

VOL 02 ISSUE 11 | APR 2021

INDUSTRY WEEKLY DIGEST

School of Hospitality & Tourism Management

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SO MANY HATS

The focus of the **Cambridge Festival** is to share the research of the **University of Cambridge** and our partners with our communities, to inspire, inform and consult. We develop and produce events which allow valuable conversations to happen. We also use the festivals to train researchers to engage, to support our widening participation agenda, to build relationships, for reputation management, as a requirement for research funding, as part of our civic and community responsibility, to contribute to informal learning for both children and adults and cultural and **science capital** and more.

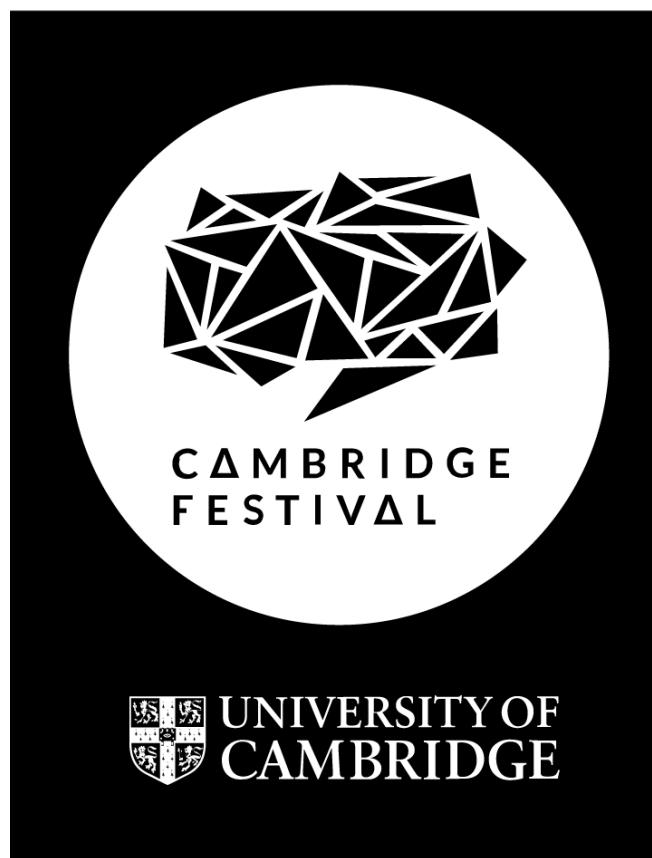
Have a great Easter weekend!

THE CAMBRIDGE FESTIVAL RUNS UNTIL 4TH APRIL

DR LUCINDA SPOKES

But we still have a long way to go to fully engage with our whole community in a valuable, responsible and responsive way. So how do we develop a festival with so many agendas that also encourages all of our community to participate?

Using a social justice approach can help us understand how people from all backgrounds engage with research. It can also help identify what we might need to do within a festival setting to support informal education for children and adults. To do this though, we need to stop making assumptions. We assume people are just like us, that they have the same motivations for attending a festival. Academics love knowledge acquisition so they design events to give people facts. Evaluation shows that learning new information is important to our audiences which is great as a start. But they want this to happen as part of the buzz of a festival in places where they feel welcome and inspired. Training is integral to this, we want a diverse group of our researchers to have the skills and confidence to communicate well. We need to think carefully about format, place and how we present and brand the festival.



Cambridge is our strength but also our challenge. We are an internationally renowned institution but often thought to be a bit remote from our city. During the Festival we welcome people into our buildings but also go where we are invited. So alongside the most beautiful venues we have as an 800+ year old institution, we also pop up in community spaces and work with industry, research, educational, creative and charitable partners. We use a variety of formats including talks and workshops, tours, hands-on activities, theatre, film, performance, busking, quizzes and comedy to meet needs of all our audiences.

We want people feel comfortable to listen, participate and to question and we provide appropriate spaces for people to share their own ideas and views. For us, these conversations are so valuable. They inspire and challenge our researchers to think differently about their research. A festival can't do it all. But the particular buzz and excitement and the opportunities to encounter research (and researchers) at Festivals, makes them important spaces where we can start conversations and build relationships. It's all about not making those assumptions!

Dr Mike Duignan, Head of Department for Events said "The 'Science Festival' perfectly illustrates the transformative role events play in society: An opportunity to inspire and connect with local communities who may not typically engage. If we are to achieve a truly inclusive society, event owners and managers, like the University of Cambridge and Lucy, must straddle the challenges of tactical delivery with a wider set of existential questions: Why does the event exist? Who's the event for? How do we use the event to advance the UN's Sustainable Development Goals? These are some of the questions our events department and new Observatory for Human Rights and Major Events (HaRM) seeks to investigate."

The University of Cambridge Festival takes place online from 26 March – 4 April 2021. You can listen to Lucinda talk about it [here](#).