



Royal
Entomological
Society

Outreach Evaluation for Royal Entomological Society



Our charity

The Royal Entomological Society is a global charity with a vision to enrich the world with insect science.

Insect Week is our annual campaign to celebrate insects, this year we plan to **Stand Tall for the Small** to highlight how insects are important in our world and how we can help them.

In 2024 we opened the RES Insect Garden at Stratford Cross in East London. Designed by Tom Massey, the garden provides habitats for insects and space for events and education.



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Measuring impact

We would like to gauge the effectiveness of these activities with a sample of visitors to our public events, **measuring awareness change of the importance of insects, and insect science** before and after engagement.

We would like evaluators to propose a **range of methods** for this, in varying complexity and cost.

We propose **two** of our flagship **public events in 2025** could be the focus for evaluating the success of our face-to-face outreach.



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Insect Week 2025

On **Saturday 28 June** we will hold a public event at the RES Garden from 10:00-14:00.

We are planning **interactive activities** led by RES members to highlight how insects are important in our world and how we can help them.

This could range from matching the **pollinator** to a food item, demonstrating actions of different invertebrates to **decompose** waste in our world, to designing a window box **garden** for beneficial insects.



New Scientist Live 2025

We have been a **partner exhibitor** at New Scientist Live since 2023 and plan to return from **Sat 18 - Mon 20 Oct 2025** at Excel London.

The event has weekend days attracting families and adults, Monday is open to London schools. The overall event attracted over **26,000 visitors** in 2024.

We run activities such as insect handling, and microscope investigations led by **RES members**, as well as **partner** activities such as Seedball making.



Case for support for funders

Tracking and measuring **meaningful engagement** with our audiences during key outreach activities plays a significant role in successfully **securing funding** from partners.

We are therefore keen to use **targeted evaluation tools** that can clearly **evidence** any **impact** that our outreach work has.

We will use evaluation results and sound bites from attendees and visitors to our activities in **future applications** to both Trusts & Grants as well as corporate funders.



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RES timeline

28 June 2025 Insect Week garden, results reported by 30 July.

18-20 Oct 2025 New Scientist Live, results reported by 21 Nov.

Proposals submitted by **16 May 2025** to Luke Tilley luke@royensoc.co.uk & Fran Sconce fran@royensoc.co.uk (also for enquiries or an informal chat before submission)



Thank you