

# Festival of Nature 2015

## Evaluation Report

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Bristol Natural History Consortium (BNHC)



The Festival of Nature is an initiative of Bristol Natural History Consortium: a collaboration between Avon Wildlife Trust, BBC Natural History Unit, Bristol City Council, Bristol Zoo Gardens, Defra, Environment Agency, National Trust, Natural England, RSPB, University of Bristol, University of the West of England, Wildfowl and Wetlands Trust and Wildscreen. Registered Charity: 1123432

# 1 Programme Overview

In recent years the Festival has expanded, building a summer long programme of activity around the well-established city centre event held on Bristol Harbourside in June. In 2015 programme ran from May to October including 5 key elements.

1. **Bristol BioBlitz:** The annual Bristol BioBlitz is a 30 hour race against time to find and record as many different species of wildlife as possible in one of the city's urban green spaces. The event invites school groups and families to join volunteers and expert naturalists collecting biological recording data for local and national environmental knowledge hubs.
2. **Bristol:** The annual Festival of Nature city centre event on Bristol Harbourside is the centrepiece of the Festival programme, inviting 15,000 members of the public to celebrate the natural world with over 100 organisations delivering activities over a summer weekend.
3. **Schools:** Each year we invite over 1,000 local school children to a sneak preview of the festival with a selection of exhibitors laying on special educational activities on the Friday before the Bristol Festival weekend.
4. **Bath:** Now in its second year, the Bath Festival of Nature event brings a selection of the Bristol content to the historic city of Bath for a more relaxed one day celebration of the natural world.
5. **Outreach:** For the last 3 years the festival has included a programme of small local events delivered throughout Bristol's parks and Sites of Nature Conservation Interest, working with local community groups to take activities to areas of the city not reached by the big city centre events.

## 2 Headline Summary

### 2.1 Audience

- The Festival of Nature 2015 engaged an estimated 21,500 participants across a programme of 18 events
- The primary audience is families with young children and 'interested adults' with a notable bias towards women across pre-retirement age groups
- BME groups represented around 15% of the audience in 2015, a 6% increase compared to 2014

### 2.2 Content

- Content quality is highly valued by attendees as is the general atmosphere, festival marketplace and live music programme. Live animals are also popular with reservations about animal welfare from some visitors.
- Approximately 14% of respondents noted that they would like to see more activities for adults, and 8% noted that they would like to see more activities for teenagers and older children
- There is some demand for better accessibility with larger tents to accommodate the crowds

### 2.3 Learning

- 15,120 visitors (72%) claim to have been inspired by the Festival to make a change for nature with spending more time outdoors and creating wildlife habitats at home being the most popular intended actions
- 15% of visitors identify as having little prior knowledge of nature and environmental issues and 84% of visitors identify as having learned a great deal at the Festival

### 2.4 Environment

- The three flagship events (Bristol, Bath and BioBlitz) produced a combined greenhouse gas footprint of 55.4 Ton CO<sub>2</sub>e emissions, an unexpected 45% drop since 2011 raising some questions for further enquiry
- 50,000 litres of tap water were saved by filling marquee weights directly from the harbour

### 2.5 Marketing

- Approximately 51 pieces of press coverage were generated for the Festival of Nature 2015 programme, a 218% increase on the 16 pieces of coverage in 2014
- Online engagement increased dramatically from last year through strategic social media marketing including over 1000% increase in Twitter engagements and 31% increase in Facebook engagements

### 3 Audience Profile

#### 3.1 Attendance

The Festival of Nature 2015 engaged an estimated 21,500 participants across a programme of 18 events including:

- Flagship city centre festivals in Bristol and Bath
- A flagship BioBlitz event at Oldbury Court
- A programme of outreach events in green spaces across the city

Date	Event	Attendance
May - Oct	Outreach events x15	2525
15.05.15	Bristol BioBlitz Schools	300
16.05.15	Bristol BioBlitz	600
12.06.15	Bristol FON Schools	700
13.06.15	Bristol Festival of Nature (Sat)	8090
14.06.16	Bristol Festival of Nature (Sun)	6504
24.06.15	Bath Fringe Talks event at BRLSI	31
27.06.15	Bath Festival of Nature	2744
<b>TOTAL</b>		<b>21494</b>

#### 3.2 Notes on data collection and sampling

Audience data was collected via a two page visitor survey distributed at events by volunteers. 258 completed surveys were received from the three flagship events (Bristol, Bath and BioBlitz) giving a 1% sample of the estimated audience. Data was then digitised and analysed by BNHC staff. Where visitors were able to provide more than one answer or comment to multiple choice questions or open commentary, the data are presented in terms of Relative Frequency (%). i.e. the percentage of visitors who gave that answer rather than the percentage of answers given.

For example: If Visitor 1 answers: “Social media and word of mouth”; and Visitor 2 answers: “Social media”

Relative frequency tells us that 100% of visitors have mentioned social media where a simple percentage tells us that 75% of the answers given mention social media.

#### 3.3 Geographic reach

The Bristol event in 2015 saw a dramatic increase in the geographic reach of the audience (based on postcodes) with only 23% of participants coming from the immediate city area compared to over 40% in 2014. Where only 32% of visitors came from more than 10 miles away from the event site, a 12% increase from 2014.

##### Bristol

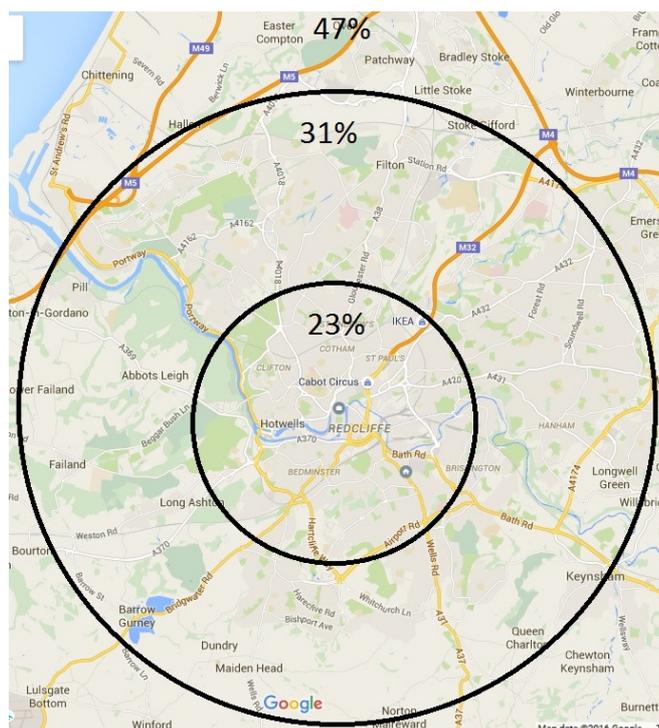
>2.5miles	23%
2.5-5miles	31%
5-10 miles	15%
10+ miles	32%

##### Bath

>2.5miles	28%
2.5-5miles	19%
5-10 miles	12%
10+ miles	42%

##### BioBlitz

>2.5miles	35%
2.5-5miles	15%
5-10 miles	15%
10+ miles	35%



### 3.4 Audience Demographics

#### 3.4.1 Age and Gender profile

The age and gender profile of visitors show that we are hitting similar audiences across the 3 larger events of programme: Bristol, Bath and BioBlitz. The peak in females and males aged 30-44, followed by females aged 45-59, is in line with the population of the Bristol region (36.7% female aged 25-49; 39.2% male aged 25-49). This distribution fits with our assumption that the main audience for the festival is parents of school age children, primarily mothers as we see a much higher female representation than male (average age of mothers in Bristol is 30). Bristol BioBlitz showed a more dramatic peak in females of parental age which is presumably due to the venue that included a destination play park. It is also worth noting that the audience is female dominated across most pre-retirement age groups.

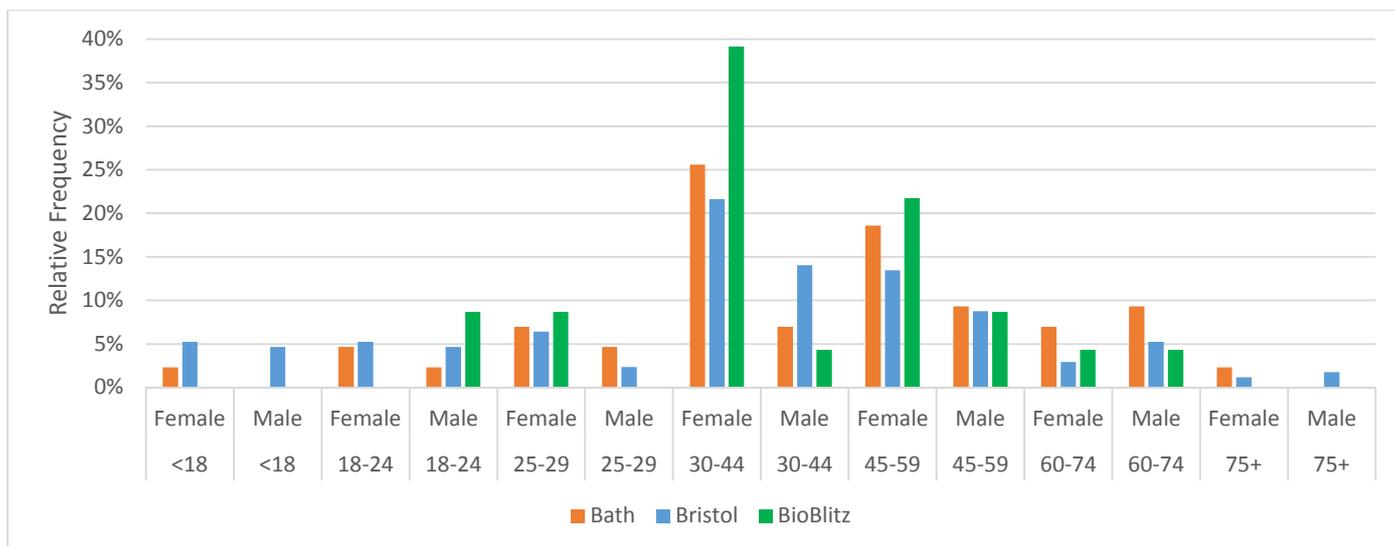


Figure 1: Age and gender profile of Festival event attendees for Bristol, Bath and BioBlitz events

#### 3.4.2 Ethnic profile

The majority of respondents at each event described themselves as White – British (over 70%); this was followed by White – Other (4.8% at BioBlitz; 10.7% at Bristol; 10.0% at Bath) and White – Irish (5% at Bristol; 10% at Bath). No other single ethnic group accounted for more than 5% of respondents though representation from BME groups (i.e. non-White British) across the programme was around 14%, which is an increase of around 6% from 2014. This brings us much closer to representing the cultural diversity of the city region as can be seen below in Figure 2.

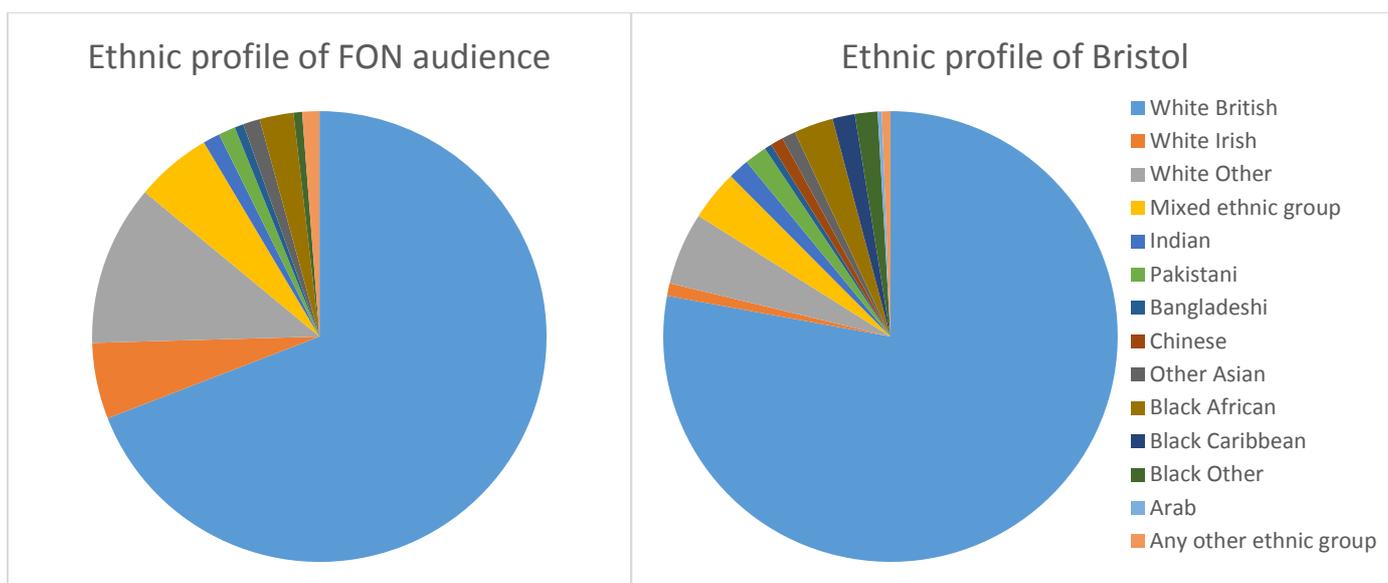


Figure 2: Ethnic profile of FON audience across Bristol, Bath and BioBlitz events as compared to ethnic profile of Bristol (Mills and Legg)

#### 3.4.3 Occupation profile

The majority of respondents across each event identified as Working full/ part time (Bristol 67%; Bath 65%; BioBlitz 71%). This was followed in both Bristol and BioBlitz by Education (Bristol 16%; BioBlitz 14%) and in Bath Retired (19%).

## 4 Content

### 4.1 Bristol

#### 4.1.1 Most enjoyable elements

When asked “Which part of the event did you enjoy the most and why?” the majority of respondents (63%) mentioned either a specific tent, the activities or the content in their responses. Many of these comments explicitly mentioned particular tents, the most popular being the BBC Tent (9% of respondents) and Bristol Zoo ‘Bugs’ Tent (8%) followed by the University of Bristol (7%) and Avon Wildlife Trust (3%). The marketplace also scored highly, mentioned by 18% of respondents; as well as the atmosphere and overall experience (9%) and inclusion of live animals (10%). It is worth noting that brand recognition may be a contributor to respondents ability to recall certain activities as much as the enjoyability of the activity itself.

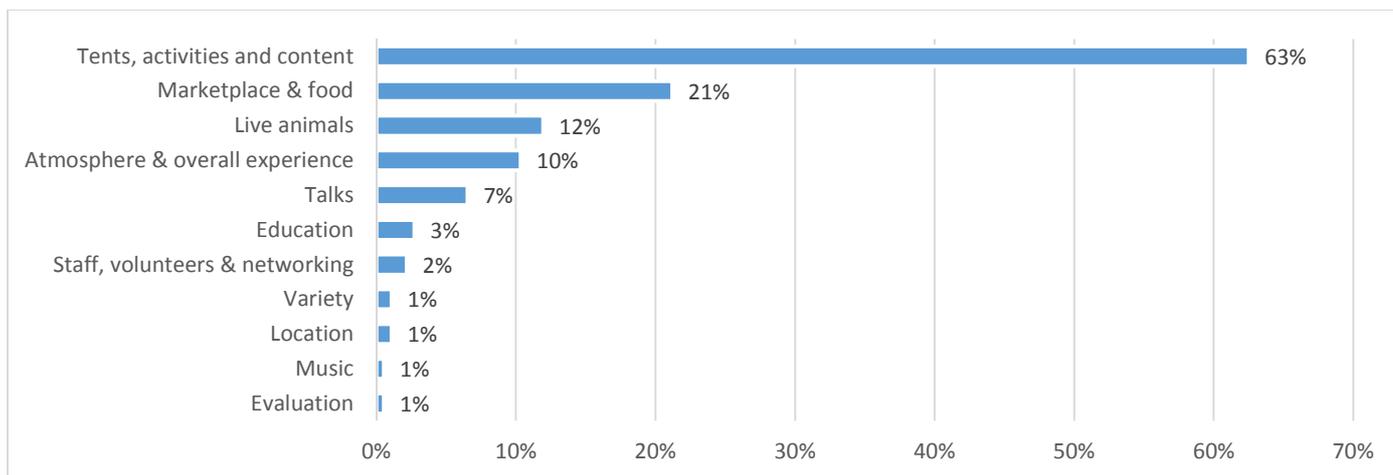


Figure 3: Relative frequency of categorised comments responding to the question "What did you enjoy most about the festival and why?"

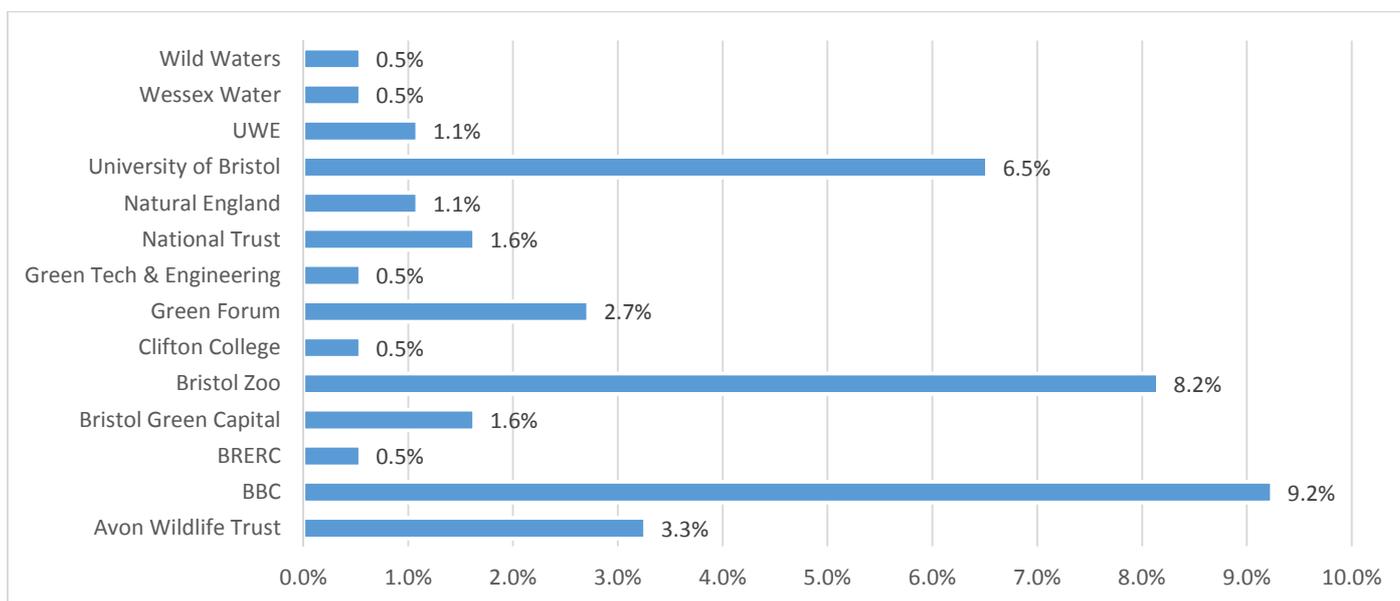


Figure 4: Relative frequency of elements specifically mentioned as 'most enjoyable' at Bristol event

#### Sample comments

*"I was really impressed with the whole event but particularly liked the 'In It For Good' tent and Natural England tent"*

*"Craft stalls, stalls on wildlife gardening, talk on wildlife gardening, venue, general atmosphere"*

*"Bugs tent- love the idea of audience participation esp. for wildlife"*

#### 4.1.2 Suggested Improvements

When asked 'How do you think that the event could be improved?' the majority of respondents (31%) mentioned the tents, activities or content in their comments. In particular, the Information tent was cited as the most in need of improvement (75%) followed by the main stage (25%). Tents, activities or content was also the majority response to Q1, which shows that the quality of content is highly important element to visitors. Some of the specific suggestions for greater coverage of content included activities relating to climate-change, politics or opportunities for visitors to 'make a difference'. Approximately 14% of respondents who commented on content noted that they would like to see more activities for adults, and 8% noted that they would like to see more activities for teenagers and older children.

The accessibility, space and size was also frequently (17%) suggested as something that could be improved about the event. Comments ranged from wanting a bigger festival (38%), to poor accessibility and that tents were too small and crowded (45%).

12% of respondents noted the marketplace, food and music as something they would like to see improved on. Other comments which scored highly included comments on the quality of facilities, cleaner toilets, more drinking water, more free cash points and more seating (8%); and better advertising and clarity of programme online and onsite (6%). 15% of respondents stated that they didn't want any improvement, or couldn't think of a way that the festival experience could be enhanced.

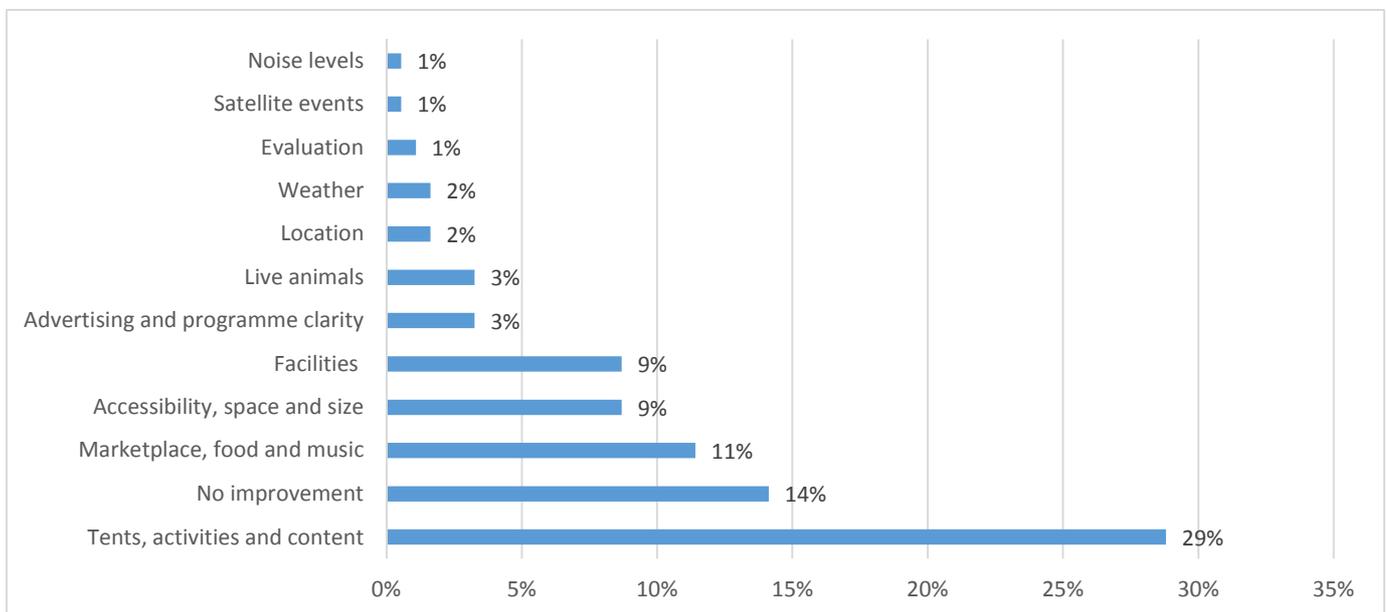


Figure 5: Relative frequency of elements mentioned as in need of improvement at Bristol event

#### Sample comments

*"Some live music, some bars for younger people, beer, pimm's"*

*"Payment, if we could pay by card it would be easier for visitors".*

*"Check some of content is family friendly i.e. monkey figure on large screen scared kids. Kid friendly talks, they might be taking place but not clear when or where. Tents can be overwhelmingly busy. A bit more about what I can do personally to help environment / nature."*

*"Programme didn't give times or locations about speaker"*

*"More activities - arts & crafts, bouncy castle, forest walk/obstacle course"*

*"Co-ordinate groups to avoid repetition"*

*"Put info tent in middle so everyone can see you."*

## 4.2 Bath

### 4.2.1 Most enjoyable elements

When asked “Which part of the event did you enjoy most and why?” the majority of respondents (61%) mentioned the activities and exhibits in their responses. Many of these comments mentioned specific activities, such as arts and crafts activities (30%) and walks (23%). The live music was also highly favoured with 14% of respondents referring to it as the thing they enjoyed the most. This was followed by the location of the festival (9%), the atmosphere (7%), the educational elements (7%), networking (5%), audience participation (2%) and staff and volunteers 2%.

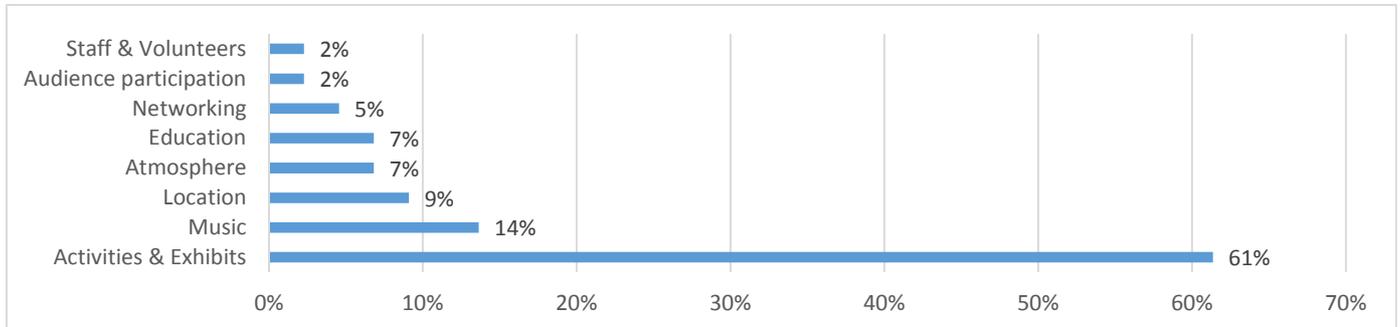


Figure 6: Relative frequency of elements mentioned as 'most enjoyable' at Bath event

### Sample comments

*“Interactive things to do and make with children. Friendly, informative staff/volunteers”*

*“Children’s activities, they were fun and engaging”*

*“Making the bats, best venue (music is a plus)”*

### 4.2.2 Suggested Improvements

When asked “How do you think that the event could be improved?” activities, content and variety were mentioned by 27% of respondents. A high percentage of comments related to the size of the festival (20%), with 88% of these comments suggesting that the size of the festival increases, either onsite or across the region.

Marketplace, food and music accounted for 16% of the overall comments. The remaining suggestions for the improvement of the festival included live animals (9%); better advertising both online and around the city (9%).

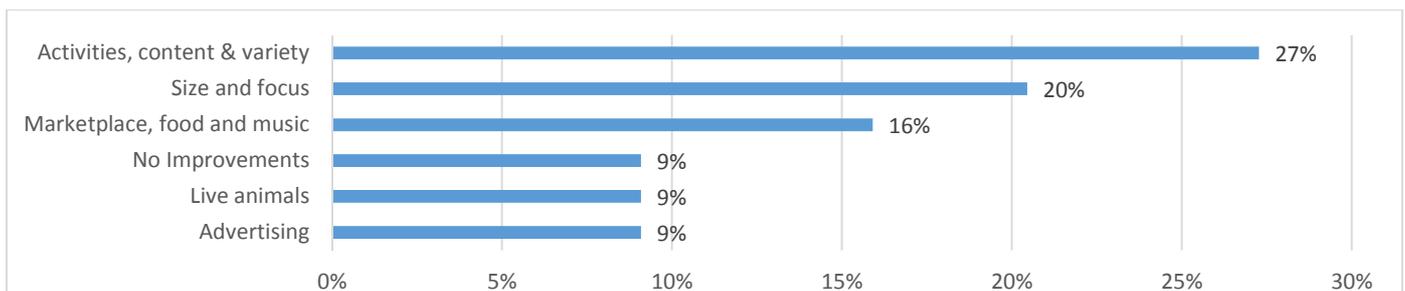


Figure 7: Relative frequency of elements mentioned as in need of improvement at Bath event

### Sample comments

*“Some children’s entertainment - storytelling etc, animals to look at”*

*“More activities for children e.g. face painting, crafts etc”*

*“Tent to find bugs & creepy crawlies, real at and handle.”*

*“More stands from other charities and the local council: what are they doing to help the local environment?”*

*“Could be spread into SW - Devon? Cornwall?”*

*“More publicity”*

### 4.3 BioBlitz

#### 4.3.1 Most enjoyable elements

The most frequently cited 'best' thing about BioBlitz was the educational elements of the event. 41% of respondents mentioned that learning about different forms of wildlife was most enjoyable, including Invertebrates (50%), Mammals (17%), Wildflowers (17%), Trees (8%) and Birds (8%). Also frequently mentioned were the Wildlife Walks (24%), including the Bat walk (25%), Wildflower walk (25%), and Butterfly walk (13%).

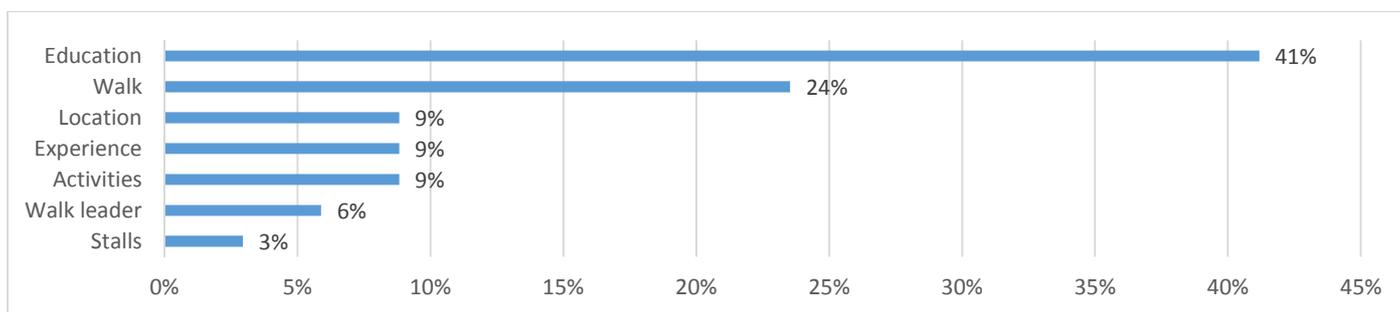


Figure : Relative frequency of elements mentioned as 'most enjoyable' at BioBlitz

#### Sample comments

*"Tremendous - excellent presenter, knew his stuff, friendly and pitched at exactly the right level. When's he doing another one (sorry I can't remember his name)"*

*"Seeing the insects/ plants. Playing in the river and mud."*

*"Flower ID walk -enjoyed tutorial and also our first experience of this park"*

*"Pollinators and moth traps. Quick and easy to do survey yet you learn/ see a lot about nature in very short time"*

#### 4.3.2 Suggested Improvements

Advertising, programme clarity, or directions to venue were most frequently mentioned improvements for BioBlitz (29%) whilst a large proportion (24%) of visitors suggested no need for improvement. Other responses included suggestions such as increased size and frequency (19%), inclusion of ID hand-outs (10%), Better engagement (5%), Get rid of online booking system (5%), Less live animals (5%) or More live animals (5%).

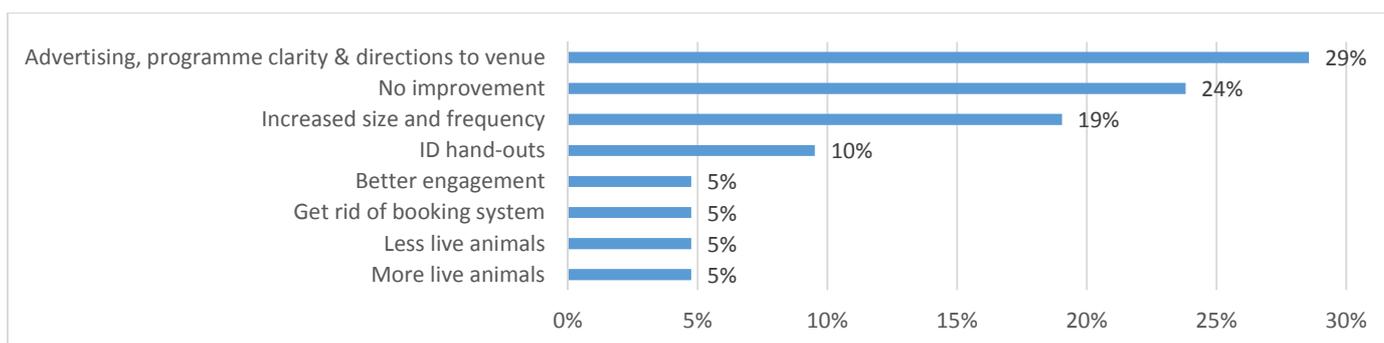


Figure 8: relative frequency of suggested improvements for BioBlitz event

#### Sample comments

*"A laminated A4 sheet with information about some of the common woodland flowers, maybe just 6 or 8, to try and absorb the information a bit more"*

*"No tickets as a lot of people I know could not get tickets but the events were empty"*

*"Clearer info on website about specific event"*

*"Timings of walks - didn't know how long they were/ if they overlap - have a reserve list!"*

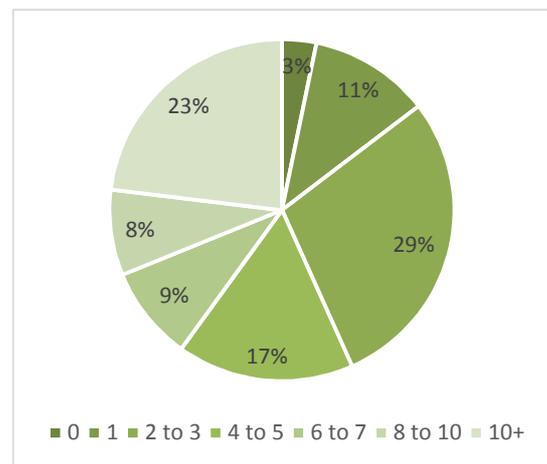
*"Bigger, more stalls, have them more often. Good that you came to this area"*

## 5 Learning Outcomes

### 5.1 Engagement and learning

As a proxy for existing level of engagement, attendees were asked “How many times a year would you say you visit a nature/environment/science centre, or nature events?”. From →Figure 9 we can see the wide range of responses with 40% of visitors regularly engaging in nature/science themed activities and 43% being reached three or less times per year, making the Festival of Nature a potentially very large proportion of their annual engagement.

→Figure 9: Visitor responses to the question “How many times a year would you say you visit a nature/environment/science centre, or nature events?”



Visitors were also asked three questions as self-assessment indicators of existing knowledge, changes in attitude and learning from the event. The majority of respondents (64%) indicated a reasonable level of existing knowledge, however a vast majority (84%) also indicated having learned a great deal from the event indicating strong educational content at a high level as well as entry level. With one exception, all visitors who indicated learning little from the event also indicated reasonable or high levels of existing knowledge. The question on attitude towards nature and environmental issues shows a very regular distribution with 38% neither agreeing nor disagreeing with the statement, most likely indicating that the question was not entirely understood by the audience and should be reworded.

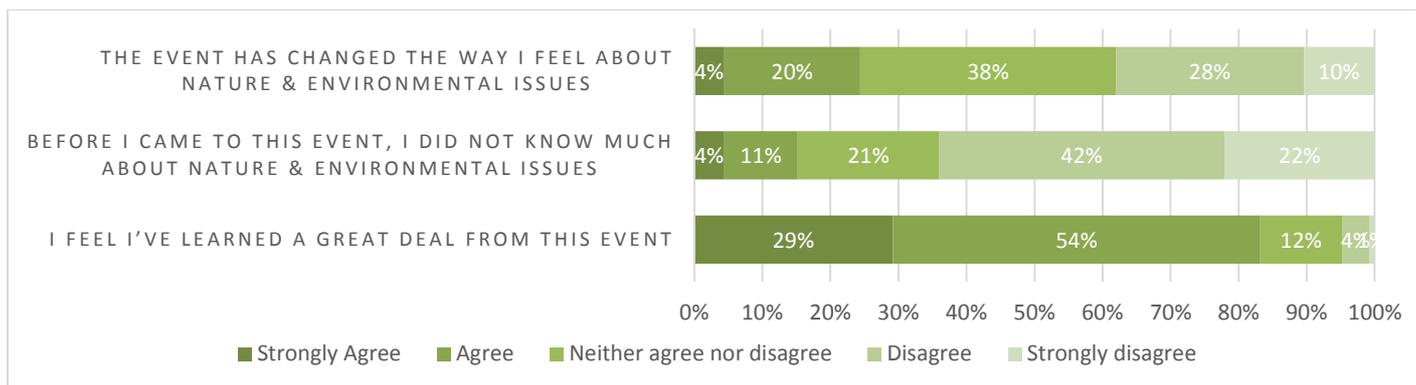


Figure 10: Relative frequency of responses to engagement questions

### 5.2 Intended actions

When asked whether they had been “inspired to make a change for nature”, 72% of respondents said yes while 28% said no (n=186). Visitors were then asked how likely they were to take some form of action following the event from a selection of options representing the various calls to action being promoted through the festival content. See

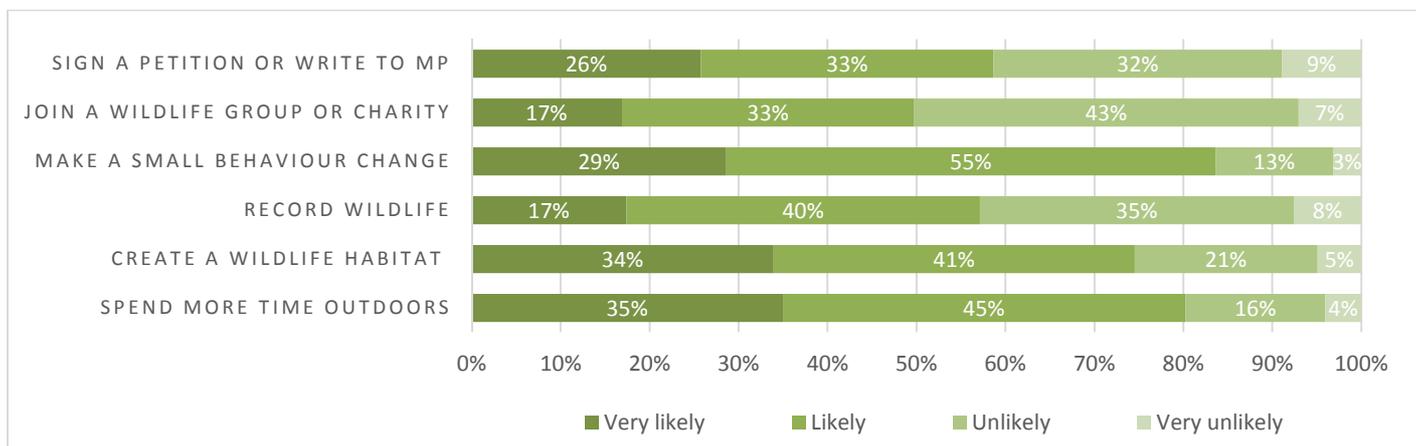
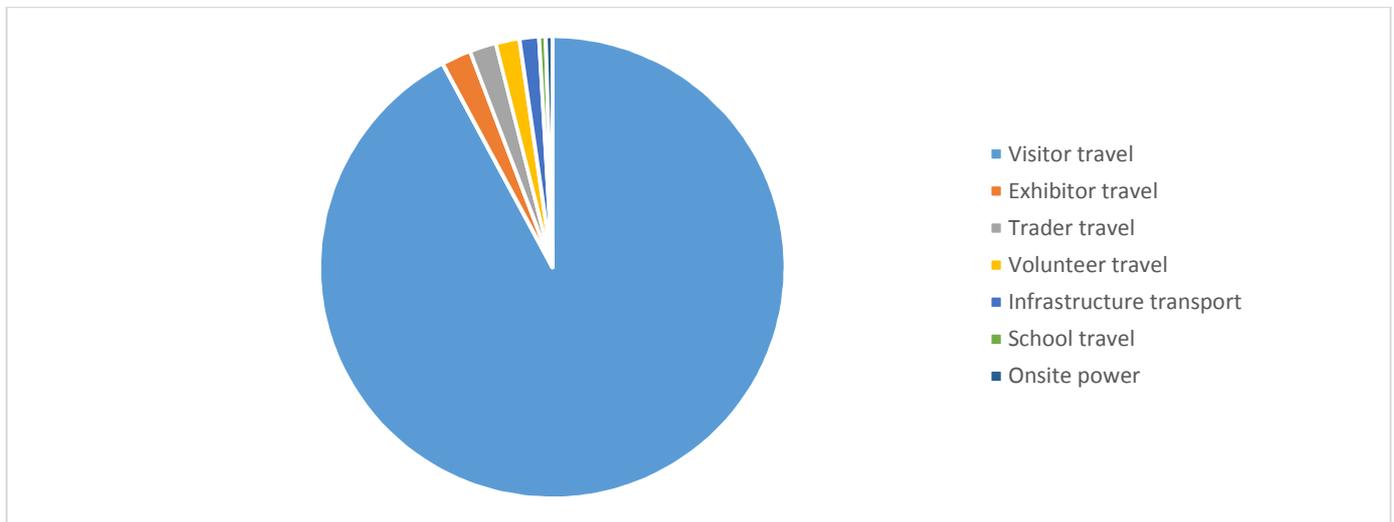


Figure 11: Relative frequency of intended actions selected by respondents

## 6 Environmental impacts

### 6.1 Emissions profile

- The three Festival of Nature flagship events had an estimated combined greenhouse gas emissions footprint of **55.4 Ton CO<sub>2</sub>e** (Bristol 43.8 Ton CO<sub>2</sub>e, Bath 10.9 Ton CO<sub>2</sub>e, BioBlitz 0.7 Ton CO<sub>2</sub>e). According to the Carbon Trust, this is approximately equivalent to five times the annual emissions footprint of the average Briton.
- The emissions footprint of smaller outreach activities was not assessed
- As a Festival with relatively low infrastructure and technology outputs the 99% of the measurable emissions footprint of the festival comes from travel to and from the event, the bulk of that (93%) being visitor travel.



### 6.2 Water consumption

The main water consumption for Festival of Nature events is a requirement for water weights to stabilise large marquees across the concreted site for the city centre event in Bristol. All other events take place on grassed sites where marquees and gazebos can be secured without the need for water weights. 50 weights are required each taking 1,000 litres of water. Formerly this would be tap water, the extraction and treatment of which has an ecological and emissions cost. In 2015 water was pumped directly from the adjacent harbour and returned following the event saving 50,000 litres of tap water.

### 6.3 Waste disposal

Refillable tanks and the newly installed Bristol Water drinking fountain on Millennium Square replaced large, single use plastic bottles for staff and volunteer refill points. This saved approximately 500 2litre plastic bottles.

Delays on the part of our waste provider mean that we are still waiting for a full waste breakdown which will be provided in a revision of this document as soon as available.

### 6.4 Information Blindspots

Compared with a detailed assessment of the emissions footprint for the Festival in 2011, we have seen an unexpected and dramatic (45%) drop in total emissions footprint despite increasing attendance and geographic expansion. This may be an artefact of a major rewrite of UK Government conversion factors including a reduced emphasis on supply chain factors (that accounted for some 15% of the emissions footprint in 2011) and improved average vehicle efficiency over the last 4 years. This makes direct comparison with past evaluations very difficult.

There also remain significant data deficiencies for calculating environmental impact around:

- Artist/Exhibitor travel
- Material supply chain and procurement – both for food and market traders, exhibitors and artists
- Food waste
- Mains utilities

## 7 Marketing Report

A dedicated Marketing Manager was contracted to deliver the marketing plan for the Festival, working in house with the core BNHC team and focussing on the flagship city centre events in Bristol and Bath. The following is taken from his report:

### 7.1 Press

Approximately 51 pieces of press coverage were generated for the Festival of Nature 2015 programme, a 218% increase on the 16 pieces of coverage in 2014. This included:

- At least 3 pieces of TV coverage
- At least 7 pieces of radio coverage
- 4 pieces of coverage in the Bristol Post
- 13 pieces of coverage in Bristol 247 – partly helped by a media partnership
- Extensive coverage across all regional lifestyle magazines
- Extensive online coverage

### 7.2 Website & social media approach

For the 2015 festival we implemented a new process of weekly marketing updates to key consortium members and partner organisations. These emails served three main purposes as they:

- Kept all parties up to date with developments
- Encouraged them to promote the festival through various channels including social media
- Enabled us to develop quality content for the website alongside consortium members

This approach led to far more articles and material on our website than ever before and a huge amount of engagement and cross promotion on social media as everyone was fully engaged with the plans for the festival and had the opportunity to promote their own involvement in it.

### 7.3 Website success

Unfortunately there was an issue with our Google analytics until mid-May, however the following stats show the success of the website in the month building up to the Festival, May 17<sup>th</sup> - June 16<sup>th</sup> 2015, and compares to the same period in the build up to the 2014 festival, May 19<sup>th</sup> – June 18<sup>th</sup>.

- Sessions (visitors) has risen from 10,485 to 19,876 – a 90% increase on last year
- Users (Unique visitors) has risen from 8,284 to 14,867 – a 79% increase on last year
- Page views has risen from 20,658 to 50,026 – a 142% increase on last year
- The number of pages viewed per session has increased from 1.97 to 2.52 (up 28%) and the average time on the site has risen from 1m26s to 1m49s
- The bounce rate (people leaving the site on the first page they see) has decreased from 65% to 54%, which again shows the increase in engaging content
- The percentage of new sessions (visitors) has decreased from 75% - 73%, which also suggests that there is more material and information of interest to visitors on the site, encouraging them to return again

There have been big changes in how people get to the site:

- Referral traffic (Traffic direct from other websites) has increased from 4,500 to 5,461 sessions (up 21%), however as a percentage of overall traffic it has decreased from 45% to 28% - this is mainly due to the increased amount of traffic coming from other sources. It is worth noting that the amount of traffic from [visitbristol.co.uk](http://visitbristol.co.uk) was down from 2,188 to 1,168 – so our profile on the site was clearly not as good as in previous years
- Direct traffic (traffic straight to our website) decreased as an overall percentage from 24% to 18%, however yet again the total number of sessions via direct traffic has increased from 2,276 to 3,507. This would suggest that the wider marketing and PR including adverts, banners, programmes and press coverage has led people to visit the site
- Organic search from Google and other providers has increased from 19% to 35% and from 2,391 sessions to 6,911 – an increase of 189% which again suggests the wider marketing and advertising push has been a success
- Traffic from social media has risen from 12% to 19% and from 1,260 sessions up to 3,776 (up 200%) – showing the success of the increased content on the site, the benefits of a closer working relationship and good engagement from consortium members and our promoted posts

- Email traffic from our newsletters has increased from .7% and 58 sessions up to 1.1% and 221 sessions – this will be due to a variety of factors including the marginal increase in size of the newsletter list, but also due to the quality and variety of content in the newsletter which linked through to the website

## 7.4 Social media

As I began managing the social media from April, the analysis below covers the period 1<sup>st</sup> April to 17<sup>th</sup> June and compares that to the equivalent period last year:

### 7.4.1 Followers & likes

- Since I took over social media management our Twitter followers have increased from 3,145 to 3,709 (up 18%) and our Facebook likes have gone from 1,373 to 1,937 (up 41%)

### 7.4.2 Twitter

- Last year, from April 1<sup>st</sup> to June 18<sup>th</sup> 2014 our tweets reached 7,737 people (impressions) and had 748 engagements (clicks, retweets, replies, expands)
- Comparatively, from April 1<sup>st</sup> to June 17<sup>th</sup> 2015 our tweets had 536,200 impressions, an average of 6,900 impressions per day and had a total of 8,579 engagements. Our engagement rate was 1.6%
- That is a 6830% increase in impressions and a 1046% increase in the number of engagements
- Over the festival weekend alone (Fri-Sun) we reached 89,971 on Twitter
- The amount of impressions etc. in 2015 will be significantly impacted upon by the social media promotion we did, which is responsible for 141,911 (or 26%) of the impressions, at a total cost of £385

### 7.4.3 Facebook

- Last year, from April 1<sup>st</sup> to June 18<sup>th</sup> 2014 our Facebook page had 289,327 impressions and had 6,421 engagements
- From April 1<sup>st</sup> to June 17<sup>th</sup> 2015 our Facebook page had 180,136 impressions and had 8,377 engagements
- This is a 37% decrease in impressions but a 31% increase in engagements
- This decrease in impressions is because we spent less money this year on Facebook ads (as our ad budget was divided between the two platforms) but also because our focus for the ads was engagement rather than reach. I wanted to target people who would be likely to click through to find out more and actually attend the event, rather than reaching more people who may not be as interested
- This approach is validated by the increase in engagement from 6,421 to 8,377 and by our Google analytics, which shows that referrals from Facebook rose from 778 to 2,707 – an increase of 247%

## 7.5 Discovery pathways

As in previous years, word of mouth remains the most commonly cited means by which visitors discovered the event (26% of respondents). Previous attendees and passing footfall also account for a large proportion (24% and 15% respectively). In terms of active marketing most successful outlets are indicated as online and social media marketing (12% each) and flyers/posters (10%) followed by printed press (5%)

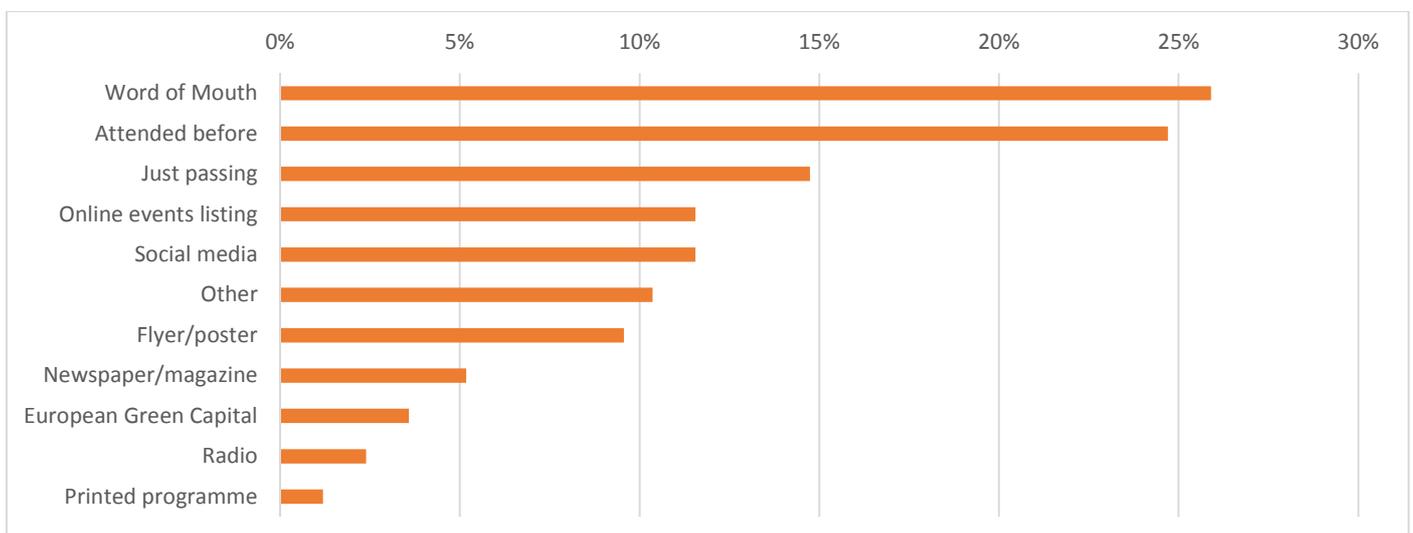


Figure 12: Relative frequency of respondents identifying how they found out about the event. n=251

## 7.6 Recommendations

- We had one complaint over the festival weekend which was that the website is difficult to navigate – I would agree with this and suggest either a separate landing page when people visit festivalofnature.org.uk or that key events ‘take over’ the website and have a bigger profile in the build up to an event
- Continued effort should be put into social media throughout the year to maintain the profile that we have generated and we should aim for around 3-4 Twitter posts per day and 1 Facebook post per day. These should also be used to promote other events and activities run by consortium members as this will encourage them to do the same for us when key events take place
- One of the key benefits of being a consortium member is the wider marketing and profile raising that BNHC offers through their events, so this should be remembered throughout the year and the process of regular email marketing updates should be put in place on at least a monthly basis to encourage continued engagement and cross-promotion

## 8 Critical Evaluation and recommendations

The following changes are recommended for future evaluation of the Festival of Nature:

	<b>Challenge</b>	<b>Recommendation</b>
Sample sizes	Current sampling rates represent only 1% of the estimated audience of the flagship events whilst data collection at community events represents an even smaller sample	<ol style="list-style-type: none"> <li>1. Invest greater volunteer resource in data collection</li> <li>2. Incentivise both volunteers to collect data and visitors to complete surveys</li> </ol>
Group data	Individuals answer for their whole group - E.g. Female dominance could be an artefact of data collection representing a tendency for mum to fill in the form	<ol style="list-style-type: none"> <li>1. Ask for demographic info about whole group and whether anyone else in their group filled in a form OR</li> <li>2. Ask people to answer for themselves only</li> </ol>
Sampling	E.g. Tendency for particular group to be more approachable/ willing to participate	Instruct data collectors to guard against this and implement a system for random sampling
Intended actions	<p>Current question format attempts to measure a change in behaviour without assessing baseline behaviour</p> <p>No current plans to follow up on whether these intended actions are taken up</p>	<p>Add option for ‘I already do this’ and ‘I already do this but will do more’</p> <p>Embed a number of specific actions within content and ask people to report back via social media when completed</p>
Social impact	Current question format attempts to measure a change in attitude without assessing baseline attitude	<p>Review phrasing for self-assessment indicators of existing knowledge, changes in attitude and learning from the event</p> <p>Offer a scale of self-assessment for before &amp; after</p>

## 9 Bibliography

Mills, J., and Legg, M. (2015) "The Population of Bristol, October 2015". *Bristol.gov.uk*. N.p., 2015. Web. 6 Jan. 2016.