

ESRC Festival Report 2025: Data and feedback collected from the ESRC Festival of Social Science

The Festival of Social Science is a national public engagement event series comprising hundreds of events hosted by dozens of academic institutions. Over 50,000 data points from a variety of sources including attendee surveys, feedback from event organisers and collaborators and web analytics were collected and compiled to produce this report.

This report can be used as a stand-alone document or used to support the accessible delivery of the corresponding slide deck.

Contents

What is the ESRC Festival of Social Science?

Our partner institutions

Festival aims

Data gathering

Headline facts and figures

The events

How attendees found out about events

Who attended festival events?

How often do attendees engage with research and why did they attend an event?

What did attendees think of the events?

Who collaborated on festival events?

How many schools engaged?

What did teachers think of the events they attended?

What did non-academic collaborators think of the events?

What events did non-academic collaborators support?

What were researchers' experiences of participating in the festival?

What were partner institutions' experiences of participating in the festival?

Festival media

Event photography

What is the ESRC Festival of Social Science?

The festival of social science is:

- Annual celebration of the social sciences
- UK-wide festival
- Taking place over 3 weeks
- 41 partner research institutions
- 2025's theme was our working lives

Our partner institutions

The 2025 ESRC Festival of Social Science was run with the following 41 partner research institutions. These institutions are:

- Aston university
- Bournemouth university
- Cardiff university
- Coventry university
- Durham university
- Institute for fiscal studies
- King's college London
- Lancaster university
- London school of economics and political science
- Manchester metropolitan university
- Newcastle university
- Queen's university Belfast
- Royal Holloway, university of London
- Sheffield Hallam university
- SOAS university of London
- Swansea university
- Ulster university

- University college London
- University of Bath
- University of Birmingham
- University of Bristol
- University of Edinburgh
- University of Exeter
- University of Glasgow
- University of Hertfordshire
- University of Huddersfield
- University of Leeds
- University of Leicester
- University of Liverpool
- University of Manchester
- University of Northumbria
- University of Oxford
- University of Plymouth
- University of Salford
- University of Sheffield
- University of Southampton
- University of Stirling
- University of Strathclyde
- University of Surrey
- University of Warwick
- University of York

Festival aims

The festival aims to bring social science research to new audiences

Bringing social science research to new audiences.

ESRC aims for at least 80% of events to be targeted at public and youth audiences and no more than 20% of events to be targeted for non-academic professionals.

ESRC aims for at least 25% of events to be on the 2025 festival theme of our working lives.

Data gathering

How was data gathered?

Feedback was collected from event attendees and those involved in organising and leading events.

Registrations and attendance were counted by event organisers.

Who was feedback received from?

Feedback was received from:

- 41 partner institutions
- 2161 attendees
- 33 teachers
- 95 non-academic collaborators
- 261 event leaders

Headline facts and figures

A total of 32,592 attendees were recorded, of which 84.4% were young people and adults and the remaining 15.6% were children under 16.

Data visualisation: division of adult and under 16 attendees reported by event leaders

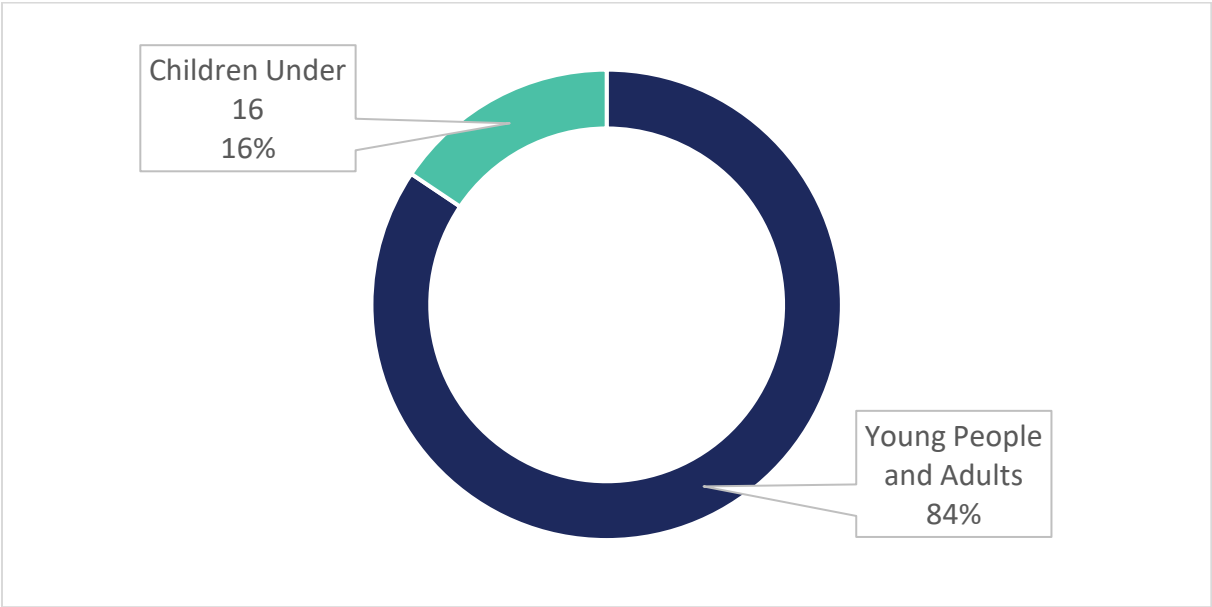


Figure 1: pie chart showing the division of adult and under 16 attendees reported by event leaders.
Alt test: pie chart shows the majority was 84.4% that were adults and young people over 16.

Headline facts and figures

The Festival of Social Science is a truly national festival with events taking place UK-wide in different formats.

There were 377 events run by the 41 academic partner institutions.

Table: count of events by format

Format of event	Count
In person	323
Online	25
Hybrid	29
Total	377

Table 1: showing the count of events that take particular formats.
Alt text: the table shows the vast majority of events (323 out of 377) were in-person events.

Data visualisation: count of events in each UK region

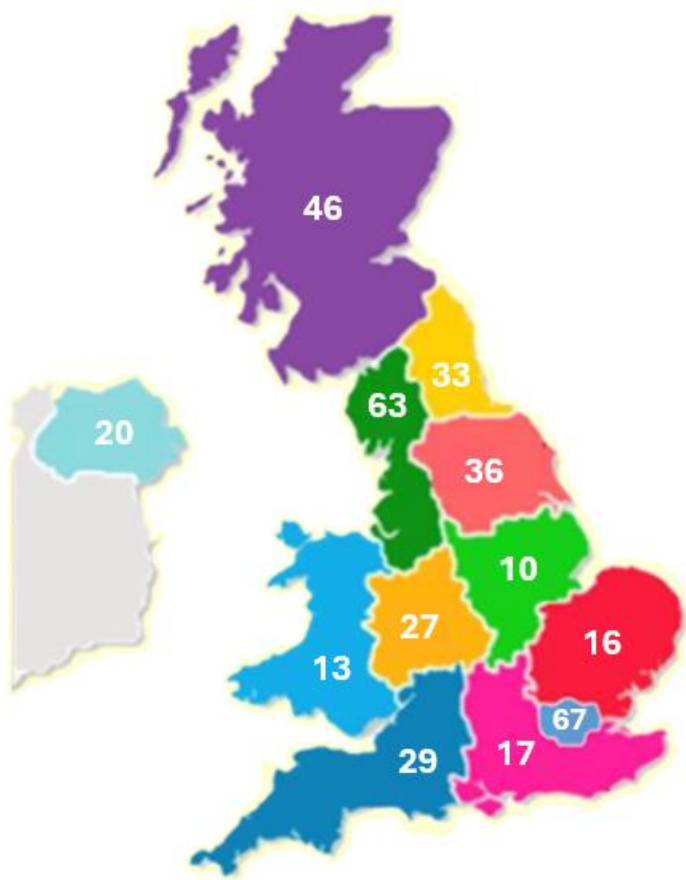


Figure 2: map of UK with counts of events within each region indicated on the map.
Alt text for figure 2: The top 4 regions are as follows. There were over 60 events in London and the North West of England. Scotland had 46 events and Yorkshire had 39.

Table: count of events taking place in each region

UK region	Count of events that took place in that region
London	67
North east	33
North west	63
Yorkshire	36
East midlands	10
West midlands	27
South east	17
East of England	16
South west	29

Wales	13
Scotland	46
Northern Ireland	20
Total	377

Table 2: count of events broken down into twelve (12) UK regions.
Alt text: the table shows the same numbers as the map of the UK above.

The events

Across the national festival, 92% of events were open events (publicly advertised rather than invite-only). 87% of events were targeted at a public (rather than a professional) audience.

Data visualisation: division of open and invite only events

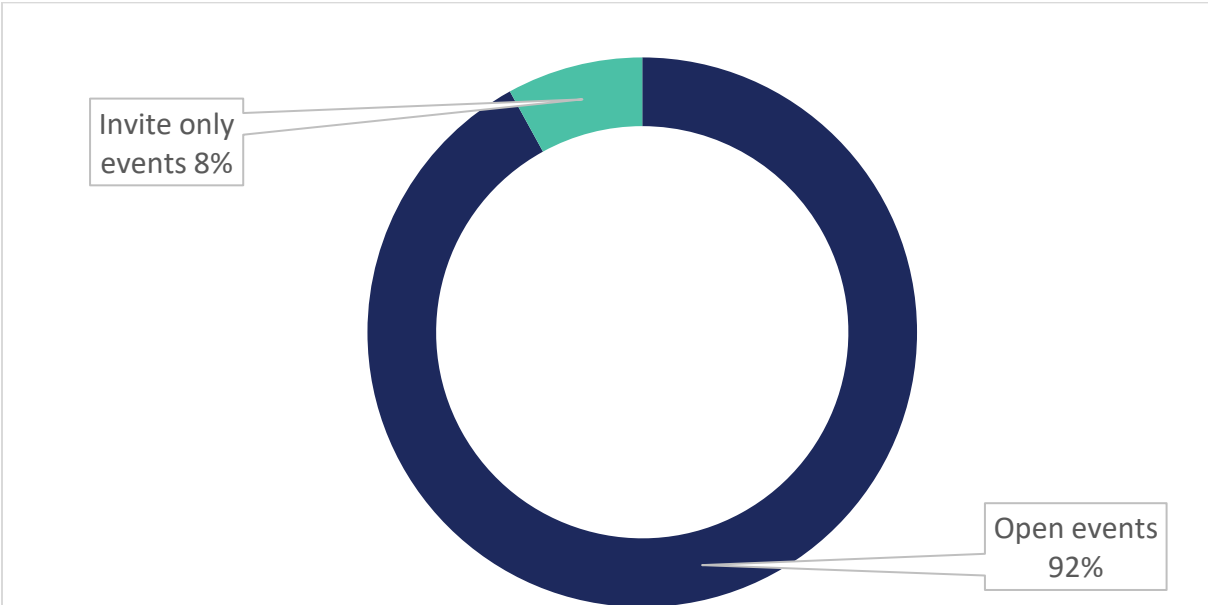


Figure 3: pie chart showing the division of open and invite only events.
Alt text: chart shows that the majority were open events – 92%.

Table: division of open and invite only events

Type of event	Percentage
Open events	92%
Invite only events	8%

Table 1: division of events targeting public or professional audiences.
Alt text: open events 92% and Invite only events 8%.

Data visualisation: Division of events targeting public or professional audiences

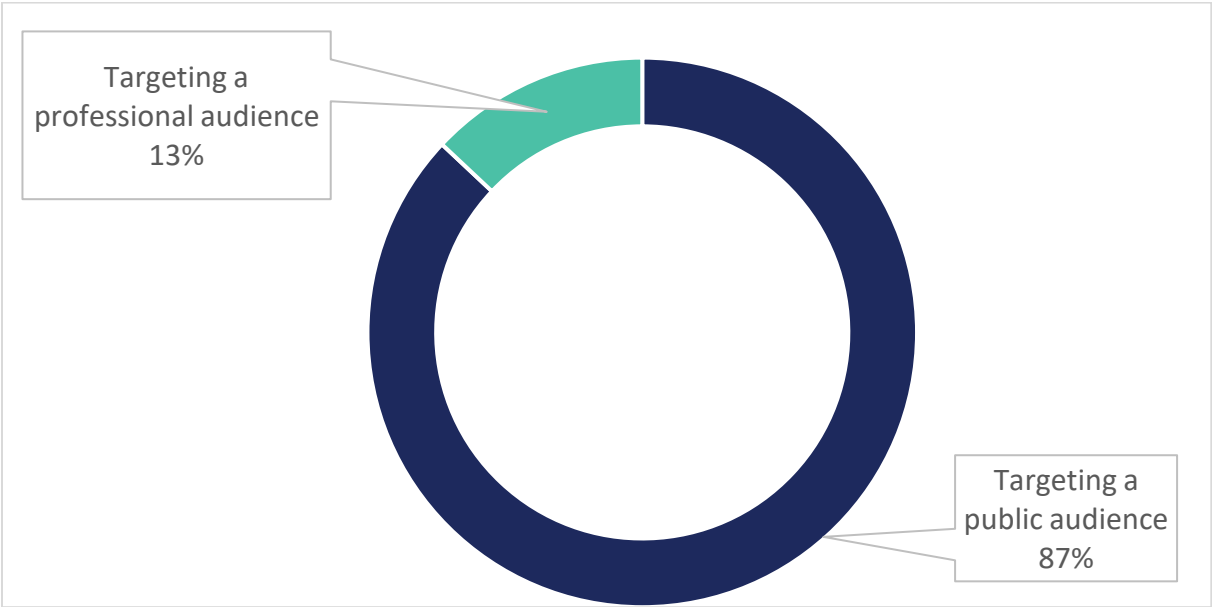


Figure 4: pie chart showing the division of events targeting public or professional audiences.

Table: division of events targeting public or professional audiences

Type of event	Percentage
Targeting a public audience	87%
Targeting a professional audience	13%

Table 4: division of events targeting public or professional audiences.

Alt text: targeting a public audience was 87% of events and a professional audience 9%.

Data visualisation: Breakdown of types of events that took place

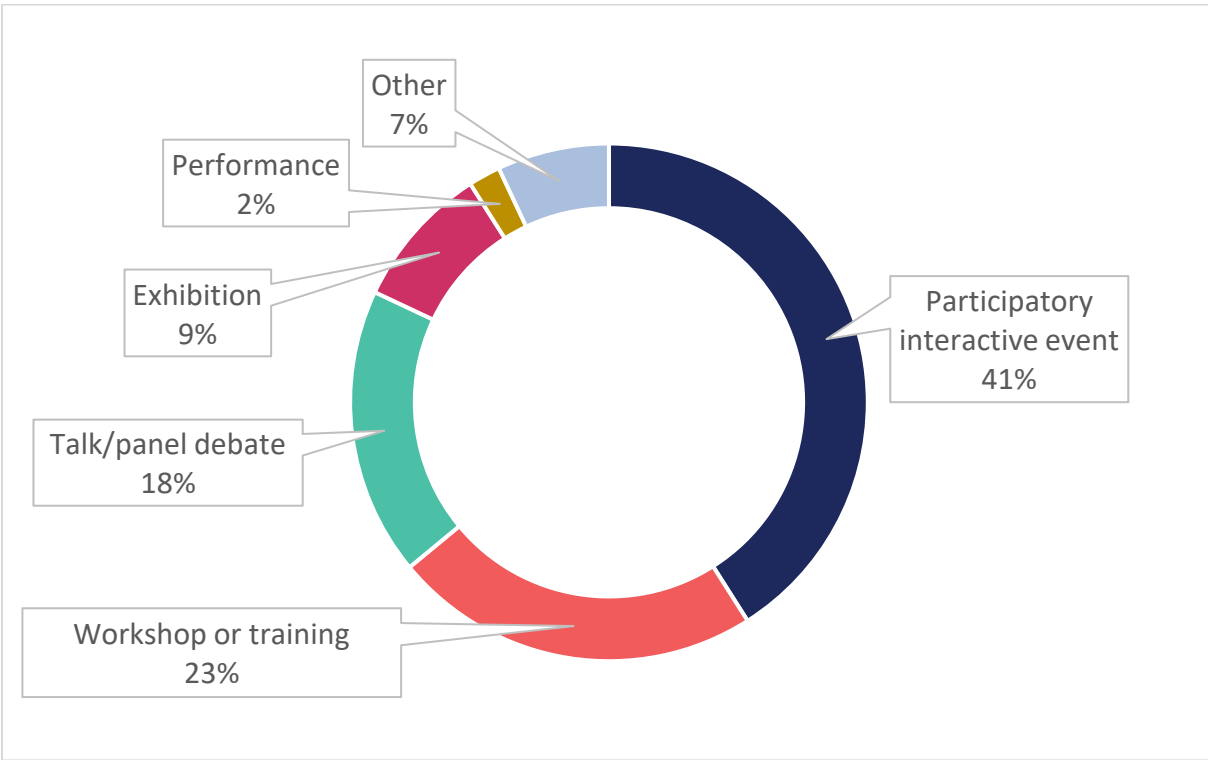


Figure 1: pie chart showing the breakdown of types of events that took place.

Alt text: participatory events were the most common at 41%.

Table: breakdown of types of events that took place

Type of event	Percentage
Participatory interactive event	41%
Talk or panel discussion	23%
Workshop or training	18%
Exhibition	9%
Performance	2%
Other	7%

Table 5: percentage breakdown of different types of events that took place.

Alt text: participatory events were the most common at 41%.

Popular topics included:

- 129 events on the theme of health and wellbeing
- 79 events on the theme of education
- 68 events on the theme of identity
- 166 events on different topics included the 2025 theme of our working lives

Data visualisation: breakdown of how attendees found out about events

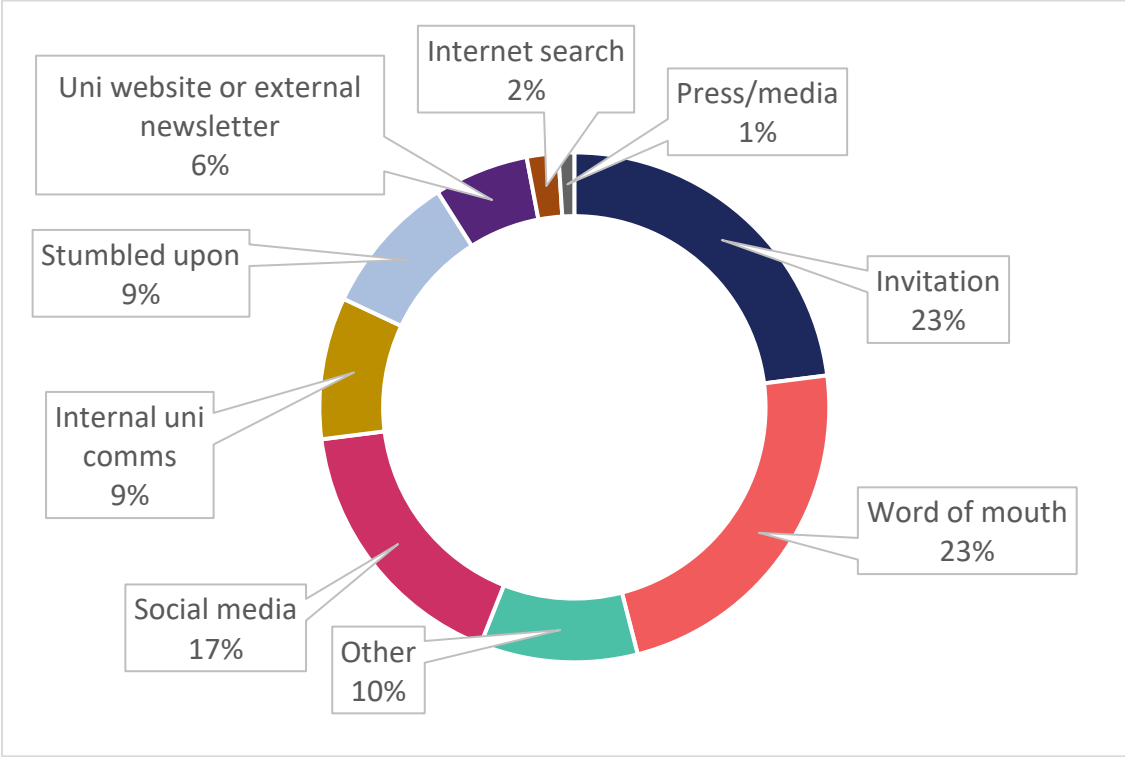


Figure 6: pie chart showing the breakdown of how attendees found out about events.
Alt text: chart shows that the most common ways were invitation, word of mouth, and social media.

Table: breakdown of how attendees found out about events

Communication channel	Percentage
Invitation	23%
Word of mouth	23%
Social media	17%
Other	10%
Internal university communications	9%
Stumbled upon	9%
University website	6%

Internet search	2%
Press/media	1%

Table 6: percentage breakdown of what communication channels attendees used to find out about events.

Alt text: table shows that the most common ways were invitation, word of mouth, and social media.

How attendees found out about events

Table: comparison on web traffic between 2024 and 2025

	2024	2025	24-25 change
Unique visitors	44,219	68,749	+55%
Number of visits	70,269	110,372	+57%
Page views	297,208	382,603	+29%

Table 7: counts of website visitors, visits and views in 2024 and 2025 and percentage increase between years.

Alt text: table shows that there was a +55% change for unique visitors from last year, and +57% for number of visits, and +29% for page views.

Table: top referring websites

Website URL	Total number of referrals
https://mainwp.its.manchester.ac.uk	3,296
http://m.facebook.com	1,402
https://www.ukri.org	1,125
https://statics.teams.cdn.office.net (Microsoft teams)	812
https://www.linkedin.com	720

Table 8: count of the number of web traffic referrals for each of the four top referring URLs.

Alt text: table shows that Manchester university had the majority of clicks with 3296 referrals from their site.

Who attended festival events?

- Demographic data was collected to measure representation across key groups at festival events

Data visualisation: breakdown of age of attendees

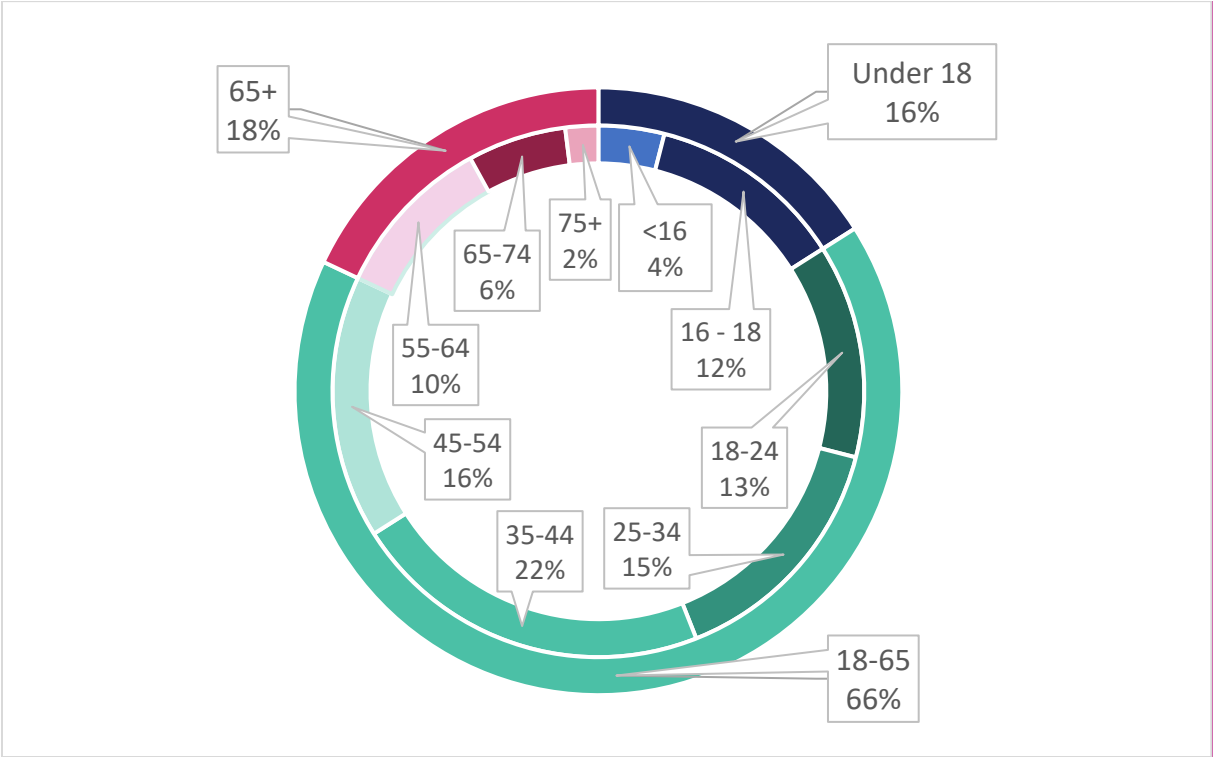


Figure 7: multi-level pie chart showing a percentage breakdown of the age of attendees.
Alt text: the largest section is age 35-44 at 22%.

Table: breakdown of age of attendees

Age bracket	Percentage
Under 16	4%
Under 18	12%
18-24	13%
25-34	15%
35-44	22%
45-54	16%
55-64	10%

65-74	6%
75+	2%

Table 9: percentage breakdown of age of attendees into age brackets.
Alt text: the largest section is age 35-44 at 22%.

Data visualisation: breakdown of ethnicity of attendees

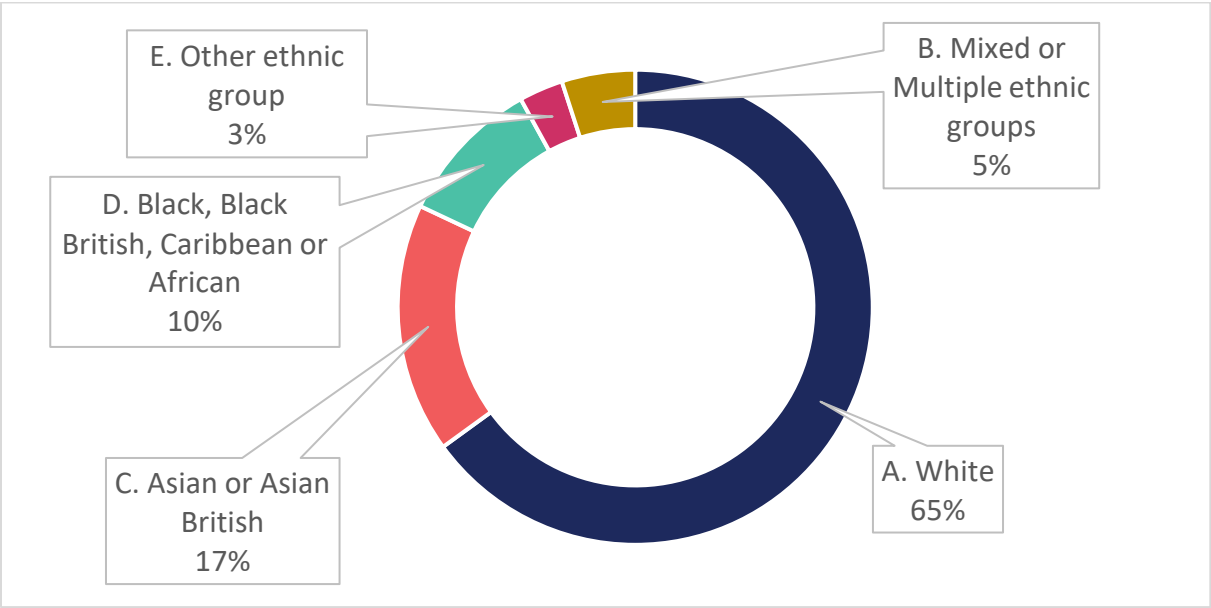


Figure 8: pie chart showing percentage breakdown of self-reported ethnicity of attendees.
Alt text: the largest group of attendees was white at 65%. 17% were Asian or Asian British, and 10% were Black, Black British, Caribbean or African.

Table: breakdown of ethnicity of attendees

Ethnicity as reported	Percentage
White	65%
Mixed or multiple ethnic groups	5%
Asian or Asian British	17%
Black, Black British, Caribbean or African	10%
Other ethnic group	3%

Table 10: percentage breakdown of self-reported ethnicity of attendees.
Alt text: the largest group of attendees was white at 65%. 17% were Asian or Asian British, and 10% were Black, Black British, Caribbean or African.

Data visualisation: breakdown of gender of attendees

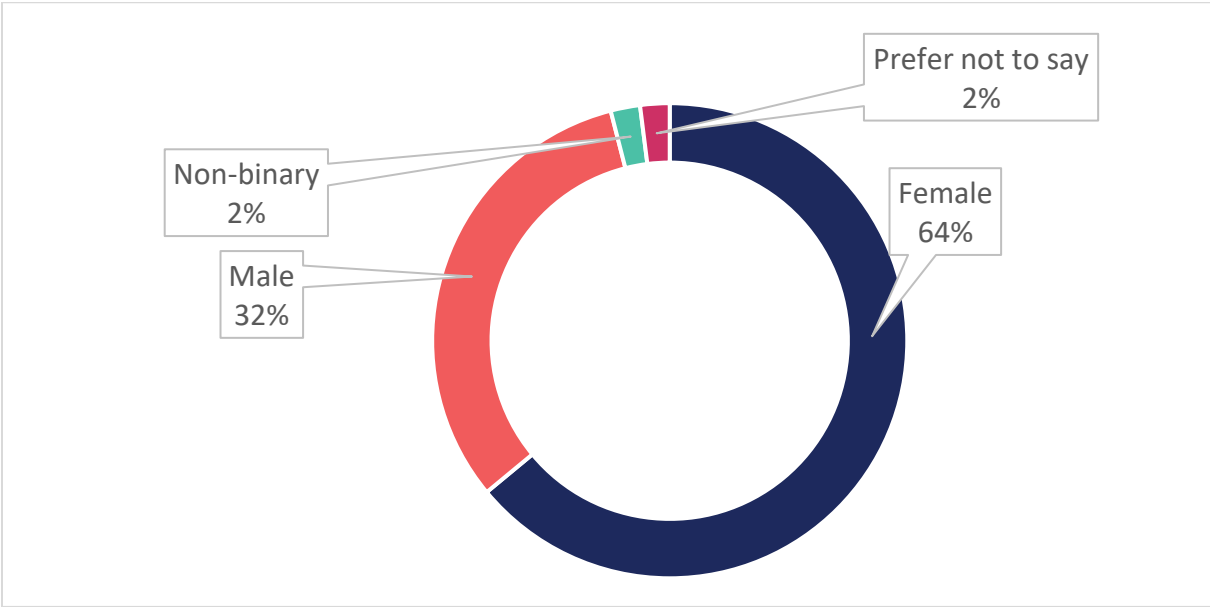


Figure 9: Pie chart showing percentage breakdown of self-reported gender of attendees.
Alt text: the majority were female at 64%, with male at 32%. Non-binary people were at 2% and other categories also at 2%.

Table: breakdown of gender of attendees

Gender as reported	Percentage
Female	64%
Male	32%
Non-binary	2%
Prefer not to say	2%

Table 11: percentage breakdown of self-reported gender of attendees.
Alt text: the majority were female at 64%, with male at 32%. Non binary people were at 2% and other categories also at 2%.

How often do attendees engage with research and why did they attend an event?

Table: breakdown of how frequently attendees attend events that relate to academic research

Typical Attendance	Percentage
Seldom/never	22.7%
Less than once a year	15.7%

Once or twice a year	26.6%
A number of times a year	24.9%
Once a month or more	10.1%

Table 12: percentage breakdown of attendees into categories of typical attendance rates.

Alt text: the categories were fairly evenly spread, with once or twice a year and a number of times a year combining to around 50%.

Table: breakdown of attendee's reasons for attending events

Reason for Attendance	Percentage
Because it relates to my job/profession	34.9%
Because it relates to my studies as a school, college or university student	23.9%
Out of interest as a member of the public	41.2%

Table 13: percentage breakdown of attendees into categories of typical reasons for attendance.

Alt text: the reasons for attendance top category was out of interest as a member of the public at 41.2%. The reason as 'because it relates to my job or profession was 34.9% and 'because it relates to my studies' was 23.9%.

What did attendees think of the events?

- 96% of attendees felt that the event was worth the time and effort of attending, 3% neither agreed nor disagreed and 1% disagreed.
- 58% of attendees agreed that their feelings and/or opinion on the topic in question have changed, 24% disagreed and 18% were not sure.
- 93% of attendees agreed that they learnt something new, 2% disagreed and 3% neither agreed nor disagreed.
- 63% of attendees said they plan to make a change or do something that they wouldn't otherwise have done, 12 % disagreed and 24% were not sure.
- 92% of attendees said they plan to share what they've learned with others, 5% disagreed and 3% were not sure.

Table: Attendees' reflections on statements about events they attended

Statement:	Percentage who agree	Percentage who disagree	Percentage who are not sure
I'm glad I attended this event	96%	1%	3%

As a result of attending the event, my feelings and/or opinion on the topic in question have change	58%	24%	18%
I learnt something new	93%	2%	3%
As a result of attending the event, I plan to make a change or do something that I wouldn't otherwise have done	63%	12%	24%
As a result of attending the event, I plan to share what I've learned with others	92%	5%	3%

Table 14: percentage breakdown of attendees' level of agreement with four (4) statements.

Alt text: three categories had almost everyone agreeing with the statement, over 90%. These were I'm glad I attended the event, I learnt something new, and I plan to share what I've learned with others.

What did attendees think of the events?

Quotes from attendees

- "Loved the flow of the exhibition, it introduced to concepts slowly and built to more info."
- "This was by far one of the best experiences I have ever been to, and I am glad I could help with this adventure."
- "Such an innovative use of research methods to study this topic. The artwork and exhibition bring home how entrenched the inequalities are for those families."
- "I really appreciated the range of backgrounds from which the speakers came, with not just an operational policing perspective. The visualisation exercise at the end was really useful and something I will be taking forward."
- "The space was amazing, there was a great selection of speakers, and they covered a broad range of topics and perspectives."
- "It was a beautiful and powerful session. I heard the shift that several people made from when they arrived to how they were feeling when they left, which was very moving. Even in such a short space of time there were many realisations and 'aha' moments."
- "It was well-organised. Inspiring film, engaging discussions and interactive tasks. The intimate setting gave participants a chance to express themselves freely and safely."
- "It was an eye-opening event and I'm really glad I attended. Definitely a lot of food for thought."

Who collaborated on festival events?

- Over 137 organisations collaborated on events from a variety of sectors

Data visualisation: breakdown of types of organisations who collaborated on festival events

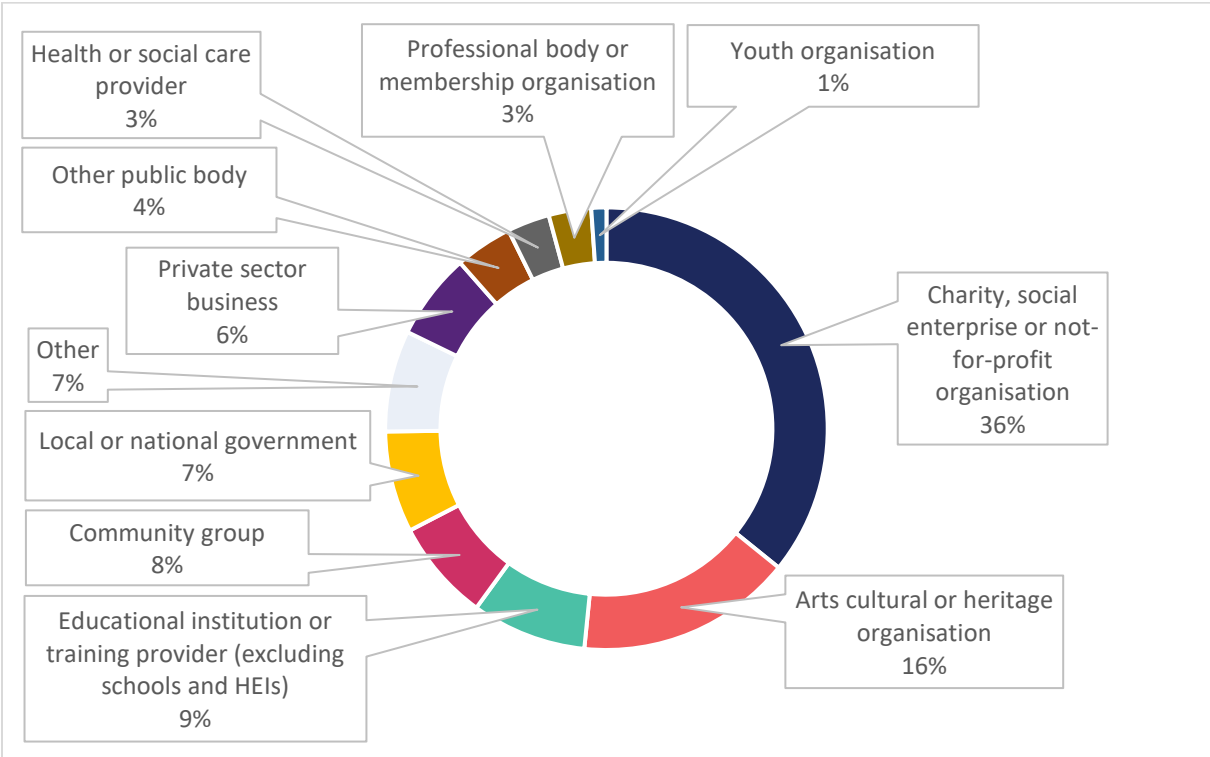


Figure 10: pie chart showing percentage breakdown of the types of organisations who collaborated on festival events.

Alt text: the top two categories were charity or similar at 35.8% and arts or cultural organisation at 15.8%.

Table: breakdown of types of organisations who collaborated on festival events

Type of organisation	Percentage
Charity, social enterprise, or not-for-profit organization	35.8%
Arts, cultural or heritage organisation	15.8%
Educational institution/training provider	8.4%
Community group	7.4%
Local or national government	7.4%
Other	7.4%
Private sector business	6.3%

Other public body	4.2%
Health or social care provider	3.1%
Professional body or membership organisation	3.1%
Youth organisation	1.1%

Table 15: percentage breakdown of the types of organisations who collaborated on festival events.

Alt text: the top two categories were charity or similar at 35.8% and arts or cultural organisation at 15.8%.

How many schools engaged

A total of 33 teachers from 16 schools gave feedback on their engagement with the festival. This includes:

- 4 state-funded primary schools
- 5 state-funded secondary schools
- 3 state funded-FE colleges
- 4 independent schools

What did teachers think of the events they attended?

Table: teachers' reflections on statements about events they attended

Statement:	Percentage who strongly agree	Percentage who agree	Percentage of other responses
The event helped the school to achieve an educational aim and/or comply with a statutory duty	85%	9%	6%
The school would be interested in partnering on a similar event in future	70%	24%	6%
My students thought it was a good event	82%	15%	3%
The event helped our school to build or improve an external relationship that will be useful to us in future	85%	9%	6%

The event has been useful for our students	79%	15%	6%
--	-----	-----	----

Table 16: percentage breakdown of teachers' level of agreement with five (5) statements.
Alt text: over 70% of teachers strongly agreed with all the statements.

What did teachers think of the events they attended?

Quotes from teachers

- "The event leader delivered a high-quality session. The children came away not only excited about the new material they had learned but also with a keen desire to action on it in the future."
- "The team had an excellent rapport with the children and created a safe and fun learning environment. The mix of talking, acting, and group tasks kept everyone involved."
- "The session allowed for young people to see real world applications of the systems in the classroom."
- "We've had a great, inspiring day."
- "An excellent opportunity to work collaboratively with key stakeholders. Our students gained valuable insights which they would have otherwise been oblivious to. I commend the Uni staff and tour guides immensely for providing such an opportunity. We welcome further collaborative projects in the future."
- "It has inspired them to want to start an eco/green club in school."

What did non-academic collaborators think of the events?

Table: non-academic collaborators reflections on statements about events they attended

Statement:	Percentage who strongly agree	Percentage who agree	Percentage of other responses
The event helped our organisation to build or improve a useful external relationship	65%	24%	11%
Would recommend partnering on a Festival of	72%	23%	5%

Social Science event to others			
Our organisation would be interested in partnering on a similar event in future	67%	31%	2%
The event has been valued by our internal and/or external stakeholders who attended	58%	34%	8%
This event has been useful to us as an organisation	65%	29%	14%

Table 17: percentage breakdown of non-academic collaborator's level of agreement with five (5) statements.

Alt text: 80% or more agreed or strongly agreed with all of the statements.

Broadening networks and new audiences

Non-academic partners formed new connections, alongside their partnership with event leaders, with groups such as:

- Industry experts
- Parents, families, and young people
- Arts and health practitioners
- Community groups

Non-academic partners noted that events brought together people who would not normally interact, creating powerful cross-sector exchanges. *

*BASED ON AMALGAMATION OF RESPONSES FROM NON-ACADEMIC COLLABORATORS

What did non-academic collaborators think of the events?

Quotes from non-academic collaborators

- “What a joy to be invited to such a prestigious university. We really enjoyed learning from the other speakers as well as having the opportunity to tell our stories. The event leader organised it fantastically. She continues to work in ways that we wish all academics would, putting relationships first and being aware of the power differentials and barriers that prevent meaningful collaboration. Her team's materials will be helpful to our network, and we look forward to continuing the collaboration.” - charity, social enterprise or not-for-profit organisation

- “The venue was wonderful, and the staff were exceptionally warm and supportive. Their care created a welcoming, inclusive and joyful atmosphere—something that feels especially precious and necessary at the moment.” - artist and creative facilitator
- “A very positive experience. Everyone acted in an inclusive, empathetic and accessible manner, and it was truly a pleasure to work with such a dedicated team. Hearing directly from people with lived experience was especially valuable.” - charity, social enterprise or not-for-profit organisation
- “The event was incredibly useful to us, and I would hope this would continue with future initiatives in the future with the council. They were fantastic with presenting our story and mission, but also really engaged the audience and the panel with a great turn out.” - local or national government organisation.

What events did non-academic collaborators support?

Data visualisation: breakdown of audiences targeted by non-academic collaborators

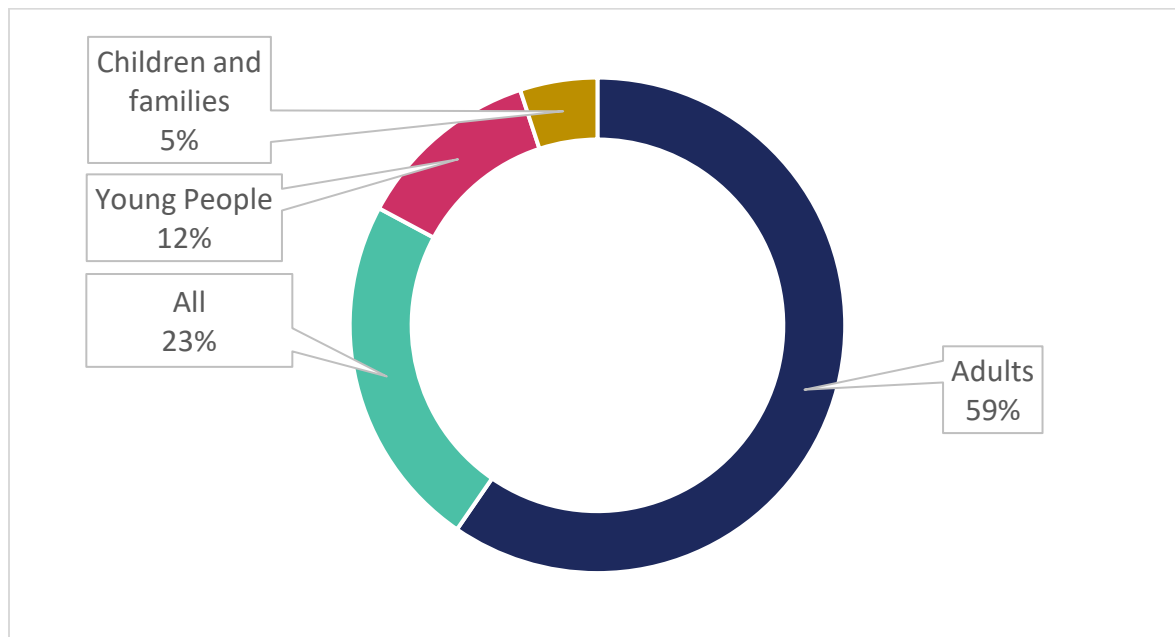


Figure 11: pie chart showing the breakdown of audiences targeted by non-academic collaborators

Alt text: the majority of attendees at events with non-academic collaborators was adults at 59%.

Table: breakdown of audiences targeted by non-academic collaborators

Target audience	Percentage
Adults	59%
All	23%
Young people	5%
Children and families	12%

Table 18: breakdown of audiences targeted by non-academic collaborators.

Alt text: the majority of attendees at events with non-academic collaborators was adults at 59%.

Data visualisation: breakdown of types of events delivered with non-academic collaborators

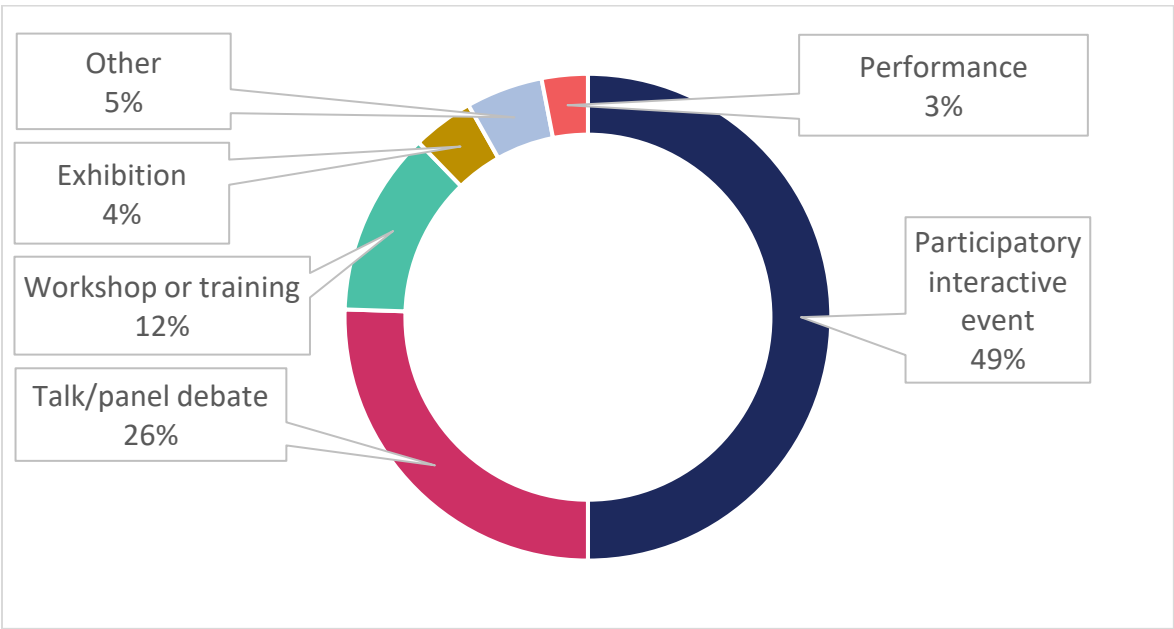


Figure 12: pie chart showing the breakdown of types of events delivered with non-academic collaborators.

Alt text: almost half of events were participatory interactive events at 49%.

Table: breakdown of formats of events delivered with non-academic collaborators

Format of event	Percentage
Participatory interactive event	49%
Talk/panel debate	25%
Workshop or training	13%
Exhibition	4%
Performance	3%
Other	5%

Table 19: breakdown of formats of events delivered with non-academic collaborators.

Alt text: almost half of events were participatory interactive events at 49%.

Data visualisation: breakdown of delivery of events (in-person/ hybrid/ virtual) with non-academic collaborators

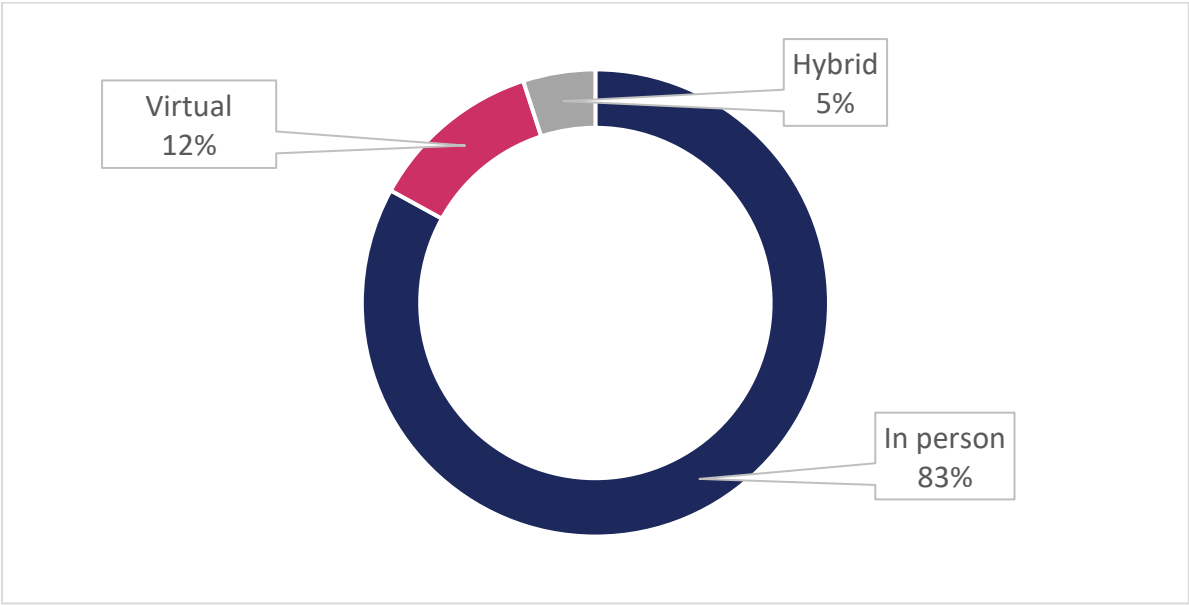


Figure 13: pie chart showing breakdown of delivery of events (in-person/ hybrid/ virtual) with non-academic collaborators.

Alt text: the chart shows the vast majority of events were in-person at 83%.

Table: breakdown of delivery of events (in-person/ hybrid/ virtual) with non-academic collaborators

Delivery	Percentage
In-person	83%
Hybrid	5%
Online	12%

Table 20: breakdown of delivery of events (in-person/ hybrid/ virtual) with non-academic collaborators.

Alt text: the chart shows the vast majority of events were in-person at 83%.

What were researchers' experiences of participating in the festival?

Table: researchers' reflections on statements about events they organised

Statement:	Percentage who strongly agree	Percentage who agree	Percentage of other responses
Leading an event has helped me to reach a new and broader audience	45%	44%	11%
Would recommend partnering on a Festival of Social Science event	65%	33%	2%
Participating has helped them/their colleagues to develop public engagement skills	49%	43%	8%

Table 21: percentage breakdown of event leaders' level of agreement with three (3) statements.

Alt text: 89% or over agreed or strongly agreed with all three statements.

Themes from researchers' feedback:

- Strong engagement with groups not normally exposed to academic research
- Particularly high reach to families, young people, and communities experiencing deprivation
- Chance encounters due to accessible venues (museums, parks, libraries) broadened reach
- FoSS "badge" added credibility and visibility

Quotes from researchers

- "The shared experiences during the event were profoundly moving and left a lasting impact on everyone who attended. The conversations revealed challenging lived realities that, while non-disabled researchers, like me, may be aware of in theory, are rarely acknowledged in their full depth and power. Hearing these voices firsthand underscored the importance of creating spaces where such experiences can be expressed and truly listened to. It was a reminder that research must go beyond observation and actively engage with the complexity and strength of these narratives."

- “I enjoyed the spontaneity of the sessions, created largely by the groups' varying levels of interest to engage. This was an unexpected and rewarding experience.”
- “The festival offers a unique opportunity to translate research into accessible, meaningful experiences for diverse audiences. This diversity enriched the dialogue and highlighted perspectives that are often underrepresented. The festival creates a space where research moves beyond academic boundaries and becomes something tangible, inclusive, and impactful.”
- “This was an event produced entirely by residents with a set of drop-in activities. What was particularly nice about it was the confidence it gave them to do other similar public activities in the future.”
- “We built a lasting relationship with a community group, not just a one-day interaction.”

What were partner institutions’ experiences of participating in the festival?

Table: reflections of festival teams at partner institutions on statements about events they supported

Statement:	Percentage who strongly agree	Percentage who agree	Percentage of other responses
Participating in the festival has helped our institution reach audiences that we wouldn't otherwise have reached	50%	32%	18%
Participating in the festival has helped develop researchers' public engagement skills	57%	39%	4%
Participating in the festival has given our IAA/festival team at non-IAA partner the opportunity to work with researchers at our institution with whom we hadn't worked before	37%	14%	49%
Participating in the festival has increased enthusiasm for public engagement in social science/economics at our institution	43%	39%	18%

Table 22: percentage breakdown of partner institutions' level of agreement with four (4) statements.

Alt text: over 80% agreed or strongly agreed with most of the statements except for – participation in the festival has given our non-IAA team the opportunity to work with researchers at our institution with whom we hadn't worked before.

Quotes from institutional leaders

- “We gained a lot of insight into how to reach and engage these audiences.”
- "The festival encouraged our researchers to present their findings in creative and expressive ways and supported an experimental approach. Explaining scientific concepts to a new and different audience requires researchers to think about how best to communicate ideas – and at times, to rethink some of those ideas and narratives."
- “The festival is a fantastic opportunity to work with academic colleagues who we would not normally engage within the impact space. Events have also helped to foster collaboration between academic event leads and external collaborators.”
- “The festival provided us with an excellent opportunity to connect with researchers and support the development of their public engagement skills. Participating in the festival enabled us to fund activities that sat outside wider research projects and may not have otherwise received funding, allowing us to deliver some truly interesting work. It also allowed us to embed public engagement throughout the research cycle by incorporating activities such as relationship building and legacy/dissemination work – things that would not have been possible without the festival. We thoroughly enjoyed participating and look forward to taking part again next year. Thank you!”

Media

Video and video transcript

To watch the video click here: [the Durham infancy and sleep centre: safe use of baby slings – working with partners](#)

Transcript:

“We're a research centre that examines how parents and babies make it through the nighttime. Really, what parents do to sort of survive infancy and how they keep their babies safe. The Lullaby Trust is a charity that focuses on keeping babies safe. So, we're here to give prevention advice and support. Sheffield Sling Library teach people physically how to put on slings and carriers, how to check that they've done it safely,

give them advice about what to choose that's going to fit them easily. Lullaby Trust were concerned about a couple of incidents that have happened where babies have died and were approached to come up with some guidance around safe sling use and to ensure that parents knew how to let their babies sleep in carriers safely.

We really wanted to make sure that there was proper research that looked [music] into the advice so we could bring a number of organizations together and try and get out really clear advice for families. Durham applied to us actually for the grant. We've worked with them before. We've given them funding before. We know they're experts in this area and they do a fantastic job. We conducted a systematic review first to find out what other people had done, find out what was in the literature. Then we did a parent survey. So, we had over 3,000 respondents and then we did an appraisal of the information that was out there.

So, the event that we're hosting today is part of the ESRC's Festival of Social Science. There are some practitioners, there are some baby wearing consultants, [music] there are some parents, there are some infant safety organizations and we're going to be telling them about the recommendations that [music] we've come up with as a result of this research. So, the key findings here is that we have clear evidence demonstrating the benefits for using adult worn slings and carriers.

We need a single nationwide set of guidance to raise awareness about safe sling and carrier use to alert parents to the key issues about baby safety and to [music] direct them to the more specialist sources for tailored information and support. [music] So, you're going to give each little stripe a bit of a tug like that just to make sure that we've got an exact fit all over his back because if we tighten the top and the bottom but not the middle, it'll leave space for him to kind of sink down into.

The findings of the research today have been really, really interesting. It just really reinforces that people don't know where to find us. One of the key reasons for working with the Lullaby Trust is to disseminate the information that we found. They have nationwide reach and every parent receives their safer sleep guidance when they leave hospital with their baby, and we'd like them to receive safer [music] sling use guidance at the same time. We're a charity but we work with academics and we work with other charities and the NHS as well. That's the way that we're going to reach families. That's the way that we're going to reach professionals who work with families. So, it's absolutely crucial that we have that wide sector of people coming together.

We're very keen to work with any organizations who want to use our research through training courses that we deliver to practitioners, health professionals around infant sleep and infant sleep safety. Or it might be through like our eyes on the baby project where we're working with local authorities to train their staff and help them to implement safer sleep for the impoverished communities.

The big impact that we hope it will have is that it could save even one baby's life. We want to work with all those organizations and make sure that families get the advice. Predominantly, we want to be putting babies in the safest possible position they can be.”

Event photography



Figures 15 and 16 – collage of photos from events

Alt text: photos include groups of people of different ages and ethnicities walking down a street, sitting on a panel and working together round a table, two individuals on a stage, two

paintings in an exhibition, a papier- mâché head, a poster with a cartoon description of an event, three children sitting on stools at a table, people walking around an exhibition.

End of report