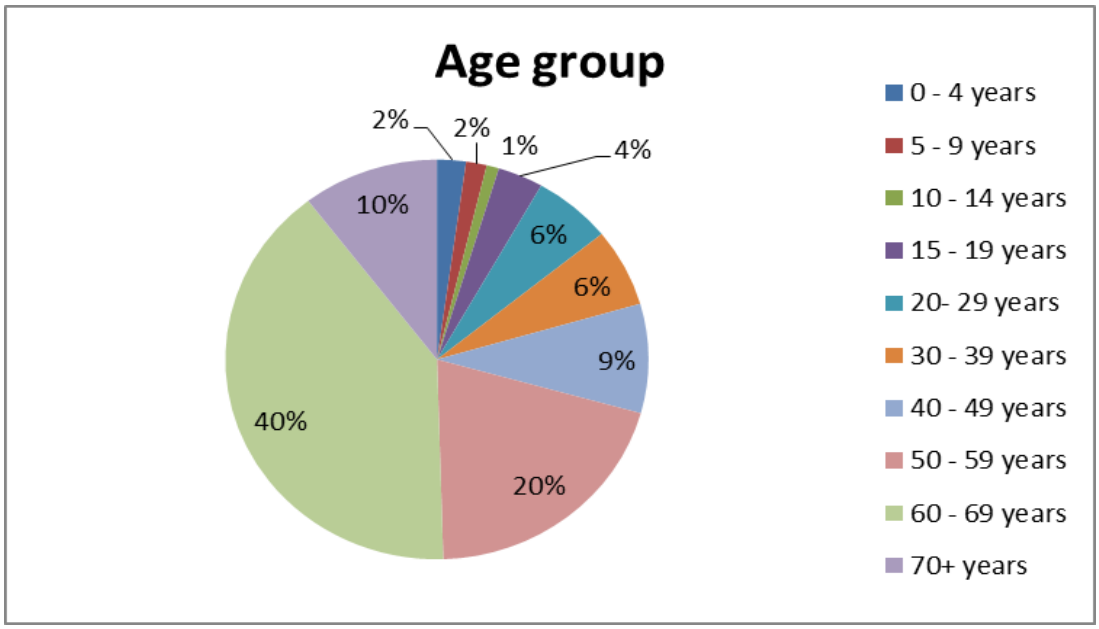


Open Cambridge is a local event and the vast majority, 86%, of attendees travelled less than 20 miles to attend the events. The percentage of those who travelled 20-50 miles fell by 6 percent from last year's figures.

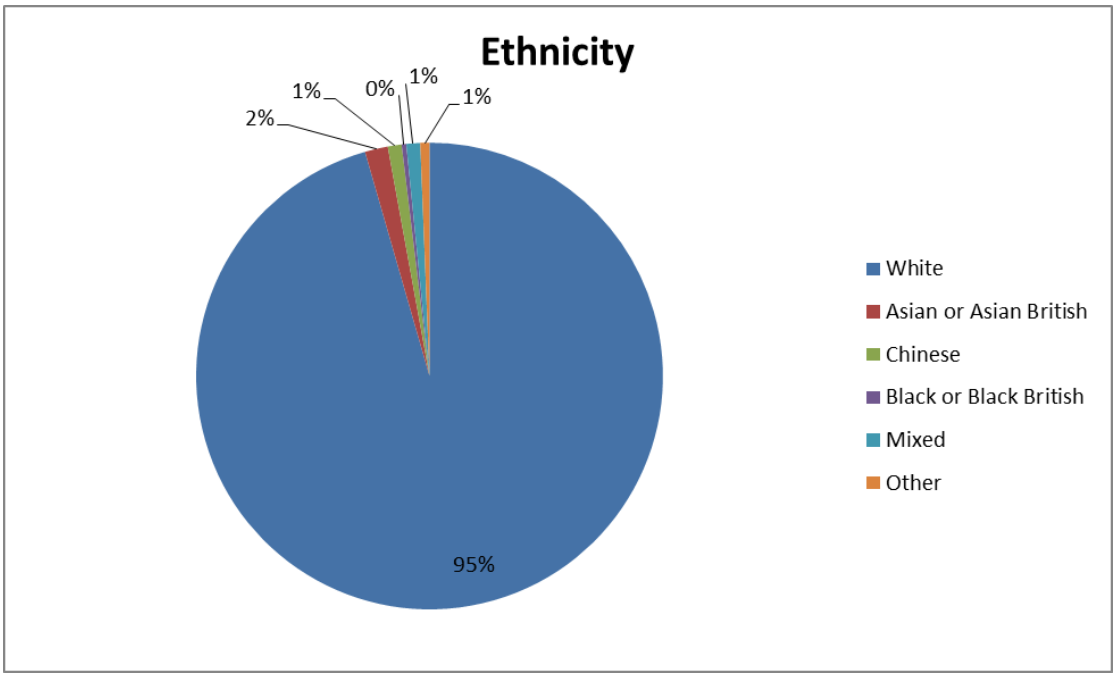
Breakdown of participants by gender, age and ethnic origin



The gender divide was up slightly from 2010, where females made up 59 percent of attendees. Interpretations vary from the idea that females are more likely to attend the events or that they are more inclined to fill out evaluation forms.

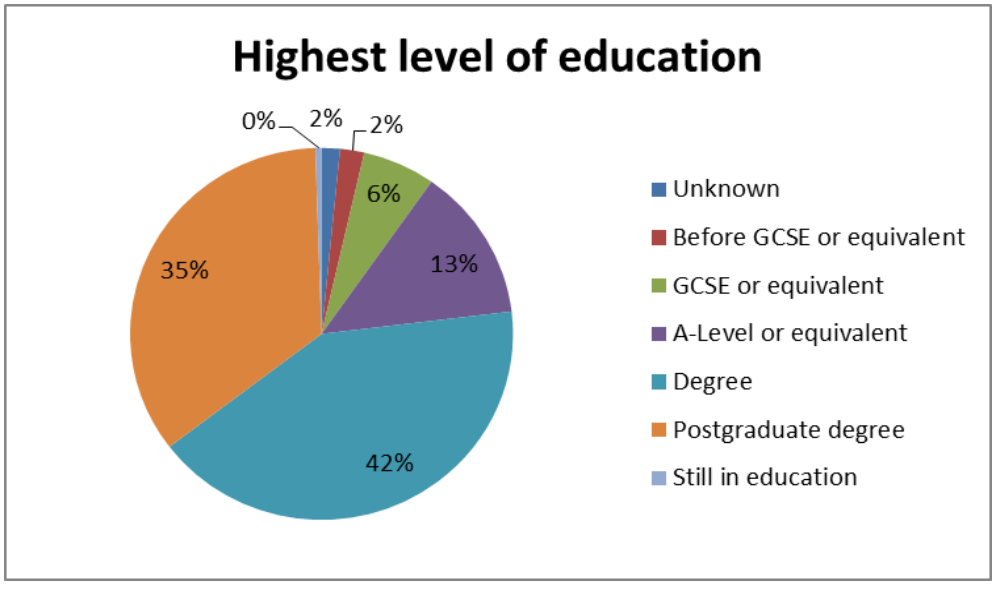


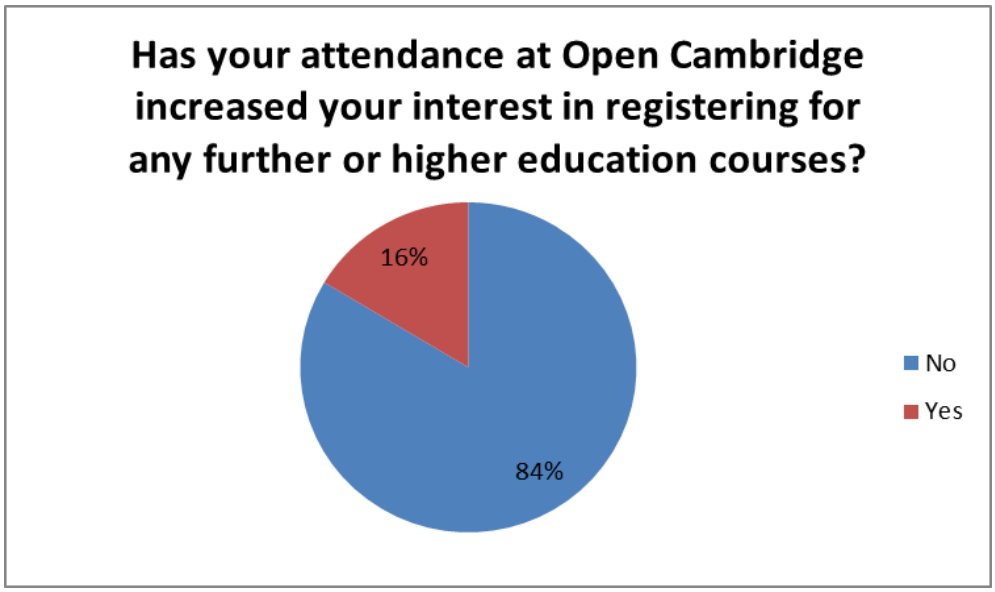
Age breakdown of attendees is broadly similar to Open Cambridge 2010, where 64 percent of attendees were aged over 50, compared to 70 percent this year. This is despite efforts to attract a younger audience. The percentage of 15 to 19 year olds attending the events has doubled from 2010, however, which could be due to efforts to attract them to the events. Due to the nature of this event with a focus on history and heritage which tends to appeal to an older audience, we do to some extent expect these results but will put plans in place to attract younger audiences in the future.

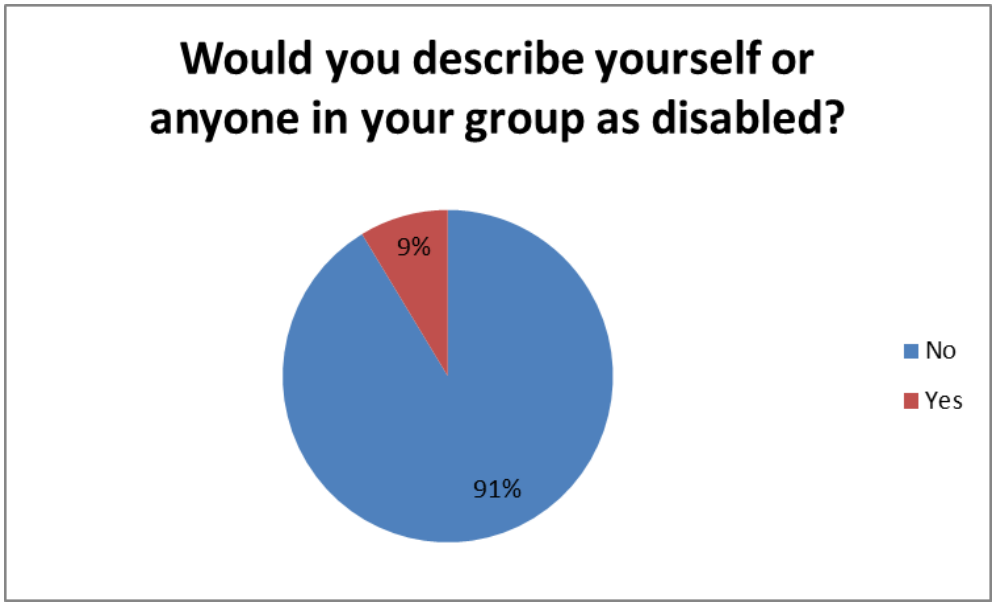


The proportion of attendees identifying themselves as White this year has increased to 95% from 89% in 2010. This, however, is broadly in line with Cambridge demographics, where according to the 2001 census, 91 percent of people identified themselves as White. We will, however, continue to focus our efforts on promoting and raising awareness about Open Cambridge in the future to increase diversity.

Further demographic criteria




Has your attendance at Open Cambridge increased your interest in registering for any further or higher education courses?
16%
84%
No
Yes


Would you describe yourself or anyone in your group as disabled?
9%
91%
No
Yes

Tour organiser evaluations

Full tour organiser comments are provided in Appendix 3.

Organiser evaluations were positive and most comments focused on how individual tour leaders might adapt their tours in the future, as well as the feedback they received from participants, suggestions for future tours and what they have gained from taking part in Open Cambridge.

Tour organiser comments

What worked well on the tour?	What didn't work so well? What would you change if you did it again? Were there any practical problems?	Please tell us any feedback given by the participants	Were you happy with the organisation of Open Cambridge? Could we do anything to improve it or is there any further support that we could give you?	Please include any suggestions for the organisation of Open Cambridge.	What do you feel that your institution has gained from taking part in Open Cambridge?
Being able to 'pitch' to all ages; the balance between 'guided' segments of the tour and free wandering in the library.	The usual issues of space when so many people are in the library at once (i.e. the drop-in visits, not the tours), other than that a lack of disabled access. No problems.	Very positive reviews of the tour guides, and lots of interest in the library itself.	Some small niggles with the online booking process, but otherwise very good.		Enhanced positive relationship with the wider Cambridge community, advertised our outreach and education programme.
It was a drop-in session - so people could stay as long as they wished.	The college admission charge - difficult for Porters to know who to charge and who not to.	Lots of positive feedback.	Yes, very happy. Useful having evaluation forms already printed out for us. No other support needed.		Good publicity for the Parker, and good to feel that we were improving the links between town and gown.
Meeting point for visitors in museum space before being taken up to main library.	Allocating last 2 tours too close together. Gaps between tours allowed more flexibility.	Generally positive. Had one family who had 4 tickets but only came up as 2 on my booking list. Apparently the system kicked them out.	Yes. Good booking system to lighten the load on individual departments and good info on website and booklets.		More public awareness of what we do and that we exist and are part of the University!
The Friday tours coincided with the annual clean of our Hepworth sculpture, which allowed visitors to ask questions about the conservation side of the Collection.	We had very few children attend the Family Afternoon. In previous years, this has proven to be very popular so I had hired some artists to run the workshops. Unfortunately, I think, as we have done a fair amount of family workshops this year already, our potential	Everybody who attended seemed to enjoy the activities. One couple offered to write to the Art Fund on our behalf to say that they should be funding us!	The support from the Open Cambridge team was brilliant - thanks!		We are currently without a full-time Curator so taking part in Open Cambridge has allowed us to continue a level of outreach with very little organisation. The additional promotion offered by the event is always welcome!

	audience was stretched. Perhaps we also need to be more specific when advertising this element of the day?				
Better signage this year attracted some visitors who had not booked.	It was a great success. Due to the increased numbers I will need to have an extra member of staff to oversee visitors to parlour as this can only allow about 12 - 15 visitors at a time.	From an individual attraction point of view - highly complimentary. From an organisational point of view - much grumbling that so many attractions were fully booked so quickly.	Yes, one thing though - could the website be tinkered to allow remote access to monitor visitor take up in advance? (We had to telephone to find out.)	You may be becoming victims of your own success!! Would you be able to extend it to a "long weekend" to accommodate more visitors?	An increased awareness, and appreciation of, how the mayoralty fits in with city civic life. Most of my visitors were local and were genuinely appreciative of the opportunity to visit their local seat of government.
Moving the group around occasionally, rather than staying in one place. The special viewing of rare books was popular.	Only 5 out of 10 booked people attended. I would put some signage re: the tour on the department entrance. I didn't as I hadn't asked them to meet me there but they went there anyway! An unforeseen problem with another event in our building meant that my attendees went there, but they were fine about it.	They just thanked me for an interesting tour! They said they hadn't read the 'venue details' section on the online booking page so weren't sure where to meet and went to the department entrance instead of the whale skeleton.	Yes, quite happy. But maybe the special instructions re: where to meet etc. that I'd provided on the online booking form could be printed onto attendee's tickets too? I really like the new website - but one of the photos attached to my event - was it of my library? (sculpture with glasses on!)		They are more aware of the value and importance of our rare books and buildings because members of the public have been willing to attend a tour.
Using a student to assist the tour and provide a student's perspective on College life.	No problems.	Most seemed to be very pleased with the tour.	Everything ran smoothly with very good communication. Thank you!	Same again next year please.	Excellent PR especially with local residents who may be disturbed by May Balls etc..

Having points where people could sit down for a few minutes.	Doing two hour-long tours back-to-back was hard work! On the 2nd tour one person had booked a total of 9 places, and did not turn up.	Seemed very positive. Many said they would fill out feedback forms online.	The brochure and website were very professional. It seemed odd that the week before, we knew we were fully booked, and so we felt we couldn't advertise our event anymore!	Possibly, more drop-in events not requiring booking.	We were able to promote our public activities. Wider appreciation of our library and historic buildings.
Participants seemed to enjoy it. Time to chat with individuals before starting was useful.	No - might extend time by 15 minutes though. Few late 'extras'. Not a problem but could be in some visits I suppose. I was happy to say yes.	The feedback was all positive. Quite a few questions afterwards. Several CU members amongst the participants.	My only criticism as a first-time participant was that not enough information reached me at an early stage about the preparative procedures -- risk assessments, tour descriptions etc. It would be useful to have a clearer idea of what needs to be done and by when.		A fuller understanding and appreciation of the formal and ceremonial aspects of the University.
Went smoothly. Attendees enjoyed it.			Excellent in all aspects (especially organising the insurance).		Good publicity for an unknown bit of Cambridge.
People enjoyed seeing the house, the garden and outbuildings. They appreciated the stories and information given by the guides, plus visiting a living Buddhist community. We have a good system for the tours and provide refreshments. So afterwards visitors	We frequently hit the maximum practical size for a tour. We need to anticipate the possibility of the event being even more popular and how we would manage this. We need to consider how we manage bicycle parking: at one time we had 10+ bikes parked ad hoc in the front garden.	People were very positive and grateful for a chance to visit this property: 'the best experience I've had in Cambridge for several years' was one lady's comment.	Yes.		A much greater amount of publicity that has increased the popularity of our event.

can relax and enjoy our garden with a cup of tea and cake.					
Had more archive material this year which people appreciated through dispersed the second group slightly.	Generally worked fine though can be slow going moving people through the smaller spaces.	Very positive generally. Some would like to have seen Georgian House as well which would need more time.	Yes, though some people reported difficulties in booking via phone and web.		Opening up our building to public awareness and appreciation. Some say they have waited 30 years to visit.
The people attending were a good match for the tour we were offering, so publicity was accurate and the tour met and even exceeded expectations. This very interesting building was enhanced with a visual display and visual aids used on the day, as well as an accompanying talk on the history (esp. local).	No practical problems. Although both fully booked, many people didn't show up on the day, which is a shame for those who couldn't book and would have come.	Participants were very interested and appreciative; pleasantly surprised by the building, its history and the information available. Some had a specific interest in dance. One had a relative who worked at the venue in the '20s. A number mentioned how quickly tours booked up and became unavailable.	The description in the brochure, bookings information and feedback forms, all seem to have worked well. I just wonder if there could be a way for people to cancel if they realise they can't make a tour/offer this to others.		A closer connection with the community and general public, as well as with the history of the area.
A great deal of interest in the general workings of the library. Awareness raised about the library service review - lots of comments and questions about self-service and the future of	Large groups on Saturday had to be split in two but this was not a big problem.	Shorter tours were welcomed as participants felt they could attend more Open Cambridge events.	Very well organised with a clear structure of what needed doing when. Excellent communication from the Outreach Officers.		Increased awareness about how the library works, what the library offers and how this may change in the future.

Cambridgeshire libraries.					
Appreciated the tip of having hand-outs, which seemed to get them interested straight away.	No problems.	Just all very positive, they all left smiling!	Having OC organise the bookings was a real boon, and seemed to go well. Was disappointed with the photographs used to advertise the event, neither of which actually showed the Library. I did send a couple as requested, but they were not used.		I think people just feel happy to be able to see something that is usually hidden from them, and perhaps we take for granted…which is pretty much the idea behind the event really. I would like to think that there are now a few more people out there saying good things about our place of work.
The visitors really enjoyed seeing all the new technology and the different ways we sort the waste.	There didn't seem to be any problems apart from one or two people caught buses to the site and had to wait in reception for some time.	As far as I could tell the feedback was positive and people were happy with the visit.	Everything was very well organised.		Hopefully because more people have seen what we do it may encourage them to recycle more and also arrange more visits to our site with other organisations.
Everything went well and it was a good experience all round	Some of those that booked didn't turn up but some people turned up on the off chance of a place – we easily accommodated these as we always have a policy of not turning people away!	We produced our own feedback form which we invited participants to complete – all those that completed the form were highly appreciative	Everything appeared to work well and we had good communications with Open Cambridge		It certainly helped to increase our profile – many commented that although they were local people they had not previously visited. They saw the cemetery in a new light as the tours we conducted gave the visitor a meaningful experience.

People liked the atlases, Johnson's Dictionary the Boethius Consolation of Philosophy manuscript - and the hand-outs were popular.	No practical problems.	People seemed to enjoy it a lot. Many people said they had always wanted to see inside Trinity Hall/The Old Library. One man made a return visit from last year's Open Cambridge visit. Another person said "we must remember this for next year!"	Yes - the support was excellent and the organisation went very well.	The brochure this year was a great improvement - the was no confusion about whether people had to pre-book or not, thanks!	People seem to love Trinity Hall when they visit - this creates a lot of good will towards the College.
I think visitors appreciated being able to drop in and out of the Library when they wanted. A lot of visitors commented that they had not been able to get on any of the bookable tours this year because they were full. The current exhibition was much appreciated because it had a popular and a local theme.	We had a visit from two school classes on Friday. The school phoned us 30 minutes before they wanted to visit and would not accept the offer of coming another day when staff could pay them attention. We were concerned about child protection issues because we had had a lot of visitors in the morning and if the visitor numbers were the same there would not have been room for groups as well. In the end it all worked out fine. We were not as busy in the afternoon. The school came and we gave them a tour. In future we are keen for school groups to visit us but not on Open Cambridge days. We will probably put	Some participants wanted the exhibition to be open for longer.	Yes, the organisation of Open Cambridge is excellent. If the Library was to open for longer as suggested by visitor feedback then we would need help to staff it. If there was a team of Open Cambridge volunteers perhaps they could help alongside Library Staff.		We have strengthened our connection with the Cambridge public. It has been an opportunity to raise awareness of our collections and give something back to the local area. Staff involved were thoroughly inspired by the experience. We have been particularly pleased with the media publicity that the Office of External Affairs and Communications has set up for our exhibition in connection with Open Cambridge.

	something in our listings next year that says that groups need to pre-book to visit the library.				
Not having a large group to show round.	No practical problems, it is sometimes difficult to end the tour on time, if people have a lot of questions. This is not a problem for the last tour of the day but can be for the first tour, or if the tour has started late.	From our point of view most people were very surprised at how large the College garden is. The majority of people who took part in the tour seemed to enjoy it.	Yes, no and no.	To perhaps have a bigger time gap between different venues tour start times. Some people were having to leave early or arriving late because of timing. Perhaps there should be guidance notes in your booklet advising people to allow then selves time to get to their next tour.	
For us, having the booking clearly go through you was great, and it must have been very clear to the public as well	I had trouble initially creating an event online – but it was the first time I'd done it so no surprises there!	The evening went really well, and it was a very special atmosphere. Attendees commented on how nice it was to spend	Help with booking the event on raven system, but otherwise very happy.	None.	Really good to way to open up the organisation to new audiences.

as no-one tried to book through us. Communication was good, and having the signage send through for the night was also very handy.		time in Kettle's Yard outside of the normal opening, and the experience of being in the house as it gets dark, feeling close to Jim and Helen, imaging how they would have spent their evenings.			
Handling the booking ourselves meant we had clear communication with those attending and were able to create a stand-by list for those wanting to attend the event. The public enjoyed the combination of a talk followed by the opportunity to tour the Museum.	As the event included two venues, some visitors were confused as to where the talk was being held.	Much of the feedback related to the quality of the speakers and the informative nature of the talk. People also enjoyed the opportunity to see the Museum after.	The organisation and support from the Open Cambridge team was excellent and I cannot offer any suggestions for improvements.		The Folk Museum has certainly benefited through the good publicity that Open Cambridge is able to generate and by being able to reach out to members of the public who were previously unaware of the nature of the Museum and its work.
The registration sheets we received were helpful to know who was coming along.	The tickets had the wrong address on The booklet had the tour meeting point in the wrong location Too many people on each tour Tourist information /a public source of information was sending people to a second wrong address It would be helpful to have someone thing that specifically says open Cambridge and the event	People were unhappy about being sent to one address to then be sent elsewhere It was pointed out that during the tours due consideration was not given to the size and make-up of the tour group causing some people to be left out a little. For example one person had mobility issues and needed to sit down. If the tour guide took this into	I think the organisation was very good. Communication was great and support given when required. Following our feedback from participants perhaps a list of dos and don'ts for tour guides could be distributed to help those who are not professional tour Guides. However Professional Tour Guides could be used to help compile the handy hints list.	It was organised pretty well although obviously there were problems with people finding the correct location.	

	name. Perhaps space on the poster that we can stick stickers on with our event information or separate posters for us to put up for our event.	consideration then the group could gather near a bench whenever they stopped.			
Conversation with participants.	Next time, I will begin preparing the notices much sooner. The ones I printed the day before the tour turned out, when I looked at them in situ, to be too small, and unsatisfactory in other ways. I spent much time on the morning of the tour getting them right, and had still to make further alterations between tour 1 and tour 2.	They said the tour was interesting, and the forms I took in rated it good/very good.	Yes, that was fine – with just the one glitch of a phantom Friday tour that a couple of people got booked on. As it happened, the punters didn't turn up, but it was a tad disconcerting even so!		Preparing for the event helped increase my own knowledge of the library stock, and, in turn, gave a boost to preparations for the Alumni Weekend.
Keen interest in all our activities and as most delegates were local they were surprised to see what went on" behind the fence". The number of questions (some very searching) asked was very satisfying. It was also a pleasure to see the keen interest shown by the children.	The tours worked so well that I would follow the same, well proven, format on future occasions.	The round of applause at the end of the tour (!) and the comments made during the day was obviously very satisfying.	We were quite happy with the organisation.		Publicity. There is no such thing as bad publicity.

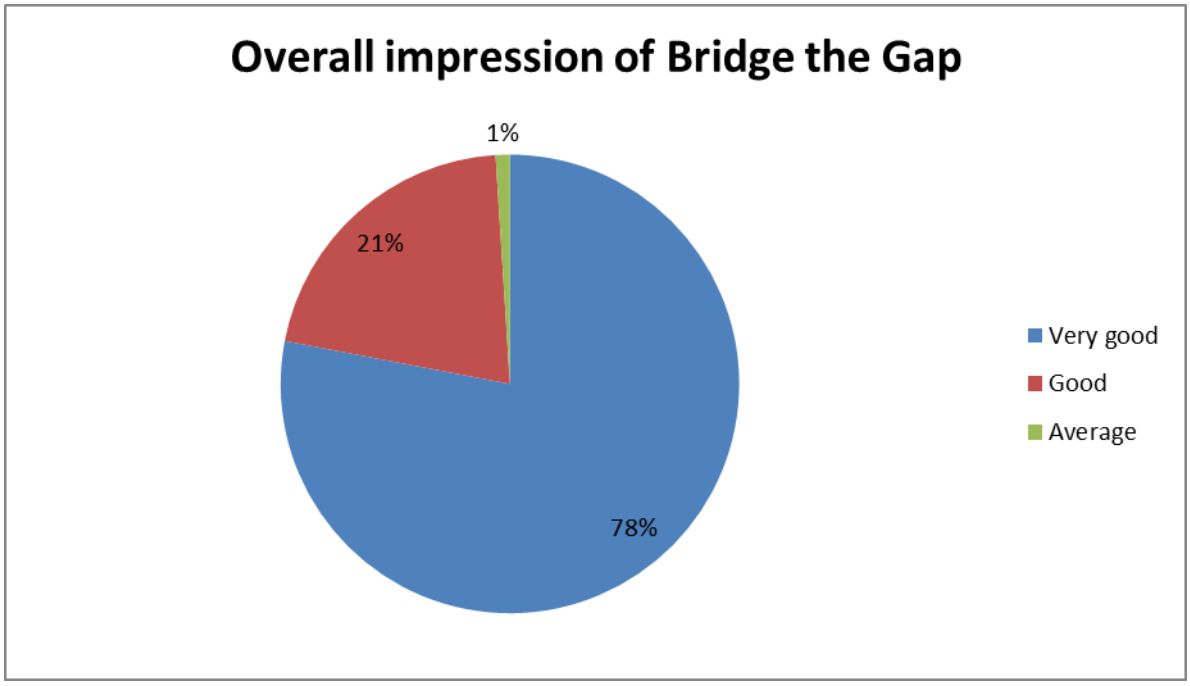
Tour organiser comments

Range of interests and of age.	Worked very well.	People were charmed by an area they didn't already know, or hadn't spent time exploring. Very few were aware that it was a haven for wild-life and learned a lot about how this aspect of the Cemetery was supported by the Friends of the Cemetery in addition to their work on the historical aspect and the importance of many of the graves.	Well organised. Thank you.		Well organised. Thank you.
All visitors appeared to enjoy both tours, the historical perspective and anecdotes and how the garden is maintained today.	On the Saturday tour, one visitor who doesn't drive was given a lift to Madingley by her elderly Mother who sat in the car and waited for her daughter.	Verbal feedback appeared positive and complimentary. Two people asked about conferences at Madingley Hall and some expressed interest in the Institute of Continuing Education and Madingley Hall Open Day on October 30th for the Festival of Ideas.	Open Cambridge is well organised and the arrangements all worked well. While it is isn't a problem, the non-attendance rate was a little high, 7 out of 23 on the Friday and 6 out of 25 on the Saturday. Given the tours were fully booked in advance, this meant others who would have liked to attend, could potentially have done so, rather than be disappointed.	It would be nice to have an inset map of Madingley Hall (and Girton etc.) within the main map in the Open Cambridge programme. Also, the online map within the event booking system pointed to the wrong address.	Increased profile for the Institute and Madingley Hall and the role it plays within the University.

Appendix 4

Bridge the Gap charity walk evaluation

We changed the feedback system from last year, as the nature of the event makes it difficult to distribute and collect paper forms. Instead, we instituted an online evaluation system, similar to the one used to evaluate Open Cambridge. This enabled us to quickly gather both qualitative and quantitative information. We had 100 online evaluations completed.



Did the walk meet your expectations? What did you like about it and what didn't work so well?

Summary of comments:

Liked:

- Met and exceeded expectations
- Visited places otherwise wouldn't have seen
- Great opportunity to learn more about Cambridge
- Enjoyed refreshment stands at the end
- Enthusiastic volunteers and knowledgeable guides

Could be improved:

- More information on Colleges would be appreciated, through more Blue Badge guides or a series of leaflets
- Start over narrow bridge difficult with long queues; suggestion of staggered starts
- More rest points, refreshments and toilet stops
- Less linear path to allow more time for people to explore the Colleges at their leisure

Why did you come on the walk?

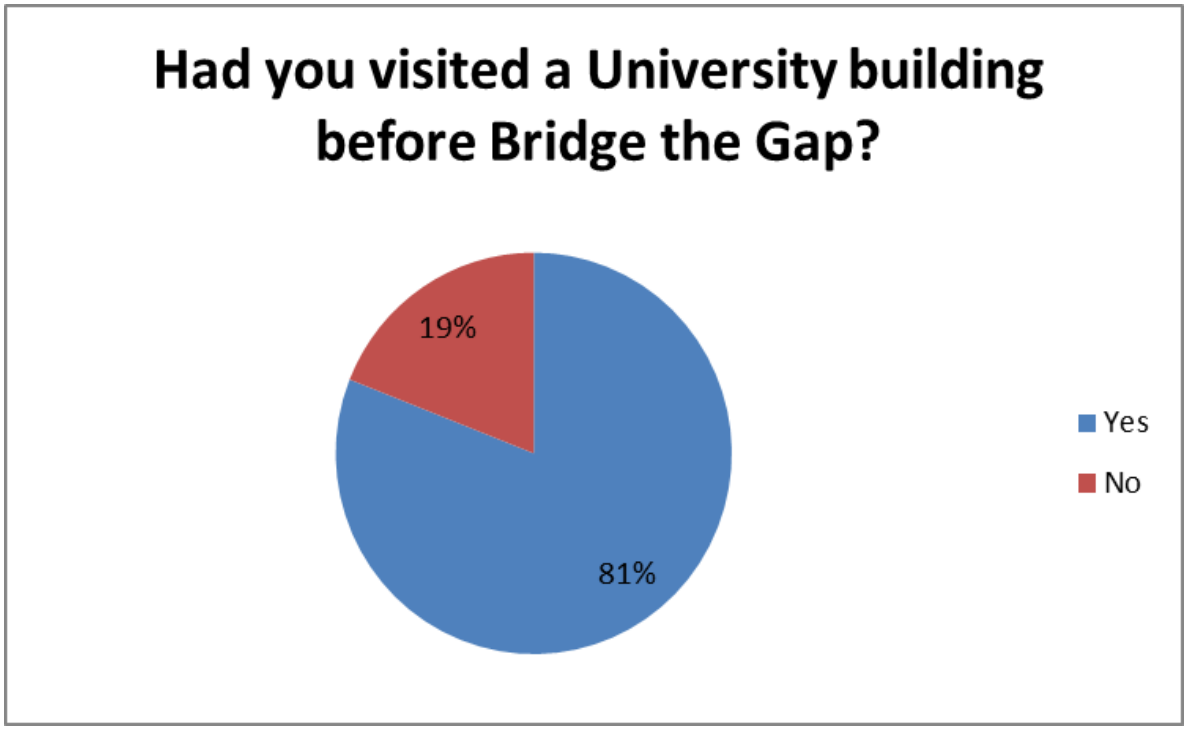
Summary of comments:

- To see the Colleges and areas of Cambridge otherwise inaccessible to the general public
- In memory of loved ones who received care from Arthur Rank Hospice Charity
- To raise support for Arthur Rank Hospice Charity
- To enjoy the walk
- To enjoy a day with family and friends
- To raise support for charity

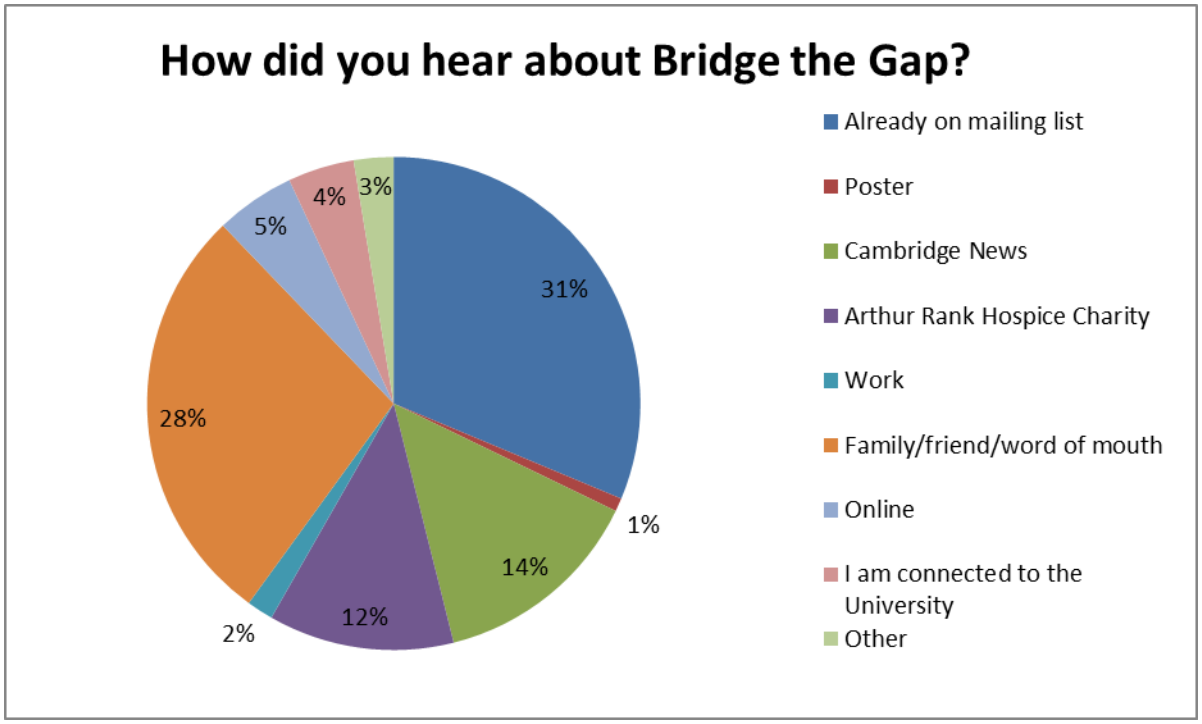
Suggestions of buildings you would like to visit through the walk next year:

Summary of comments:

- Trinity College
- King's College
- St John's College
- Botanic Gardens
- Clare College Fellows Garden
- Scott Polar Research Institute
- Queen's College

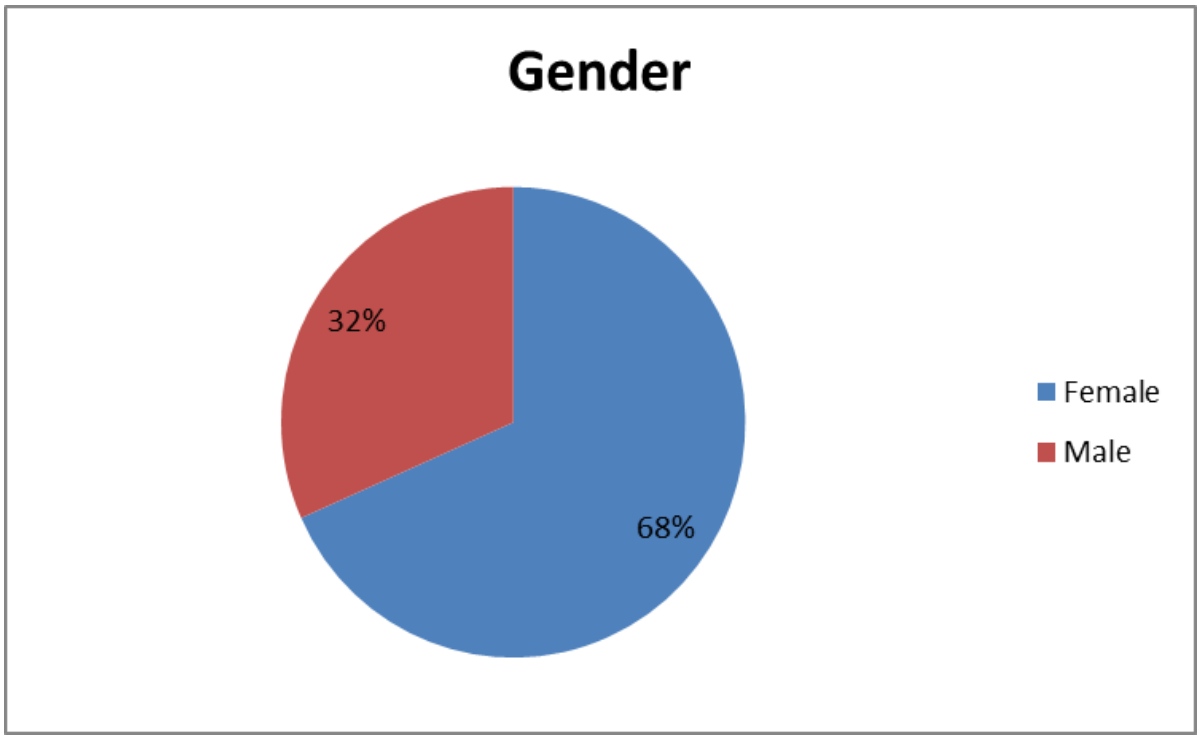


These results suggest that nearly a fifth of participants are coming to the event with no previous visit to a University or College building.

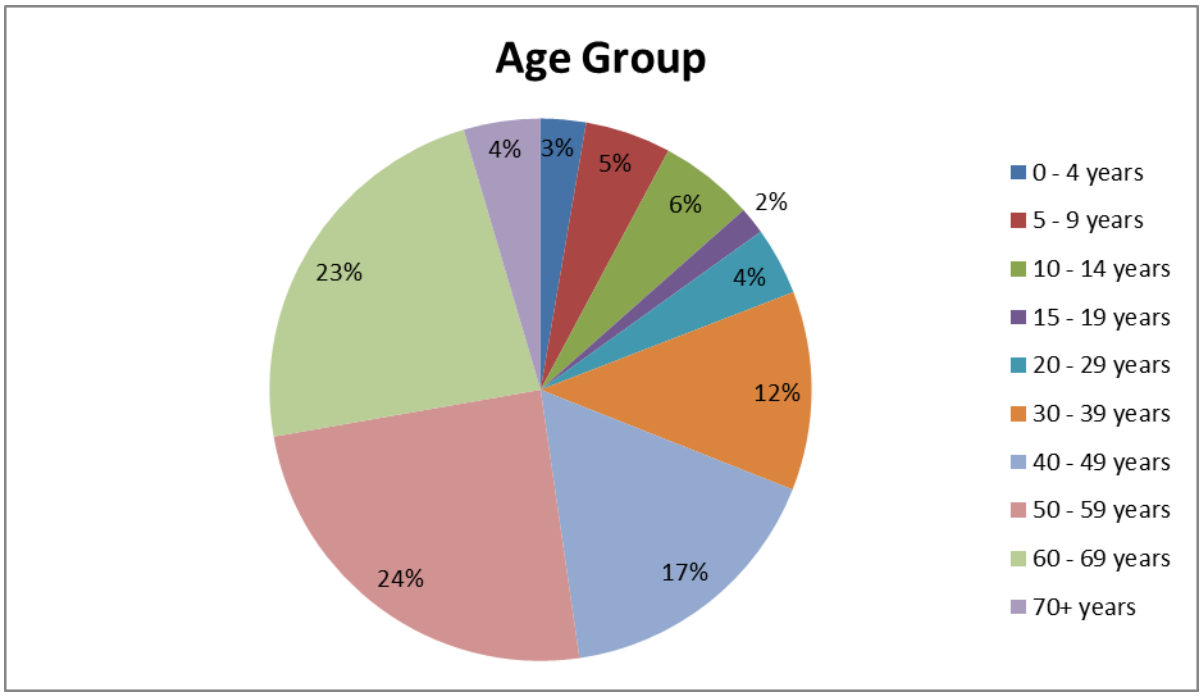


It seems that we are reaching our target audience: the non University related general public, who account for 96% percent of walkers. Fully 85 percent of participants heard about the event through one of four sources: the mailing list, Cambridge News, Arthur Rank Hospice Charity and family/friends/word of mouth.

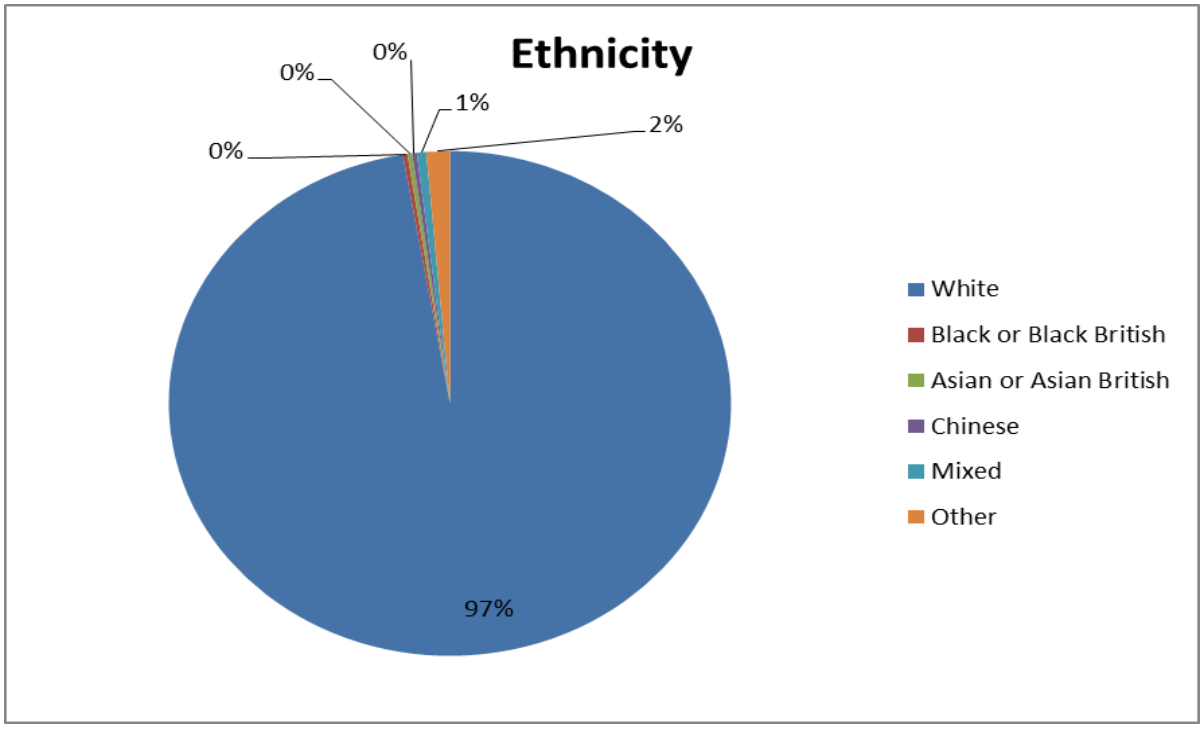
Breakdown of participants by gender, age and ethnicity



Our statistics show that over two thirds, 68 percent, of the participants are female. This could be either because females are more inclined to take part in this kind of event, or are more likely to complete the online evaluation.

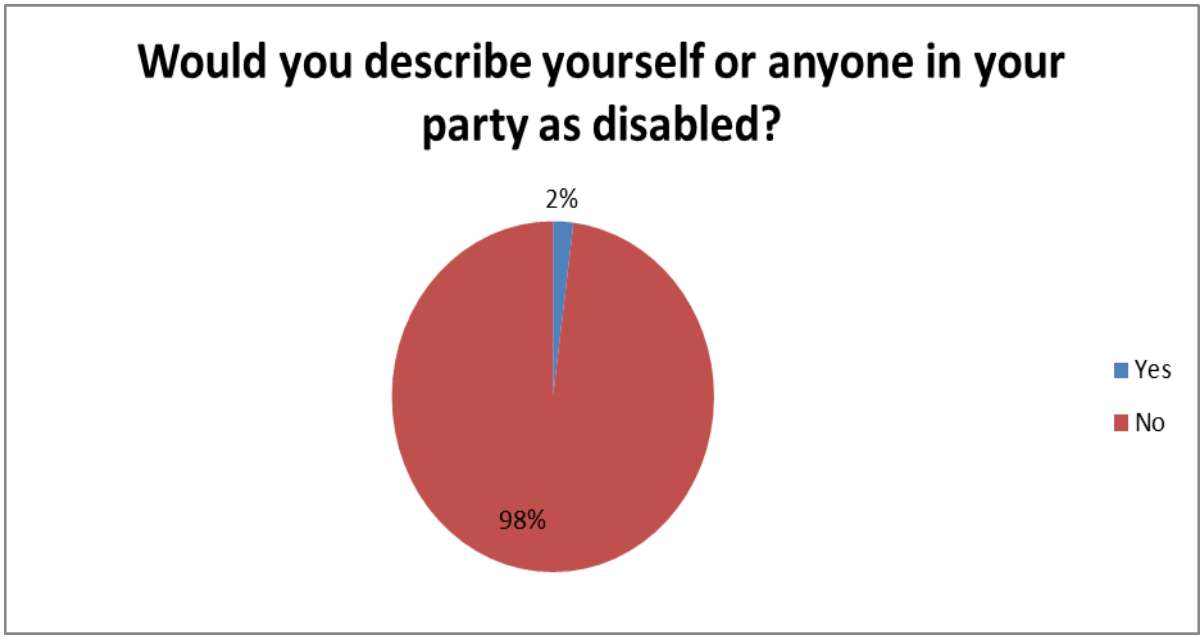


These figures suggest that the average participant in Bridge the Gap is younger than that of the events of Open Cambridge, with 49 percent of participants being under the age of 50. This is possibly due to the active nature of the event.



97 percent of participants this year described themselves as White. We plan to engage in focused promotion of the event to increase diversity. It reflects a small increase in diverse participation from the 2010 walk.

Further demographic criteria



This information suggests that the accessibility of Bridge the Gap for people with disabilities should be more strongly promoted in the future, as provision is made for a level access route throughout the whole walk.