

21 December 2011

2011 FESTIVAL OF POLITICS AND WORLD PRESS PHOTO EXHIBITION

Executive summary

1. This paper provides an update on outcomes from the 2011 Festival of Politics and World Press Photo Exhibition as well as looking forward to future Festival events and invites the SPCB to consider:
 - a different format to the events programme with the aim to allow greater access for the public; and
 - re-branding of the Festival of Politics.

Issues and Options

2. The 7th Festival of Politics took place at the Scottish Parliament spread over a period of seven days, from Saturday 20 to Saturday 27 August 2011 with the main focus off events taking place from the Thursday onwards. The 2011 Festival Programme originally featured 38 events. The over-arching theme of the 2011 Festival was *Re-newing Politics in the Age of New Media*.
3. The 2011 Festival programme was progressed in association with 34 stakeholder organisations. Comparing to the five day 2010 Festival with 41 stakeholder organisations, this year sees an actual increase of 40% on a per day rota. These included our regular Festival partners: the Dunfermline and UK Carnegie Trusts, and the Law Society of Scotland.
4. As part of the 2011 Festival the Parliament again hosted the World Press Photo Exhibition in the Main Hall during the month of August. The programme featured several events that linked the Exhibition into the Festival discussions. The Parliament still retains its unique position of remaining the only venue in Scotland and only one of only two sites in the UK where the exhibition can be viewed. The other being in London.

Results

5. Nearly **2,500 people** attended the Festival of Politics events during 2011. Over the Festival, there was an uptake of 75% of tickets with nearly 50% of events selling out (slightly down from the 2010 Festival where 53% of events were sold out). However, against the economic downturn as well as a heightened competition across the board the results show a continued support for the Festival amongst festival goers. It was reported in August this year that 31 UK festivals were postponed or cancelled.
6. The **World Press Photo Exhibition** attracted a significant number of attendees over the 19 days of its viewing with **almost 35,000 visitors**. The

Exhibition continues to generate new audiences to Holyrood and from completed evaluation forms, just over 50% visited specifically to view the exhibition but nearly 70% were first time visitors to the Parliament.

7. A full analysis of attendance and feedback relating to this year's World Press Photo exhibition is given in **Annex A**.
8. In light of the newly created core set of Key Performance Indicators, the Festival evaluation questions have been updated to fall in line with the Public Engagement Strategy. As such, questions focussed on their knowledge of the Scottish Parliament rather than looking specifically at the Festival. The evaluation showed:
 - 72% of those who commented would visit the Scottish Parliament again as a result of attending a Festival event.
 - 79% **“agreed strongly or slightly”** that the Scottish Parliament make an effort to reach out about its work to all of Scotland.
 - 93% of those who commented rated the Scottish Parliament Festival events as either **“excellent” or “good”**.
9. Visitors attending the Festival of Politics and World Press Photo Exhibition had a reasonable uptake of retail opportunities - **21% used the Public Café** and **29% visited the Parliament Shop**. Over 160 World Press Photo 2011 books were sold.
10. The Media Relations Office achieved **68 media articles**, which ran across **national and regional broadcast and print media with 35% via the internet**. Given the overarching theme of this year's Festival this is a welcoming improvement with many other Festivals' increasing presence on the internet. All of the articles covered a positive or neutral in tone. Given the majority of events concentrated over three days, the media coverage showed a slight decrease of nearly 7% compared to 2010 (which contained five days of events). The 2011 coverage provided over 11 million opportunities to see (OTS) and had an **advertising value equivalent (AVE) of £56.5K**. This included a double-page feature in the *Scotland on Sunday* focussing on the World Press Photo Exhibition providing excellent coverage.
11. Media work for the Festival was undertaken in the wider context of the media campaign run to support the opening of Session Four, held on Friday 1 July. Naturally this event impacted on the media coverage potential of the Festival – with the reduced number of days within the Festival always likely to impact on the coverage generated. Further analysis of the media coverage is attached in **Annex B**.
12. Unlike previous Festivals the partnership with *The Scotsman* was not explored releasing a saving of approximately £10k. This as a direct measure in response to identify savings within the budget and should be noted in the decrease of OTS and AVE. As a means to ensure the programme continued

its spread across Scotland, **Waterstones'** distributed 2,500 programmes covering new territory in Aberdeen, Oban and Inverness. In addition, public libraries across the Central Belt distributed a further 2,500 programmes and it has been noted that demand from the libraries will continue to grow into 2012. Using Waterstones and Public Libraries ensured widespread coverage for the programme at a minimal cost. The Festival will look to increase this service going forward to reduce distribution costs further.

13. The design of the website mirrored the design of the official programme to ensure read across between the many different channels promoting the Festival and all other online activities including *Facebook* and *Twitter*. During the period from the programme launch in early July, to the end of the Festival in August, the **website attracted 15,500 thousand "hits"**. Looking at the theme of the Festival and with particular focus on the several Arab Spring events, countries such as Iraq, Iran, Morocco and Saudi Arabia all registered "hits" on the website. In addition, nearly one 1,000 "hits" were from mobile devices. Further information on e-marketing is attached in **Annex C**.
14. The website continues to generate strong interest in receiving electronic updates on the Festival. In the run up to the Festival, electronic programmes were sent to almost **2,000 people** who subscribe to this service.

Future Direction and Format

15. The 2010 SPCB paper indicated we would report back on the longer term potential of the Festival. We believe that there is still very strong interest in the Festival given the continuing demand to organise events from stakeholder organisations (we had to turn a number away as programme was oversubscribed); the range of online activity promoting it and the Scottish parliament; the positive media coverage generated about the Festival and the Parliament; and the number of people that attend and participate in the events held over the 3 days.
16. However, we do think there are opportunities to increase knowledge of and participation in future Festivals delivered within reduced budgets and resources by rebranding the Festival to attract even more people along with new and more diverse audiences and change the format from three/four continuous days to two weekend events hopefully encouraging more people to attend and participate. This is in addition to looking at a new timescale of the programme, but still remaining within in the busy festival month of August. We would propose to the SPCB to do this in two ways:
 - managing the Festival over three days, covering Friday/Saturday combinations; and
 - re-branding the Festival to highlight specific 'categories' such as Music, Theatre, Debates etc.

Rationale for Friday/Saturday combinations

17. The SPCB agreed in 2010 to keep the Festival within the month of August to coincide with the other Edinburgh festivals. Looking back over previous dates, the Festival has traditionally run from a midweek start point to finishing on the Saturday. For the working Scottish public, attending such events can prove difficult and has forced interested guests to look to the Saturday only. As a means to engage more with a Scottish audience, we feel that moving to a Friday/Saturday combination covering two weekends would give a welcomed increase of opportunity to view more discussions and events.
18. The dates in question are Friday 17, Saturday 18 and Saturday 25 August. In addition we would propose to hold the Festival of Politics Young People's Day on Friday 24 August. By moving to these dates we also open the prospect of working in partnership with other Festivals in Edinburgh who operate outwith the Festival's traditional timings. The 2011 dates proved valuable in allowing the Festival to work with the *Edinburgh International Television Festival* for the first time and this relationship, amongst others, will be explored again in 2012.
19. Staying in line with the 2011 budget of £30k, consideration would be given to the extra staffing costs as Saturday's generate more overtime costs however we are confident that remaining within budget is achievable.

The SPCB is invited to consider and agree that the Festival moves to a Friday/Saturday combination towards the end of August.

Re-branding of the Festival

20. During the 2011 Programme, the Festival widened its events further to include theatre and music productions. This was seen as a pilot and to measure the success of such activities within the wider programme. All productions took place in the Members' Restaurant.
21. During the planning stages it was apparent that sales to a small number of productions were slow and after consideration, it was agreed that these would be cancelled as a means not to incur more costs (travel expenses, hotel accommodation, fees, etc). After feedback from our partners, it was felt that marketing the productions within the overall Festival programme proved a challenge and that many potential audience members may have missed the opportunity as the Festival is seen as a vehicle for debate and discussion, not necessarily for theatre and music.
22. Looking at the evaluation, 77% of attendees were 35 years or over. We propose to re-brand the Festival and to advertise to a younger age group and in publications and websites that are more suited to music and theatre productions. The new brand or logo should have a shelf life of 5 to 8 years and will provide continuity over the years as the Festival moves towards having a recognised icon.
23. We foresee options including a shorter title such as '.....@FoP'. Before each '@' we can use wording such as Theatre, Music, Debate, etc allowing the shorter, catchier title to reach out to the audience. The overall programme

will remain as the full 'Festival of Politics' title but that each 'category' can sit under this as sub categories. The continuity of the icon can feature in the programme and in advertisements via the print media and the internet.

SPCB is asked to consider this and agree that parliamentary officials can explore re-branding the Festival.

Resource Implications

24. The cost to the SPCB for organising the 2011 Festival after income from sponsorship and ticket sales was £30k, coming in line with the new budget as set in 2010. The budget of £30k was also agreed for future Festivals.

Governance issues

25. The 2011 Festival Programme was developed and delivered with the Parliament's Equalities Office. Although the Equalities Office had no direct involvement in actual events throughout the programme, a number of issues relating to equal opportunities such as women in politics and ethnic group productions were taken forward. Festival events were made as accessible as possible, with a number of these being interpreted into British Sign Language (BSL).

Next steps

26. If the SPCB agrees the suggested dates of the Festival of Politics in 2012 and the rebranding, parliamentary officials will take forward the necessary planning, programming and marketing in progressing another year of a successful and engaging Festivals events.

Decision

27. The SPCB is invited to:
- note the outcomes from the 2011 Festival of Politics and World Press Photo Exhibition;
 - to agree that the Festival moves to a three day Festival over Fridays and Saturdays; and
 - that parliamentary officials progress in re-branding the Festival for 2012 and beyond.

**ROY A S DEVON
EVENTS AND EXHIBITION TEAM**

December 2011

WORLD PRESS PHOTO EXHIBITION 2011 EVALUATION

There were nearly 35,000 visitors to Parliament during the exhibition's stay.

An electronic touchscreen unit was available in the Main Hall throughout the exhibition for visitors to feedback on the exhibition and their perception of the Parliament.

Survey Feedback

- 66.8% of respondents described their overall experience of the exhibition as Excellent and 22.5% as Very Good
- 35.4% of those surveyed also attended a World Press Photo or Festival event and 31.6% went on a Parliamentary tour
- 62.9% were first time visitors to the Parliament and 52.4% visited to specifically view the Exhibition
- 21% used the Public Café and 29% visited the Parliament Shop

Marketing

For the question 'How did you find out about the exhibition?', visitor responded as follows:

Exhibition posters	10%
Festival of Politics brochure	7%
Festival of Politics website	4%
The List	7%
Facebook	10%
Advert in press	7%
Editorial or article in press	5%
Postcard	2%
Banner in front of building	21%
Other	49%

Wider Engagement

45.9% of visitors stated they were resident in Scotland. As part of the wider Parliament engagement strategy these visitors were asked a number of questions about their understanding of the Scottish Parliament's role and these statistics have been added to other KPI questions asked throughout the year

Visitor Comments

As in previous years, visitors made many positive comments about the exhibition, such as 'Thank you for bringing this Exhibition to Edinburgh. Beautiful pictures, very inspiring' and 'It was brilliant to be able to see such super photography to blow our minds and see the diversity of the planet we live on. The structure of this building was a great memory for my family to take away from our visit to Scotland'.

FESTIVAL OF POLITICS 2011 – MEDIA EVALUATION

Table 1 shows the breakdown of all relevant coverage relating to the Festival, by media type. The table records, for each media type, the number of items, the opportunities to see (OTS), the area of print coverage in single column centimetres (scc) and the equivalent advertising value (AVE). Opportunities to see (OTS) refers to the number of opportunities for the target audience to be exposed to a given media item or message, and for press coverage equates to the readership figure for a publication. Advertising value equivalent (AVE) refers to the equivalent cost of purchasing advertising coverage of similar size and tone.

As can be seen in the table, the level of media coverage for the 2011 Festival decreased slightly by 6.8% compared to 2010. The 2010 coverage also provided 20 million opportunities to see (OTS) with the shorter 2011 programme receiving 11.5 million OTS.

The Festival this year received a good level of coverage across a wide range of media. 68 items were secured, 35% of which was online and 29% at a national level.

Compared with 2010, there was a small increase of the number of positive articles (up 4%) and a 10% increase in the articles where the Festival of Politics was the sole focus. The number of items classified as news was up 10%, although the number classified as features was down 15%. This is because in 2010, two double page spreads were secured on the programme, which included a football based phone in session and interviews with John Prescott and Annie Lennox.

Table 1: Festival of Politics 2011 Coverage, by Media Type

Media Type	Items	OTS	Area (scc)	Dur (sec)	AVE	2010
National Quality	12	2,548,683	1,097		£32,089.40	21
National Mid Market	6	3,052,238	189		£5,848.24	3
National Popular	0	0	0		£0.00	2
Regional Daily	13	1,570,317	243		£4,502.12	9
Weekly Paid	4	112,519	185		£1,701.36	5
Weekly Free	0	0	0		£0.00	0
Trade Press	1	9,522	118		£2,946.97	2
Consumer Press	3	144,590	240		£5,306.93	7
Internet	24	1,602,628				20
Regional TV	1	125,000			17	£16.15
National Radio	2	1,790,000		595	£4,047.19	1
Regional Radio	2	102,000		71	£13.59	2
TOTAL	68	11,057,497	2,071	683	£56,471.93	73

FESTIVAL OF POLITICS 2011 – E-MARKETING EVALUATION

Carrying on from the 2010 pilot set up of the social networking sites *Facebook* and *Twitter*, both were used to their potential to engage and update ‘fans’ and ‘followers’ as the Festival programme progressed. The majority of posts took place over July and August in the lead up to the Festival proper.

Both sites were used to provide updates and information on Festival events as well as carrying photographs during the WPP launch and FoP event days. Both mediums proved again to be a success in attracting attention to the Festival.

The Festival *Facebook* page was updated with information running towards the launch of the programme which continued through to its end and beyond. From the launch day to the end of August, the Festival received 310 new ‘likes’ taking the total to 821.

In addition, the *Twitter* account grew rapidly over the months of July and August with the total number of followers reaching 500. *Twitter* has proved to be popular amongst the external stakeholders with many following the Festival and ourselves likewise. This relationship allowed the Festival to re-tweet posts from our partners to its own fellowship and likewise, tweets originated from the Festival were actively re-tweeted amongst their own groups.

To aid discussion the hashtag *#fop11* was generated and allowed the administration side of the team to view and monitor those mentioning the Festival. Another valuable relationship was found in the Parliament’s own *Twitter* account *ScotParl* and through advance communication, tweets were generated in advance. Through re-tweeting, this effectively allowed the Parliament and the Festivals’ followers to hear from each other.

The 2010 planning saw the Festival and WPP enhanced by digital marketing for the first time. This option was explored again for the 2011 preparation with online advertising as part of their overall marketing package. Adverts were placed on a number of selected websites and social media networks, and taking advantage of the available technology meant these were targeted at specific audience demographics, such as people identified as being with a certain geographic area, or as having particular interests e.g. using the music site Spotify to advertise the music element of the programme. Technology in analysis also allowed the success of online advertising to be monitored, and view if a visit to the FoP/WPP web pages resulted from a person clicking on a link in an online advert. As part of the digital marketing campaign, advertising was placed on the following websites:

World Press Photo

- *The List*
- *TheSkinny.co.uk*
- *Facebook*

Festival of Politics

- *Spotify* (an online music streaming site)
- *The List*
- *Facebook*

From the analysis provided in relation to the effectiveness of the digital marketing campaign, key points identified include:

- Taken collectively, the campaigns for both WPP and FoP generated over 1,015,439 “impressions” – instances when an advert would have appeared when someone viewed an individual web page
- The campaigns generated a total of 7,800 “click throughs” – instances where people viewing an advert followed the link it contained in order to access WPP or FoP website pages
- Looking closer at the FoP statistics, the online music site Spotify proved to be the best performing website for directing the audience to the FoP website. This could prove an important link when looking to the 2012 music productions.