

# **How to run your own MakeFest**

From the founders of MakeFest –  
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## Foreword

Five years ago, we founded MakeFest, a free, family-friendly event celebrating all things 'makey'. It ran for the first time in June 2015 in the north-west of England, in Liverpool Central Library, now its permanent home and attracted thousands of visitors. What we thought would be a one-off event put together in six weeks on a shoestring, has since become the largest festival of its kind in the UK and best still has inspired other libraries to run their own MakeFests.

People often asked us 'How would we go about running our own MakeFest?' and so we thought we would produce a set of guidelines for all libraries in the hope that these treasuries of heritage will feel inspired to run their own MakeFests and that these will become annual events across the UK. None of us had had any experience of putting on events like this and so this Guide is for those of you who, like us, had no idea where to start.

We have been incredibly lucky to have the support of the Maker community in making this such a wonderful annual event showcasing the amazing diversity of science, engineering, technology, arts and crafts that are shaping our world.

There is making community out there in every town, creative people round every corner and young people wanting focus in every city. We encourage you to set up your own MakeFest so you can find your own community.

The Founders of MakeFest

Denise Jones, Caroline Keep and Mark Feltham





## Acknowledgements

Liverpool MakeFest is supported by Liverpool Central Library and is a FREE and non-profit community enterprise reliant on volunteers and Makers. It is not affiliated with any business(es) or any institution(s). As a non-profit event, any funds raised go directly back into the operation of the festival.

Over the years financial support has been provided by Awesome Foundation (Liverpool), Mark Feltham, Caroline Keep, Suzanne Jameson, Mark Sabino, Denise Jones, Adrian McEwen and Defproc Ltd. Not forgetting the time and dedication from curators, volunteers and Makers alike. We've also sought funding through Liverpool Libraries grants from Arts Council England and funding through WeHeartTech CIC grants from BBC Children in Need and Dot Everyone.

We would like to thank EVERYONE who has given their time and energy to Liverpool MakeFest and who have worked tirelessly over the years to make it the amazing event that it is.



# Thank you

## Terms of reference: a glossary of making

Throughout this guide you will find references to making, Makers, the Maker community, the Maker movement, Maker culture, Maker ethos, Maker faires, MakeFests, makerspaces, hackspaces and Fablabs. So we thought that it might be a good idea to describe what these things are and how they fit together before we get started.

### Makers and The Maker Movement: culture, community and ethos

The **Maker Movement** is a social movement with an 'artisan' spirit, in which a community of people (**Makers**) share a culture and ethos centred around making. The **Maker Community** therefore comprise those individuals who see themselves as part of the Maker Movement and who share the ideals of **Maker Culture** and the **Maker Ethos**. Not all people who make things, however, necessarily either recognise or identify themselves as a Maker, whereas those that do, all make things. **Making** in the context of a movement, community or identity is therefore a mindset and an increasing number of people who would have perhaps traditionally identified themselves as metalworkers or coders, seamstresses or electronics hobbyists now see themselves as part of a much broader family - Makers.

Some see the Maker movement and culture simply as being a technological extension of the more 'old school' DIY culture, which itself could be viewed as both part of and an extension of the arts and crafts movement. In some senses this is true. Maker culture does share both the self-sufficient, *I could learn the skills and tool use needed to fix / build that myself* DIY ethic and the creative sensibilities of artists, sculptors, musicians and performers, but it is also much more!

Making also inhabits the 'intersections between traditionally separate domains'. Here it becomes more about combining different forms and skills in new ways to create new physical and virtual 'things' than simply constructing 'traditional artefacts' with newer technologies, such as replacing a hand-carved wooden chair with a 3D-printed one, and yet both are still making and both are represented within Maker culture. Why is this? In both cases what they share is a focus (culture, ethos) of practical hands-on learning of the skills and techniques needed to make the object of desire, whether that is an artisan stained-glass window made from recycled bottles or a virtual world coded in Python for online gaming. From the perspective of the Maker movement, both are making and those who embark on such enterprises, Makers.

Makers also have a habit of mixing different things together to create new things, for example electronics with sewing for wearable tech, sculpture with sensors for touch-sensitive art installations and machine learning with poetry to inform Artificial Intelligence. OR, they may hack something... repurpose it for something it was not originally designed to do, for example turning an old PC case into a bird nest-box, or decorating discarded CDs to make coasters. Repurpose, recycle, reuse is very much part of the Maker ethos and Maker culture.

Finally making includes more obvious technological leanings such as enhancing or extending our world by for example making Augmented Reality and Virtual Reality interfaces or monitoring and controlling physical devices and everyday objects via the internet; something we know commonly refer to as the Internet of Things or IoT.

### What is a makerspace?

Makerspaces come in all shapes and sizes, but they all serve as a gathering point for tools, projects, teachers, students and expertise. A collection of tools does not define a makerspace. Rather, we define it by what it enables - making.

### Makerspaces, hackerspaces and Fablabs – what's the difference?

Makerspaces, hackerspaces and FabLabs are often used as generic and interchangeable terms in the media to represent, tool-based learning. However, they are quite different.

FabLabs are a network of trade-marked, typically 'clean' spaces focused predominately on digital fabrication. Their founding principle is that there is a core set of tools (including basic electronics equipment, a laser-cutter, a vinyl cutter, a CNC router, a CNC milling machine, and more) that allow novice Makers to make almost anything given a brief introduction to engineering and design education.

Makerspaces and hackerspaces are not confined in such a way and therefore embrace a wider range of domains and types of projects with a focus on student-led, hands-on learning through rapid prototyping and problem solving rather than fabrication, although the latter may form part of some projects. In addition, Makerspaces and hackerspaces are rather more associated with creative hubs and local communities of Makers who collaborate, share ideas and frequently produce open-source outputs... they have what's called the 'Maker Ethos'

## What is the Maker ethos?

Each Makerspace typically writes its own **Maker Manifesto**... a set of guiding principles and values centred on inclusivity, learning and sharing. Common themes emphasise informal, networked, peer-led, and shared learning motivated by fun and self-fulfilment, together with an ethos of individuals and communities as producers rather than consumers.

Here are a few examples from various Maker manifestos that should give you a feel of what the Maker ethos embodies:

- If you can dream it, you can make it.
- We share what we make and help each other make what we share.
- We see ourselves as more than consumers - we are productive; we are creative.
- Makers seek out opportunities to learn to do new things, especially through hands-on, learning.
- The divisions between subjects like maths and art and science dissolve when you are making things. Making is an interdisciplinary endeavour.
- It's all right if you fail, as long as you use it as an opportunity to learn and to make something better!
- We help one another do better.
- We are open, inclusive, encouraging and generous in spirit.
- We celebrate other Makers — what they make, how they make it and the enthusiasm and passion that drives them.
- We are not about winners and losers. We're about everyone making things better.

## What is a MakeFest?

### Maker events

There are all kinds of Maker celebrations, festivals and events but in many respects a MakeFest is like a mini Maker Faire. A Maker Faire is an American trade-marked event created by Make magazine in 2008 to *"celebrate arts, crafts, engineering, science projects and the Do-It-Yourself (DIY) mindset"* and has been since pitched as *"the Greatest Show (and Tell) on Earth—a family-friendly festival of invention, creativity and resourcefulness, and a celebration of the Maker Movement"*.

Maker Faires are large, sometimes huge, 'pay to attend' events, often running over several days, with their own branding, marketing and licencing. They are

amazing events that attract tens or hundreds of thousands of people and if you get the opportunity to attend one – do! They are a great way to inform your own MakeFest!

So how is a MakeFest different? In lots of ways. A MakeFest is **an entirely FREE, non-profit, one day festival in a library or museum, organised by a team of volunteers from the local 'Maker' community.** It showcases digital arts, science, creations, inventions and gadgets through exhibits, demonstrations, installations and free hands on activities and workshops for all age groups in order to explore how science, technology, engineering, arts and crafts are shaping our world. If you need a definition, the above is it. It is wordy, yes, but included every key element that is required to call your event a MakeFest.



At the heart of MakeFest is a strong Maker ethos centred around open source, sharing and celebrating making. Nobody pays to attend – not the public, nor the Makers. Nobody gets paid to organize, run or market the event. It is run entirely by volunteers. There is no corporate sponsorship (and hence branding) and whilst we may help new up and coming Makers showcase their projects by occasionally commissioning them, or financially supporting them (if we have funds to do so), we do not accept Makers at the event who charge to put on workshops in order to do more than cover the costs of consumables, or, who wish to simply sell their products. A MakeFest is not a trade fair.

The key factors therefore that identify the MakeFest brand are that the event;

- (i) is FREE for everyone
- (ii) is non-profit
- (iii) is inclusive
- (iv) is organized, run, managed and marketed by volunteers none of whom receives remuneration of any kind for these duties
- (v) is held in a public library or museum
- (vi) adheres strongly to the Maker ethos

As MakeFest is a community run event in a public space that is free for all and organised by Makers who give their time freely from that community, it is not something to be monetized. We have encountered a number of situations where individuals or organizations have looked to make a profit from the rising popularity of the Maker movement by running events or taking Makers' ideas and branding them as their own and so please register your MakeFest as an individual MakeFest event to protect it from this e.g. Leeds MakeFest or MakeFest Leeds, Brighton MakeFest, Newcastle MakeFest etc.

You can register here <https://www.gov.uk/how-to-register-a-trade-mark/apply>  
Remember the Maker community runs mostly on trust. If Makers feel exploited or feel the public are, they will turn away from your event.



## What will you find at a MakeFest?

Each MakeFest has its own identity and range of exhibitors but are usually a combination of science, technology, arts and crafts. Here are the sorts of things you might see at a MakeFest:

- Rockets
- Coding
- Drones
- 3D printing
- electronics
- astronomy
- motion capture
- stained glass
- biohacking
- book art
- upcycling
- cosplay
- little robots
- big robots
- furniture making
- artificial intelligence
- Internet of Things
- physical computing
- workshop
- Maker schools
- Inventions
- hack spaces
- Makerspaces
- Performances
- face painting
- fabrics
- AR/VR
- Fashion
- soft circuits
- musical instruments
- painting
- community engagement
- award winning projects
- demonstrations
- glass blowing
- metal work

- drilling
- radio telescopes
- treasure hunts
- food tech
- prosthetics
- games
- sound and music
- jewellery
- photography
- placard making
- laser cutting
- virtual reality
- woodwork
- solar telescopes
- interactive games
- lace making
- press printing
- conference talks

If you can make it, it may well turn up at your local MakeFest!



## How to run your first MakeFest?

BEFORE you approach Senior Library Management to ask if you can run a MakeFest, it helps to have an idea about what is involved, its scale and potential costs. In other words, you need some PRE-PLANNING!

These next sections summarise the main things you need to consider when pre-planning (and ultimately actually planning) a MakeFest and where costs may occur and how to minimise these. Look at it as a kind of executive summary of what a MakeFest involves and useful things to consider ahead of putting your plan into action. Each element summarised below is dealt with in more detail later in the Guide

### The elements of a MakeFest

This may seem like an odd question but actually a MakeFest is typically made up of a number of elements, each requiring different amounts of space and furniture and so this is the ideal place to start when deciding how to go about running one. Below is a list of the kinds of set-ups you might wish to consider, and after these, some suggestions about how to figure out what and how much you can accommodate in your library.

1. **Standard pitch.** The first and most fundamental element is the standard pitch; a trestle table on which a Maker will show-case something they have made or offer visitors a go at trying something out or demonstrating something cool or running a small drop-in, stand-up workshop from their pitch.
2. **Larger workshop.** The second is a larger workshop (this could be drop-in or bookable – we find the former works best) that will typically require a larger open space often with between 2-6 larger tables (although blocks of trestle tables will work if you have no library furniture available). These workshops are usually sit-down affairs that typically accommodate between 8-16 people. They can be drop-in or run every hour, or whatever works best for your Maker. Be sure though to give them a break!
3. **Fixed installations/exhibits.** The third is a fixed, and usually larger, installation that does not require a table but does need room. This could be a large model of a rocket, or robot, or a shooting range or giant light-up cube etc.
4. **Roving exhibits.** The fourth is a small, roving, exhibit that again does not require a table, nor does it require a fixed area, but can move around your MakeFest e.g a Dalek or R2D2, or Cosplayers, or roaming musicians.

5. **Coding.** The fifth are coding activities that make use of your existing computers. Some libraries have separate areas with computers that could be utilised for the event, whilst others have computers dispersed throughout the venue which are of less practical use. If you have a block of even five computers, you may wish to consider one of your elements being a coding session based around these.
6. **Outdoor activities.** The sixth are outdoor exhibits that we usually house in small individual marquees or provide outdoor space for. These are usually for those exhibits that are either too large (e.g. a big drone cage) or too difficult (e.g. a Tractor) to get into the library and/or are likely to get messy (most libraries don not want spillages or smoke alarms going off!).
7. **Performance pieces.** Finally, some 'makes' may involve a performance element (e.g. musical pieces, cosplay competitions, robot wars) and so would require their own area in which to do this.

Any or all of the above can be used as elements to build your MakeFest but number one and two are likely, at least in the first iteration, to comprise most of your event. So now you know what your options are, how do you get started with your (pre-) planning? The answer is by consider what you already have and that means to begin with, space and furniture

## Getting started: space and furniture

Getting your head around your potential MakeFest venue needs a little thought... we start with visualizing the 'space' and what could potentially fit in it...

### Space, tables and chairs: the best way to start

As Makers needs somewhere to showcase their projects and run workshops (see above), first off you need to look at (a) what space you have available and (b) furniture.

### How much space do you have?

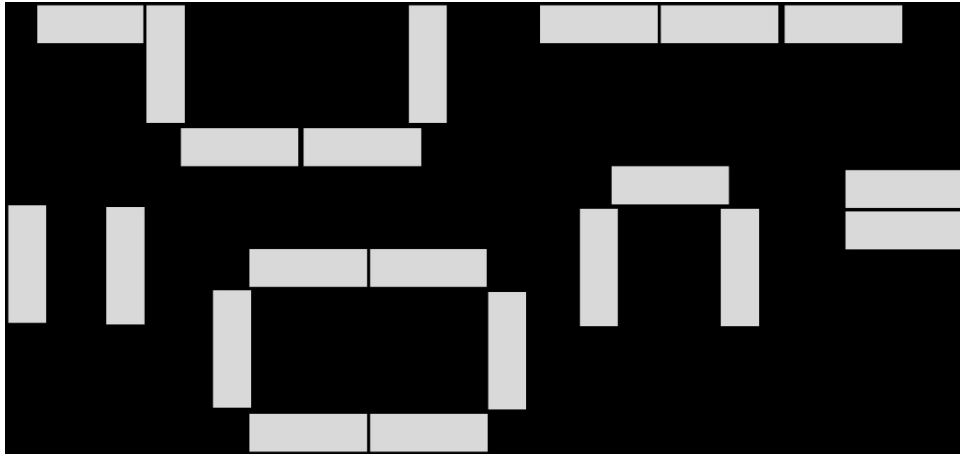
Space typically comes in three varieties:

1. **Floor space**, the commonest, comprising existing 'open' areas and/or those that could be formed INTO 'open' areas by moving things around
2. **Separate rooms** (e.g. meeting rooms)
3. **Outdoor space**

How much space you have determines how many Maker stands/workshops you can accommodate and so needs to be the starting point of any plans. We find physically doing this within your library to be much more useful than trying to do it on paper with scale plans. We use the latter typically afterwards to mark out where pitches will be for subsequent reference once we have walked around the space and decided what can fit where.

### Floor space

This is likely in most cases to provide the majority of space for your Makers and so working out how many tables can fit in these spaces is a good way to begin. This space is typically between the bookstacks and in areas where comfy chairs have been placed, that can, with an agreeable library manager be moved for the day to allow Makers in. A standard trestle table measures 6 foot by 2 foot 6 inches, so walk around your floor space with a tape measure and figure out how many you can fit in. We find taking a cardboard cut-out of a tabletop around and then putting masking tape around each potential pitch helps visualise things. Then take photos... lots of photos for future reference and discussion. Tables can be in lines, horseshoes, squares, hollow rectangles... whatever works (see below). You will need at least 36 inches between adjacent tables/blocks for wheelchair access.



### **Separate Rooms**

If you have access to separate meeting rooms, these can be invaluable for (i) workshops (ii) recording studios on the day (iii) for talks (iv) as changing rooms if you have people in costumes (iv), as storage for sandwich bags/drinks for Maker lunches, or, any other peripherals that need a home.

### **Outdoor areas**

If you have access to these (and the weather is fine) they can be used for large fixed exhibits/installations (we had a tractor one year and a ham radio group with a van and massive aerial) , or, for ‘messy science’ experiments / those that may generate heat/fumes that could set off your fire alarms. Marquees (if you can source them cheaply or borrow them!) are ideal and we tend to have a few of these outside our library for e.g. ‘wet science’, glassblowing, or those requiring a performance space (e.g. for drumming) that we can’t accommodate inside. They also help to draw in passers-by who may not have known anything was on in the library.

The one potential limitation to outdoor spaces is power supply. Running mains cables outside can be a little tricky for most libraries and so we tend to put people in the marquees that either have their own (e.g. a generator) are require none. We didn’t use any in our first MakeFest but have since borrowed a few and bought a couple. You can get a 3m x 3m gazebo (if you really need to buy one) for about £30. We would suggest not bothering and staying inside if money is tight.

### **What furniture do you already have?**

Most libraries have at least some tables and chairs. Use as many of these as you can. Some tables may be ‘fixed’ but if you can clear their surfaces, they may be able to accommodate a Maker or two. Tables that you can move around are even more useful. We tend to use these for larger workshops where blocks of 2-6 tables are required in order to seat between 8-16 people. Regardless of your own

furniture however, you will very likely need to hire in trestle tables. These typically cost about £4-5 each to hire and are one of the few unavoidable costs of running a MakeFest. Liverpool MakeFest covers four floors of the Liverpool Central Library and we typically hire in between 70-100 tables for the event. At the end of this process, you should have a good idea about how many standard pitches, larger workshops and fixed exhibits you can accommodate. These then become your units of measurement for costing things out.

## Next steps: power, people, provisions and promotion

Once you have walked around your library and have a good idea about what space is potentially available, what furniture you already have and what kinds of pitches you could fit in, it's time to consider the other elements of a MakeFest that intertwine with these... and the various costs they may incur. So, below is a list of a few other things you need to consider regards your MakeFest... again this is BEFORE you pitch it to your library manager.... forewarned is forearmed as the saying goes...

### Power

You'll need to know where your power sockets are and how many you have. Some Makers will require a single socket, some many and others none. At this early stage you need not worry too much about who is going to be put where, but you will need to get hold of a bunch of 4-way extension leads, of varying length come the day! These cost about £4-10 each for a 3m lead (depending on if you need/want surge protection) and if you need to buy them, or simply ask around.

People will often bring them from home and many Makers bring their own. You'll also need to tape the cables down and/or cover the leads if they cross areas where the public may roam. If you have them, rubber cable mats are ideal, but cost about £6.50 a metre if you are looking to buy them. A cheaper option is a few rolls of Gaffer tape. It does the job and doesn't leave sticky marks on carpets. Another thing to consider regards power is PAT testing. We'll talk about this later under Risk Assessment and Health & Safety. It's rarely an issue.

A related consideration to power is **INTERNET** – Many, but not all Makers may need a good internet connection. It is a good idea to check your system beforehand and potentially plan for buying in some portable 4G wireless routers if cover is patchy. These cost about £25 each. OR, you can ask Makers to bring their own, if they have them, or hotspot from their phones as a Plan B.

## People

Finally, it helps in the pre-planning stage to have at least an idea about how many people will be involved in organizing and running the event. They fall into a number of categories.

### Organisers

You'll need 2-3 PROACTIVE organizers to drive the process and a supporting team of variable size to help out. At MakeFests, everyone tends to pitch in where needed, but you can of course decide on specific roles and allocate these to specific individuals (communication though is the key - see Email and Whatsapp above).

### Volunteers

These comprise of:

1. General **'front of house' staff** the job of whom it is to welcome in the public, direct them to the various things on show and generally answer questions on the day
2. **Crew** – the job of whom it is to set-up and take down the tables, get the Makers in and out and make sure they have everything they need on the day. They are also responsible for trouble shooting on the day if any Makers hit snags with their pitches / workshops / exhibits. We usually give the latter Walkie-Talkies so that they can keep in touch and allocate different areas for them to 'patrol'. It's also handy to have access to your library's PA system on the day, if you have one.

### Other personnel

1. **Organizers** – these oversee the preparation of the event with library liaisons and the setting-up, running and taking-down of the event on the day.
2. **Security** – the library's in-house security
3. **Library Staff** – library staff may be directly involved in helping with your MakeFest, or, may be doing their other duties and hence simply need to be kept informed about what's going on and, of required, direct people to places (e.g. where it is in your library if you're not using the whole space) or individuals (e.g. organizers, crew) on the day.
4. **Makers** – Self-explanatory.

NOTE: Some of the above may be the same people!

### Communication: email and WhatsApp

In addition to a public facing webpage and social media presence (see below) you'll also need to set up bespoke channels of communication between

organizers, volunteers and crucially Makers! We suggest setting up a separate email for this rather than using existing library ones. It helps to keep everything in one place. We also use Direct Messaging on Twitter (as it is often a quicker way to get hold of people) and/or setting up a WhatsApp/Slack group for the organizers. Bear in mind however that sometimes you need just to pick up the phone and talk to people! So, get phone numbers, Twitter handles and email addresses from both your Makers and organizers early on.

## Provisions

Your Makers and volunteers will need two things; sustenance on the day and a badge

### Food

Trestle tables are typically the single biggest cost when running a MakeFest. A close second is food for the Makers. Part of the ethos of a MakeFest is that it is FREE both to visitors AND exhibitors. Nobody should pay. Given that Makers are giving up their time for free to attend and make your event a success, it is a strong part of the MakeFest brand and ethos that we say 'thank you' by giving Makers, organizers and volunteers two things; a packed lunch (or equivalent) and a badge to identify them and commemorate their involvement. Food need not be expensive and is, in any case, as much a token of appreciation as fuel for the day. Many Makers bring additional snacks in any case but bear in mind that they will often have little opportunity to take breaks during the day and so the least we can do is provide them with some nourishment and fluids!

In our first year we provided pizza and a drink, thereafter we provided a lunch bag comprising a sandwich, fruit, crisps and a drink. If your library is relatively large and has a café you may be able to be able to negotiate a deal with the café manager. Ours, for example, in addition to the packed-lunches we ourselves provided, laid on a reasonably priced hog-roast for both the public and any particularly voracious Makers to enjoy alongside the usual café fair. If all else fails, a few loaves of bread, spread and fillings can go a long way if you don't mind making the sandwiches yourselves. Until you have an idea of the actual numbers of Makers and volunteers that will be attending your MakeFest, work on the basis that there'll be at least 2 people per pitch/workshop and add another 10 for crew/organizers. This will give you a ball-park number of lunches to put to your library manager during that first conversation regards 'How much will it cost?'

### Badges

The second (and very much appreciated) 'thank you' to Makers, organizers and volunteers comes in the form of a Maker badge. Traditional these are laser cut or

etched in ply or acrylic, or this year velvet (yes velvet!), although they could be made of anything. We always outsource the production of Maker badges to a third-party Maker and have never had a problem with somebody stepping up to the plate to produce these free of charge. Lanyards though we buy. They cost about £20 for 100, although if you don't mind sticking on large safety pins with hot glue or Gaffer tape, this cost can be reduced to about £3.

## Promotion

### Webpage and social media

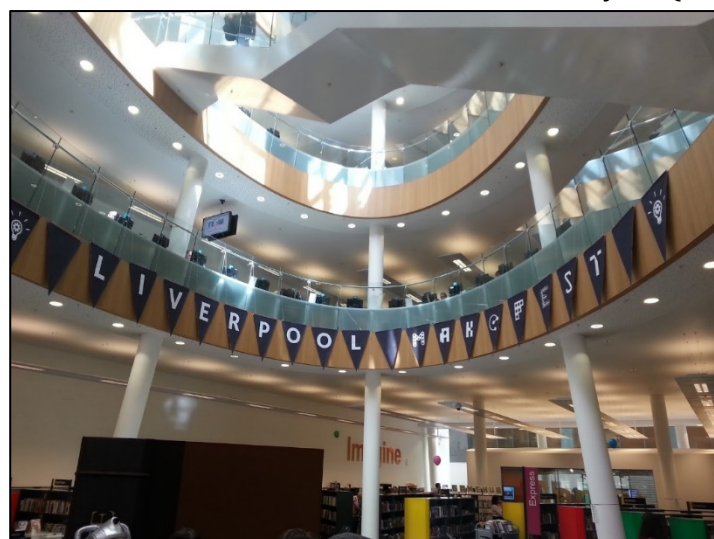
You'll need to set up a webpage and a social media account for your MakeFest. We suggest using a free WordPress (or equivalent) template for your webpage and Twitter for social media. You can of course use other social media e.g. Facebook, Instagram etc. if you wish but we have found a bespoke Twitter account to be the most effective medium and to have the greatest reach when promoting and celebrating MakeFests. Make sure all the organizers have access to these so they can all update and promote the event.

### Flyers and leaflets

These can easily be designed and photocopied 'in house' and so do not generally need to be budgeted for. We used images provided by the Makers in attendance and a logo designed by one of the Makers for our flyers. We used the same logo, drew our own maps and then added text using free software for the leaflets. Flyers we distributed by hand around Liverpool.

### Banners, decorations and signs

Our advice, for your first MakeFest, if you have little by way of funds, is to make them! It is after all a MakeFest! It's by far the cheapest way. We made everything for our first MakeFest... from a giant MakeFest banner to strings of bunting to signage inside the venue, as well as our own leaflets and flyers (see below).







Although budget (or lack of one) was one reason we made all our promotional materials and decorations, the other was that there were strict rules governing what we could and couldn't put up in the library. Basically, we couldn't stick anything TO anything! This required us to be a little creative in our signage. A couple of tips, if you find yourself in a similar situation; use wrap-around, stick-to-self or tie on signage on pillars, use hangings (e.g. banners and bunting and use helium filled balloons to show where things are hidden among the bookstacks!

### **Merchandise**

This is an optional extra if you have funding to produce it. It could include badges for the public, T-shirts, mugs? We have tended not to go down this route, but this would, under the MakeFest brand, be an acceptable way of raising modest funds towards your next year's MakeFest, provided pricing is relatively low. MakeFests are non-profit remember... they are absolutely NOT vehicles for people to 'make a buck ' off the public. If you're producing and selling merchandise at your MakeFest, do it in the Maker ethos and audit it so that people can see that money made goes directly back into funding your subsequent MakeFest.

**FINALLY, the BIG QUESTION** you will need to answer as early as possible is '*On what day and date will your MakeFest run?*'

We always run our MakeFest on a Saturday. Just a Saturday. This is for a number of reasons. First, tending a pitch for one whole day, given the level of interaction with the public is exhausting... two days is too much. Trust us, we've done two days back to back ourselves, it takes weeks to recover. Second, the majority of Makers have day jobs (!) and will need to be back in work on the Monday, so

keeping it to a Saturday gives them the Sunday to recover and make their way home. We think a lot of people forget this and assume Makers do all this 'making' for a living. Most don't. They attend voluntarily for free around their day jobs. The same goes for the organizers, crew and front of house volunteers. Third, finishing on a Saturday evening (our MakeFest closes at 5pm) gives Makers an opportunity to unwind, celebrate and catch-up with each other. Most of them will have little opportunity throughout the day to leave their own pitches to go and see what their Maker chums are doing. We always lay on an After Party for our Makers as one big, final thank you.

Regards a date, try to arrange your MakeFest for a weekend around school half-term. This way you are likely to get the greatest number of families and kids at your event and hence have the greatest reach. Check what else is on in your local area that may conflict with your event and avoid dates that clash. Try very hard not run your MakeFest on a date somebody else is running theirs! Makers come from far and wide and many attend different MakeFests around the country and so holding two MakeFests on one date is likely to leave both somewhat slimmer affairs than if they had been held on separate dates. Try to avoid this if possible unless there is only one date available and MakeFests are separated geographically e.g a north – south split is less likely to draw from the same pool of Makers, than neighbouring counties.

## **Senior Library Management Team: buy in and communication**

So, you've done your pre-planning and you have a good idea about what a MakeFest is, what would be involved in running one and how much it might cost... even though you may not know where the money will come from or who your Makers will be. It's now time to take a deep breath, bite the bullet and pitch with as much enthusiasm and belief as you can muster... your idea to Senior Library Management.

We've been there! The idea of a holding the first ever library MakeFest back in 2015 was an innovative one and probably the first time Liverpool Library Services had considered an event that was not exclusively arts based. The key to getting senior management buy-in for such non-traditional ideas was simply to 'sell the idea' as a suitable fit with the public library brand.

### **Early communication**

Hold initial talks with the premise's managers and library managers if the event is in a community Library. Take their advice on what can be done in different

spaces and what is safe but also be prepared to help them think out of the box a bit as well by using all the information you've already gathered. Be ready for any negative questions you may encounter with a new idea. It helps also to have a good understanding of your library's organisational strategy and link the event content and outcomes to specific areas. This will give you the justification for doing something different.

Once you have all of the information write a scoping document that covers all the points and then you're ready for a discussion with the appropriate senior manager. It should include the following.

### **Organisational strategy**

Often a substantial amount of initial buy-in by library managers can be about explaining new ideas and provision in terms of that with which they are already familiar and that resonate and build upon existing ideas and provisions. It's often about finding a common vocabulary. For example, e.g. coding=games creation=storytelling= promotion of literacy, or, coding=digital skills=digital literacy=work skills= employment outcomes=local economy. Being clear on your signposting can help bridge the language barrier and get across what a MakeFest is and how it fits regards library offers. You could also show library managers some of the links to what has gone on in other libraries! Sometimes all you need you get buy-in is *'They've been running this family friendly digital creative Maker festival in Liverpool library now for 5 years... it looks like this... can we do one?'*

### **Impact on staffing**

Make sure the recruitment of volunteers to direct front of house and signposting is included in the planning and make it clear to organizers from the outset that library staff will help as and when they can on the event day but have their own duties to perform.

### **Public safety**

Make sure the event or programme will be safe in the sense that Risk Assessments will be available and there will be no damage to the fabric or interiors of the library -talk to the organisers to double check this and make sure you communicate what can and can't be done within library premises. This includes making sure how the technology will work and how much power/power points are needed.

### **Funding**

Be clear how the event will be funded. If the event fits with library and organisational ethos and is targeted at families then it should remain free as this is the USP of public libraries and will increase your audience, particularly with regards to fun learning experiences.



## Finding your Makers

So, your Senior Library Management have said 'Yes' to you running a MakeFest and you have a good idea how many Makers stands/workshops/exhibits you could fit in your space... now it's time to get the Makers in. How do you do this? Well, the first thing is to find and make contact with your Maker community.

### The Maker community

In every city and the surrounding area are Makers. Some gather in groups, others are individuals. This is your local Maker Community and so you first need to find out who they are and what THEY are doing... and get involved! There are a number of ways to go about this. We use all of them.

### Friends of friends of friends...

When you speak to family, friends and colleagues you may find that you already know some of the Maker Community! We have put a list of the Makers who have attended our MakeFest in the section below. This is not intended as a list of people for you to approach, rather to show you the diverse types of making that goes on so that you know better the kinds of things you are looking for and the sorts of people to seek. It will help with those initial informal questions that may pop up like *'Do you know anybody who builds rockets?'*, or *'What was the name of*

*that girl who did that cool robotics stuff?'. Trust us, we all know somebody who knows somebody who knows somebody, to get the ball rolling.*

## **Makerspaces, hackspaces and Fablabs**

Next, look to see if you have a makerspace, hackspace or Fablab near you. If you do, have a look at what they have going on and go and meet some of the Makers. Talk to them see what they do. Ask if they'd be interested in showcasing their projects at your MakeFest. They'll also know lots of other people you can talk to. Gather names, phone numbers, emails and social media handles.

We suggest you look here for a list of UK spaces:

<https://www.nesta.org.uk/archive-pages/uk-Makerspaces-the-data/>

There's also a small (and not exhaustive!) list of some of the UK spaces here, which also provides information on the government's ideas about the value and impact of **makerspaces** in libraries as part of the UK Digital Strategy.

<https://www.gov.uk/government/publications/libraries-and-Makerspaces/libraries-and-Makerspaces>

## **Local groups, clubs, meets and events**

As MakeFests combine science, technology, engineering, coding, arts and crafts look also at where people already gather to do these things. Are there workshop spaces, galleries or local get-togethers where people with similar interests meet-up that you could visit? Do events run in your local area such as meet-ups, craft fayres, tech events, science expos, Comicon, code clubs? It can be surprising what you find is already going on with a little searching on the Internet! All the above provide a potentially rich pool of talent and enthusiasm from which to draw your first Maker attendees. We find it best to actually turn up and speak face to face with people initially and then to follow up any contacts they themselves provide by phone or email. Bear in mind though that if you set up a MakeFest you too are then part of the Maker Community...and it's a two-way streak. Support your Makers in what they do, go to THEIR events and meets and they will be more likely to come to yours.

## **Social media**

A quick search on Twitter can quickly find Makers for your and by checking their Bios you will identify those close to you geographically. This includes local

Makerspaces too. Try using the following hashtags in addition to the obvious science, STEM, engineering, arts, crafts etc ones.

#Makerspace #hackspace #hackerspace #fablab # Maker #Makered  
#Makersgonnamake #Makershour #making

Then, look at their feeds, followers and hashtags and begin to build a list of people to approach. Again, remember you are now part of the Maker community so celebrate their work, follow, retweet, comment, like (see Maker Ethos) ... it helps build your base of support.

### Open call to Makers

Finally, you can put out an open call to Makers via your social media, telling people the date and venue and asking for an expression of interest which you can then follow up via Direct Messaging or other means. Set a deadline for responses. Give people about a month and drip, drip weekly posts to remind people that the call for Makers is open. Keep your call light and fun. What would you write on the call? We usually keep it quirky/geeky, but you'll need a clear **CALL FOR #Makers** so that everyone can pick it up if using Twitter. This year we went with ghostbusters.



## Pulling the treads together

We start by asking the people we know and regularly visiting and participating in events run by existing groups until we are about 2/3rds full and then put out an open call to Makers. The worst-case scenario then becomes that your event will be smaller if nobody picks up your open call, but it will run! To be honest though, we have never found a lack of people wanting to showcase their making and have always been full.

In the first instance, say yes to everyone until you judge from your pre-planning table maps that you are 'full'. Don't worry too much about the precise balance of 'tech' vs 'crafts' to begin with... just to try to get as great a variety as you can. The aim is simply to get your first MakeFest up and running.

## Makers and the things they make

Below is a list of just some of the Makers who attended Liverpool MakeFest 2018 simply to give you an idea about the VARIETY of making out there and hopefully some ideas about the types of people you could approach to populate your own MakeFest. It is not intended as an address book of Makers.

Bear in mind as you browse the list below the DIVERSITY of making under one roof... that's the key to a good MakeFest. Everything from Crochet to Code, Drawings to Drones, Robots to Biohacking...and everything in between. It is ALL making.



**Liquid Fire** is an experimental collective of a scientific glassblower and a contraption Maker. They presented live glassblowing on a bench burner and a Lego based rope making machine.



**MadeInvaders** is a live action computer game. 30 seconds of structured panic, as the players try to load nerf blasters, and hit the lighted targets as much as possible to see how many points they can score.



**Pi Bash** is a digital high striker machine. Hit the striker with a mallet and see the LEDs light to show your strength. If you hit it hard enough to light all of the LEDs, the bell will ring.

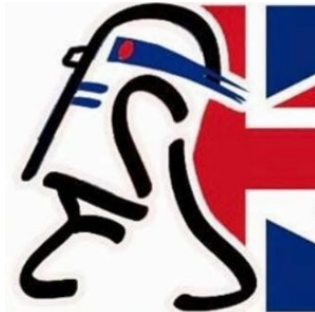




**The Cassandra Complex** is an interactive, electronic fortune teller machine.



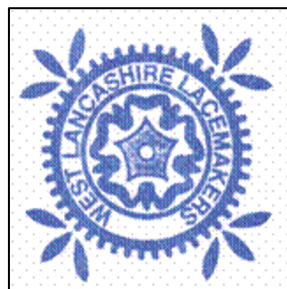
**The UK R2 Builders Club** is a group of dedicated Star War fans with a passion for building replica R2-D2s or other R2 units from the film series including R2, R3, R4, R5 and R6.



**Spark Penketh School Makerspace.** @SparkPenketh is the UK's first Makerspace within a state school at Penketh High School weaving Maker education into our curriculum. It believes in providing students with diverse, rich learning environments.



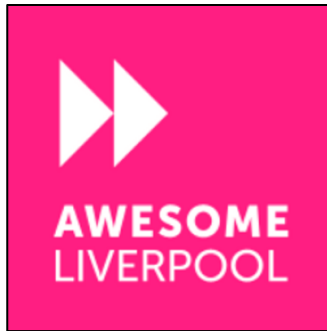
**West Lancashire LaceMakers** put on demonstrations of how to make lace and have a 'practice pillow' so anyone can have a go.



**Yarnbombing Central** is a collection of groups who are interested in making art and spreading happiness using yarn.



**Awesome Liverpool.** Every month, Awesome Liverpool gives away £500 to kick start an awesome project. At Make Fest they had the pitches for this prize in public on the ground.



**Edge Hill University Geek Squad.** Bringing drawings to life with lights and motors.





**FACTives** Lasercut a Magic Detector. Brand your campaign for the future world of work. Respond to your ecology with IOT.



**An introduction to eTextiles.** A simple free workshop teaching people to bond or stitch an etextile circuit to light an LED with a coin battery. This was done as a bracelet or a fabric sample and people took away their finished work.



**The Foundation for Digital Creativity.** People could invent with smart sensors to create their own creative lantern project.



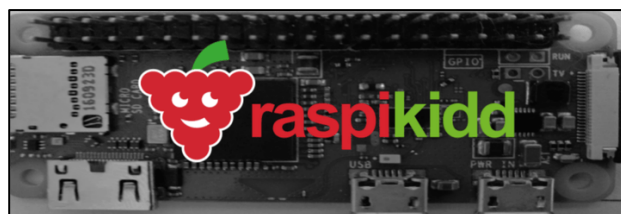
**Little Sandbox** is a tech club for kids based in Liverpool. They brought some examples of work their members had made including robots and video games.



**Lois Tierney Illustration.** Instructing people to create their own sign/placard with LGBT+ positive phrases in order to spread love and awareness of the LGBT+ community.



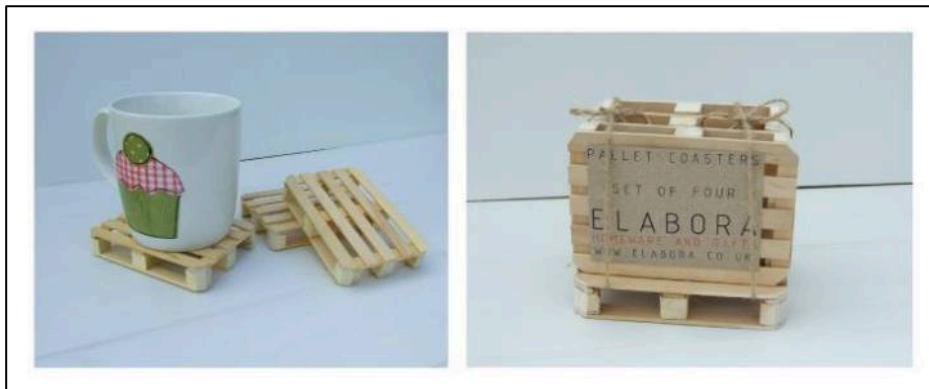
**PatternCraft** is an analogue to digital punchcard reader that teaches the fundamentals of computer programs. Using the write once medium of a punchcard participants will plan and create builds in Minecraft before exploring binary to write messages on screen.



**Raspikidd.** Participants were shown how to make and code a quick reaction game. To create the game, they built a simple electronic circuit consisting of a breadboard an LED and two buttons, which was powered using a raspberry pi and EduBlocks code.



**Girls With Drills.** All the tools required for beginner woodworking. People could build their confidence using a drill and take-home hand-crafted bookends. Old, plastic and hollow toys, were brought along for people to cut in half to personalise their bookends.

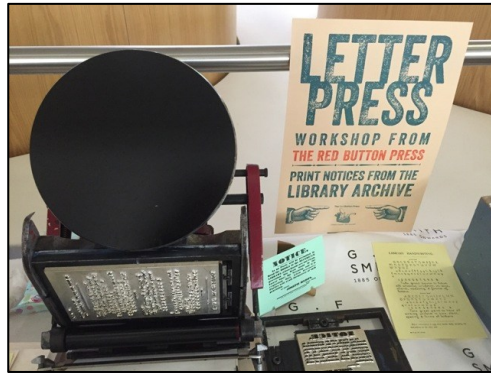


**UCRAFT.** Using a premade jig to build your very own pallet coaster, for really heavy mugs of tea! For beginners, any age, as long as under 14's have a responsible adult with them.



**MakoEducation** Code-A-Drone workshop showed participants the power of coding in a fun and creative (and safe) environment.





**Letterpress printing** – How things were printed before computers took over the world!



At Liverpool MakeFest

**Urban Workbench** is a We Make Places project which invites local people to develop skills in basic joinery, DIY, furniture making, up-cycling and construction, whilst growing their capacity to contribute to positive social activism.



**Western Spiral Art and PoP Models.** Mum and daughter team, Brenda and Esther Cole, have paired up to run a workshop where people could design their own magic wand or paint a creature.



**3D printing.** Chocolate and prosthetics. 3D printing in a range of materials and using a range of methods.



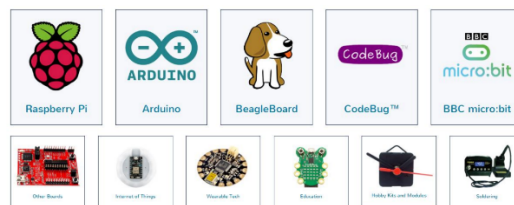
**Little Vintage Photography** combines STEM subjects & creativity using traditional photographic techniques. People could have a go at making a sunprint bookmark or pick up an 'Analogue Adventures' kit, containing lots of awesomeness to get people started in handmade photography.



**Wehearttech C.I.C.** worked with a group of budding young media producers to create a behind-the-scenes documentary at Liverpool MakeFest 2019.



**Beloved Dream Shawls.** Liverpool Artist Clare Beloved created these stunning silk shawls digitally printed with her colourful magical goddess paintings.



**CPC Electronics.** What are you going to make?



**Crafted By Norma.** I am passionate about upcycling and also inspired by Steampunk so enjoy making unique bespoke items using pre-loved items.



**Dark Water Treasure Hunt.** We've tracked down Brown Bart's sunken pirate ship to xmark bay and have deployed 6 sensors to pinpoint the location. Find and activate each sensor and see if you can help us find the lost ship.





**Dee Wood Jewellery.** Titanium, copper and sterling silver jewellery, incorporating semi-precious stones, handmade using traditional jewellers' skills.



**DoES Liverpool Makerspace.** DoES (Do Epic Stuff) is a co-working, workshop and event space in the heart of Liverpool.



**Electric Flapjack Guitars.** I have taken to making electric guitars, and I thought I'd share how easy it is to get started and build one without much experience.



**The Digital Fabrication Laboratory** is a physical space located in the School of Art and Design at LJMU and provides access for students, staff and partners to the tools and knowledge to educate, innovate and invent using technology and digital fabrication.



**Glass Heart Creative** is an artisan stained glass business that provides a quality service in unique stained-glass products.



**HACMan (Manchester Hackspace)** is an arts, science and technology club. We run a member-driven community workshop in Manchester



**Little Pink Maker.** Biohacking is about making people aware of new ideas and technology within biology. Material research is inspired by biology and Maker culture.



**Liverpool Code Clubs, and Wirral Code Clubs** are a series of free volunteer led sessions allowing kids aged 8 – 13 to learn how to code at libraries.



**Liverpool Astronomical Society Telescopes.** *Sic Itur Ad Astra* – Thus The Way To The Stars...



**Liverpool Book Art** organises exhibitions, fairs and other activities related to artists' books.



**Low-cost Motion Performance Capture for Film.** This exhibit will show you how a bike helmet, six 50p cameras, a few USB cables, a bit of eyeliner, some used computer components, and a few scraps of metal and other odds and ends can be put together to make a working performance capture system.



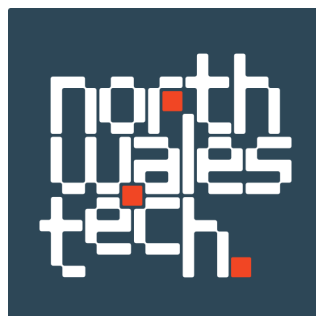
**Make Liverpool.** A creative-led organisation with spaces across Liverpool, Make is a place to share skills, make, fix and create; to learn and to teach; to try and tweak.



**Micro:bit Madness.** Learn how we can use the micro:bit to create dazzling light shows, animations and games.



**Neston High School Makers** is extra curriculum club and hopefully soon a Makerspace.



**North Wales Tech** is a meetup group for technologists in the north wales area. Our membership has loads of different types of technologists, from developers,

mechanical and electronic engineers to mighty Makers and one Space obsessed rocket building nutter.



**Novoda's Dungeon Adventure** game in an Android Things based 1D adventure game for kids to play.



**Phantom Chips** is an artist, Maker, performer and educator who creates tactile instruments that control sound through touch and movement.

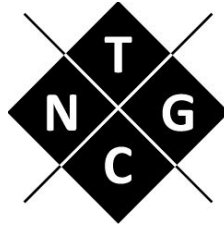


**Quantum Technology Club:** Communicating around the world without the Internet Communicating around the world without the Internet shows you how amateur radio operators (the original 'Makers') communicate with each other over many thousands of miles using simple equipment.

## Robert's Workshop

Science . Technology . Engineering . Maths

**Robert's Workshop.** Make hand-made toys for children to explore STEM in a practical way .Our kits are all our original designs and work with key stage 2,3,4,5 and SEN.We also make the ROB BOT a crumble programmable robot.



**The Nerdy Gift Company.** Designs made my Nerds for nerds! We print products such as t-shirts and bags which are inspired by all things nerdy!

If you're still unsure about what Makers are and do, further examples can be found here;

<https://lpoolMakeFest.org/Makers2017/>

<https://lpoolMakeFest.org/Makers2016/>

<https://lpoolMakeFest.org/Makers2015/>

## Communicating with your Makers

### Early Bird

We start by drawing up a list (actually creating a spreadsheet) of people to ask based on Makers we already know, their suggestions and veterans from previous MakeFests. We then email, DM, ring, text or meet up with everyone on the list to find out who is coming and who is not. This is our Early Bird list. All we ask at this stage, if the answer is 'Yes' is what type of pitch they want (standard, workshop, outdoor, installation etc.), a brief description of what they will be showcasing and check we have all their respective contact details. We tend to use a Google form like the one below.

#### Activity Type \*

\*\*Standard pitch is one trestle table, if you require more please let us know in your description\*\*

☐ Stand or pitch

☐ Workshop

#### Description \*

We don't need an essay, just quickly tell us what you'd like to do

Your answer

#### Number Of People \*

Your answer

SUBMIT

### Open Call

Once we have received replies from our Early Birds we have a good idea about how many other pitches we can accommodate and so put out our Open Call to Makers via Social Media inviting them to apply for a spot and asking them to email the same information we requested from the Early Birds. Once the deadline for applications have passed, we go through the applicants and assign pitches. As we are always over-subscribed, we cannot physically accommodate everyone and so we have to thank, but sadly turn-down some applicants.



We find getting all applications 'in' before making this decision is better than a 'first come, first served' approach as people spot the call at different times (Makers are often very busy people!) and it helps in balancing the event. For example, if our Early Birds leaned more towards tech, we might choose a greater proportion of non-tech Makers for the open call and vice versa, to give the public the greatest variety and the Makers the most diverse representation we could. You could also, if you wish 'hold back' one or two pitches for Makers who are, on asking, not 100% at the time if they can make it... especially if their stuff is particularly cool.

### Further information

Once we've combined our Early Bird and Open Call lists to produce the final definitive list, we contact the Makers to confirm their spot and ask for Promo information. This comprises photos, bios, 'blurb' to go with their Maker Profile on the MakeFest website, their individual/organization's website address and social media handles. We then start adding this information as it comes into our website and announcing the Makers on Social Media. As Makers get back to us with this information at different times it leads to a nice drip-drip feed of information to the public. Once a Maker has been announced and their profiles added to our website, we also start retweeting what they are up to so that people get a good idea about what they will see when they come to MakeFest.

### Risk assessment and needs

Once we've added and announced our Makers, we contact them again with the official paperwork. This comprises A Risk Assessment Form and Maker Needs Form (see Appendix II) which includes information about their power requirements (e.g. number of sockets), PAT testing, Wi-Fi needs, dietary restrictions (for lunch), whether they want to set up the morning of the event before the library opens, or the night before and whether or not they need temporary parking and trolleys to unload. We also send them information about library access, parking and accommodation for those travelling from afar and staying over.

### A final check

When there's just a week or so to go before the event, we usually informally contact the Makers, just to check everything is OK and that no arrangements for set-up have changed. If there are drop-outs, the two week 'hot zone' prior to the event are when the apology emails will most likely drip into your inbox. Be



prepared for one or two and have a contingency rearrangement of 'place settings' to avoid empty spaces. It's quite easy to spread things out a little if you know beforehand. In the five years we've been doing this, we have only had a single instance of somebody not turning up on the actual day having not informing us beforehand. Each year though, we do get one or two (literally) drop-outs for various reasons in the immediate lead up – stuff happens. TIP: If a Maker has stopped responding to emails and DMs in the weeks leading up to the two week 'hot zone'... add them to your contingency plan. Oh, and BE NICE... if people have to ditch at the last minute... it's usually for a good reason!

## Funding your MakeFest

### Local fundraising

The first year you run a MakeFest you may have little if any funding. Initially when you start it can be quite difficult to showcase making activities without having proven that there's a demand for these activities. This is where having the power of a community of Makers can help. Plenty of Maker's will be able to resource and help you find small pots of funding to set-up and support a MakeFest. For example, the first year of Liverpool MakeFest was funded by the founders Caroline, Mark and Denise and a £500 Awesome Liverpool award that they secured through one of this organizations monthly pitches.

This tiny combined pot covered the costs of tables and food – the bare minimum required to run a MakeFest. The rest, which included designing and making leaflets, banners, bunting, badges and signage were done by a the founders and a small team of dedicated Makers from the local community, who then also promoted the event through hand-delivering flyers to local retailers, speaking on local radio, setting up a website and 'selling' the event through social media. Be prepared in the first year, therefore, to do a lot of the work yourselves – everything from talking to Makers to photocopying, cutting out and laminating!

### Community partners

Having run your first MakeFest, finding funds can become a little easier as you will now have a track record of a successful event under your belt with which to demonstrate your 'credentials' to particular funding organizations or community backers. In the second year of Liverpool MakeFest this meant we could expand the event to cover an additional floor and move outside to accommodate more Maker stands. We were incredibly grateful for this. Our advice with MakeFest is to go to your communities with the things that you actually need in the first instance. Our first MakeFest ran for a little over £800, the majority of which was

used on food and tables. Breaking up requirements of funding can help. Things like asking particular people to donate just drinks, part of the food or Maker badges can be useful. This often reduces the requirements down to amounts that are manageable for small supporting groups within the local area.

As the MakeFest brand has a separate identity from the National Libraries themselves it means it can be the partner on many Maker activity bids. Having a wide range of artists, Makers, and creative producers as partners to these types of library activities gives often a platform or location to celebrate making. Advice for initial MakeFest, is to start off by making it cheap!

Once a significant amount of Maker activities have been achieved and carefully evaluated in line with the national libraries action document, you could fund a MakeFest with a charity bid. We have been the proud participants of funding from the Arts Council, the Heritage Council and the Library Innovation for Everybody Fund. Often, we like to support a Maker or artist within the community for a longer amount of time and MakeFest the celebration event or gallery of the work they produce.

### Bid writing

There are several funders that might fund a Library MakeFest as it includes both STEM and arts activities. The traditional avenues such as the Arts Council can be used but also look as other funding bodies that may be more science, employment or digital inclusion based.

### **Important things to think about with a bid**

If you are applying to an arts funder, make sure the arts content is clear within the bid. The Arts Council will not fund a festival in its own right and so a concept should be created that links your bid to a MakeFest. The easiest way to do this is to look for an arts project that you would like to do, possibly from the bank of partners that you already work with and then 'theme' the library MakeFest so that it aligns with the project. In this way the MakeFest can be seen as an audience builder and launch event if it's at the beginning of a project or as a celebration/gallery/demonstration of outcomes event if it's towards the end of a project.

- For an arts funder try to refer to participants as 'Artist Makers' or 'Digital Creatives' and focus as much as possible on the art production content.
- For educational or science funders focus on the learning outcomes and for a Social funder look at the inclusion, cohesion and wellbeing impacts.

## **Work out the costs and build in evaluation**

Make sure you use a variety of evaluative methods and mediums to capture all proposed activities and be clear how and what you want to evaluate as you will need this information at the various bid reporting stages.

As far as costs are concerned and from a bid perspective, they are, for a library MakeFest actually minimal and the two key things needed are tables food for the Makers, plus a small amount for marketing e.g. banners. So, initially start with smaller funders and then go for larger amounts in future years as your event expands and you have data from previous evaluations to support your bid.

Bid writing will take time but the key thing is to have the whole event and programme straight before attempting the bid otherwise you will get stuck. Be completely sure what you want to deliver and why. You can get clarity by continually talking to the organisers and partners and if you are unsure about anything then go back and continue to roll the ideas around until you have a set piece. Bring all set pieces together so they make the whole project and at that point look at costing breakdown and this will inform the amount you need to bid for.

## **Managing a bid and reporting on progress**

Be aware though that managing a bid fund, however small, can be difficult given financial rules and regulations of local authorities so you need to talk to finance officers pre-bid submission and make sure you are trained in financial procedures and purchasing before you receive bid money. It is crucial to know how suppliers and commissioned artists can be paid as this can be quite complex and slow and you must be aware of the timeframes particularly when paying individuals as this is their income. This will stop over promising and embarrassment further down the line with regards to the dispersal of the funds and will protect the Library officer with regards to handling financial transactions. For grants about £15,000 an audit may be required so it is essential to keep accurate records of all financial transactions and to work within financial rules.

Also, it is important to be aware that bid reporting is a condition of any award and may be staged throughout the timeframe of your funding or consist of an interim and final report. It will normally be the responsibility of the bid writer to do this and generally the bigger the grant the more reporting responsibility will be on that individual. Reporting is time consuming and so methodical timetabling of this activity is essential to avoid pressure and ensure successful evaluation.

## Marketing and promoting your MakeFest

### Setting up a website

Setting up a Website is a must for your MakeFest, so do this as early as you can. Once you have at least some Makers confirmed, you can make it live to the public and then keep adding to it.

Our initial website was built with WordPress.com, a free blogging platform and can be found here: [\*\*www.lpoolMakeFest.org\*\*](http://www.lpoolMakeFest.org). It comprises a Front Page or Home Page (the first thing the public see when they click on the website) and a number of tabs to direct people to further information. Although we have changed the style and layout over the years, the information for the public have remained very similar and comprise the following.

- An explanation of what a MakeFest is (photos with text is best)- your 'sales pitch' area so to speak
- The date, time and venue of your MakeFest
- A link to tickets
- A list of Makers with photos, bios and links to their websites and social media – this is the biggest section.
- Contact information – we restrict this to our MakeFest email.
- A news and updates area.
- A social media feed – we use Twitter.
- A blog - we have also added podcasts.
- Photos

WordPress has a great guide to enable you to sell your own MakeFest site and we found this relatively user-friendly, also it has the benefit of being a free to use so you can get going without worrying about the cost. Below is what our 2019 Home Page looks like. In previous years the header has comprised simply a photo montage of cool Maker things rather than the MakeFest brand header and logo.



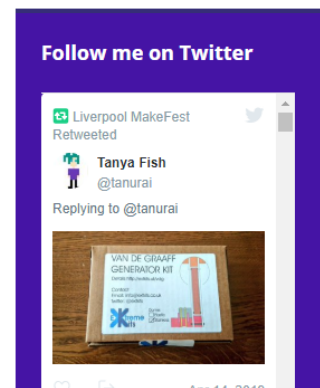
[Home](#) [Blog](#) [Makers 2018](#) [About](#) [Podcast](#) [Get Your Tickets](#)

## Liverpool MakeFest 2019

Liverpool MakeFest is celebrating it's 5th year on **Saturday June 29th 2019** and you're all invited!

The event takes place at **Liverpool Central Library**, it's completely free to attend, and it's a jam packed with fun things to do for all the family!

**Grab your free tickets now!**



Another great advantage of using WordPress is the ability to grow and adapt. Our site was initially a free wordpress.com hosted site but because the software is free and so ubiquitous it is now hosted on our own server. We also graduated from a "something.wordpress.com" (in our case "lpoolMakeFest.wordpress.com") domain name to lpoolMakeFest.org and we also have many others pointing to the same place. You can migrate your content and domain away from Wordpress.com easily if you feel the need to down the line and they even have tools to help. It's a great place to get started but doesn't limit how you grow.

You can also, of course, keep an eye on how many people are visiting your website, when and from where with the WordPress analytics. This means you get to know your demographic and can also scrape data after your event to use in supporting bid applications via impact.

## Photographs and galleries

Once you have run your first MakeFest you will have no shortage of photographs with which to promote your next MakeFest, especially, if like us, one of your local Makers is a photographer (thank you JR for 5 years of amazing pix's).



In the first instance though you'll need to rely on the Makers who are attending your MakeFest to kickstart your web photos. Each will have sent you some (hopefully) with their bios, so you can use these. If they have websites and social media accounts, check that you can use these to. You are, after all, promoting them. We have never had any Makers say 'No'.

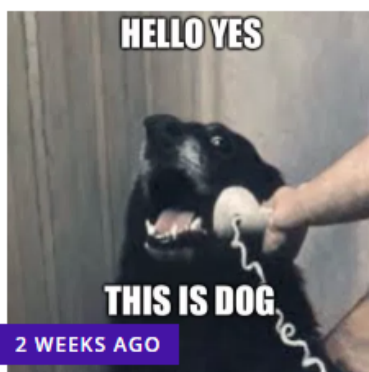




In addition to these sources, however, feel free to use OUR galleries at [www.liverpoolmakfest.org](http://www.liverpoolmakfest.org) for general Maker type photos for your own website in order to give people a feel for the kind of experience to expect when attending a MakeFest. Feel free too, to use any of our links to videos, podcasts, press and blogs to the same end.

## Blogging

Another advantage of WordPress for us was that it's essentially a blog under the hood. You have a page for your latest posts really easily and put new stuff on regularly. In previous years we've had volunteers help with the blog by contributing content and writing posts. Simple things such as MakeFest Memories, a feature where people would send us a couple of paragraphs about their favourite things from previous MakeFests and also what they were looking forward to. We had interviews with Makers, photo galleries and all kinds of other content.



Answer The Call



Are you there mother?  
It's me MakeFest.



MakeFest Memories –  
Denise Jones



Meet The Makers – Neil  
Morris & Francis Irving



ThrowBack Thursday –  
Great MakeFest



Meet The Makers – Liz  
Smart – Code Club

It can be really fun coming up with ideas for blog posts and it has the knock-on effect of giving you things to post about on Social Media. It all feeds the

marketing machine and can get more people looking at your event. Obviously, you need a good team and plenty of volunteers to spread the workload around, but it really doesn't have to be a chore, it can be fun. Besides, you may discover one of your team is a budding writer or podcaster who knows.

## Podcasts

That brings us neatly to podcasts. These are short pieces of audio or video you can use to help spread information to build interest and market your event. It may seem daunting if you've never done anything like. We were lucky to have experienced podcasters among the volunteers for our MakeFest but anyone with a smartphone (which let's face it is most people these days) can record audio or video. We called our audio show Radio MakeFest and used it to put out 10-15min interviews with key people who would be taking part in the event. You can see our example at **MakeFest.podfactory.org** and guess what, yep it's another WordPress site.



You may be thinking, but everyone lives miles away and I can't visit them to record things all the time. That's understandable but many of our interviews with Makers were recorded over Skype and there are many other ways to communicate with people online for free these days. You can find programmes which let you record calls really easily by searching Google and for editing the audio you can use Audacity which is completely free.

<https://www.audacityteam.org/>

Being able to see and/or hear people can give your marketing a much more personal feel and draw people in.



## Social media

### Using social media

Remember to keep your name ('handle') the same regards social media. Our name **LpoolMakeFest** has been the same handle everywhere, website URL, social media, email. We suggest you stick with the same handle and also go with the name of your town and MakeFest. E.g MakeFest Stoke has gone from strength to strength this way. It's an easy way for Makers to see you are part of the MakeFest family.



We used Twitter heavily during the process of setting up MakeFest. Twitter is very popular with Makers and educators so it's a great place to find support. We set up an account for the event and added most of the Makers who were our friends. This meant a lot of the original Makers we knew in the area and several of the makes spaces around Liverpool were able to get the word out to local Makers.

Hashtags can be really useful, use them in your posts to reach a bigger audience and also follow them to find new potential allies and attendees. For example: #Makers #Makerlife #event #Liverpool and of course your event hashtag e.g. #LivMF19. Also, have a look at posts by tourist information accounts, newspapers and blogs in your area to see what hashtags they use and how they

word things, also who they interact with and follow. This can help you get retweets and likes, all things which help boost your content.

Post regularly, this is an important one. We're all busy but leaving accounts dormant for months on end looks really bad. Tweetdeck is an invaluable tool for managing your Twitter account because it allows you to schedule posts to go out at regular intervals, use a team of people to manage content, see what's trending and much more. It's completely free to use which is brilliant as well. Just head to [tweetdeck.twitter.com](https://tweetdeck.twitter.com) and log in to give it a try. There are also tools like Hootsuite which we have used in the past that allow you to post across many networks at once and even upload a file full of regular tweets and FB posts to be published over time.

Be interactive, this sounds like a weird thing to say but people like it when you engage with them. So, it's a good idea to have alerts set up on mobile apps across your social media accounts. If someone asks you a question or mentions you it's good to respond, and as quickly as possible. It all helps build good will in the online community and besides you can end up in some really fun discussions. Maybe get ideas you'd never have thought of.

On the day we use hashtags and follow our #Makers and the public response to the event's unfolding. Have somebody keep an eye on your social media on the day and retweet – lots! In addition to copious use of the hashtag prior to the event (so that attendees get used to it before they arrive) we put labels on each of the Maker's stands with their/our Twitter handle and the day's hashtag with an invitation to take pictures and Tweet. We retweet, we do interviews and radio on the day and we love those impromptu shots of Makers and children with their families getting hands-on with digital arts and crafts. This means that the appropriate use of a hashtag is pretty crucial.

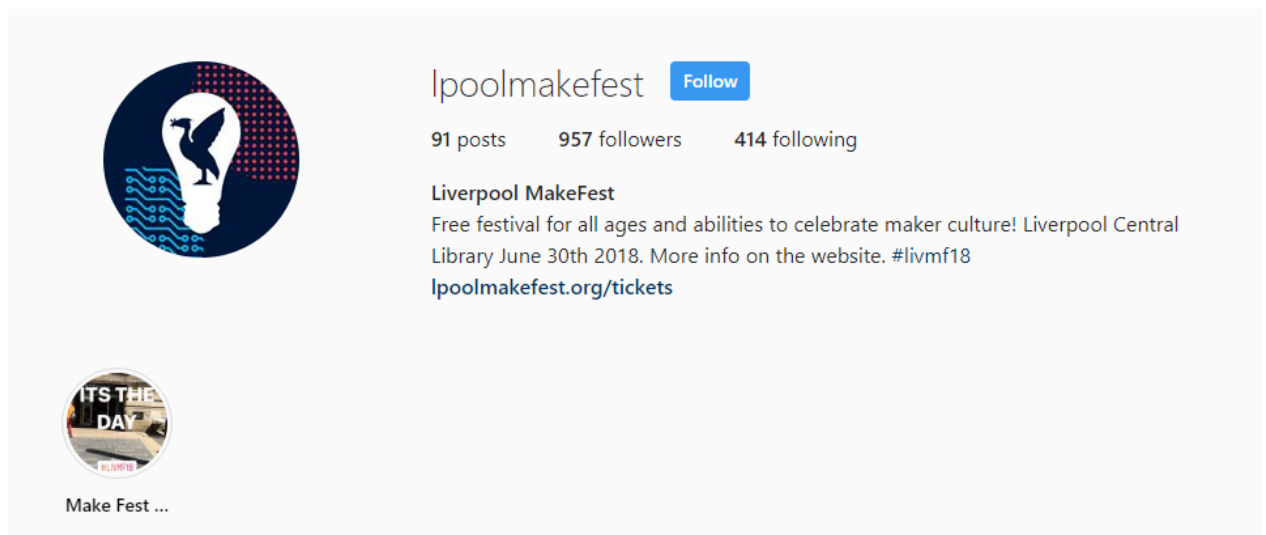
It also helps to distinguish between one MakeFest and another our # has always been #LivMF with the appropriate year on the end. Make sure that you use hashtags that are going to become unique to your event, that way Makers can keep an eye open for next year... and apply to run a pitch or workshop.



Facebook is still very popular with a lot of the general public who might attend your MakeFest so it's important to be on there too. You can create a page for your event for free, which works just like any other FB account, you can add your whole team as admins to manage it. Create a Facebook event and invite all your contacts who might be interested. Also ask them to invite their contacts to try and gain a ripple effect.



Instagram; although part of the Facebook empire it's worth setting up an Instagram account as well and sharing photos. People like the visual feel of Instagram and it seems to have a slightly different audience. It can be a good place to find and follow other events and Makers, comment on their posts, reshare, interact and build your name.



## Press releases, TV, radio

Your library marketing team may well be able to help you with producing a press release and also know good places to send it. In our experience, the golden rule is to keep it short and sweet. Get the key information across venue, date, ticket info and then a quick summary of your event.

Give your contact details so people can get in touch and follow up. If you have a simple website and social media accounts already active, then this makes it easy to give people ways to find out more. Don't swamp them initially, if they're interested, they'll follow up. This is particularly true of journalists and local media outlets. They're always looking for good stories to report on and events in the local area. Your local tourist board is also a good place to send press releases and make contacts. In the past we've found local radio stations have been really supportive and it's worth seeking yours out. TV stations and newspapers too.

## Ticketing

We usually ticket MakeFest through Eventbrite. It is free, easy to use and allows us to get an idea about the number of people who might attend. Of course, as many turn up on the day (it is after all a free event) as grab tickets but again, these are data that can subsequently be used to support bid applications along with your footfall data.

Bear in mind though that not all tickets 'sold' may be 'cashed in' so to speak on the day. Weather can play a major role. Ironically it can work in both ways. As most of a MakeFest tends to be indoors, it is a great family day out if the weather is bad. Conversely, if the weather is nice, more people are out and about... swings and roundabouts.

Other factors than can affect ticket 'sales' are conflicting events that are on at the same time. Whilst this can be minimised by doing your research and carefully picking the date, the reality in a city at least, is that your MakeFest will not be the only thing going on and hence you will likely be competing with other events. This, we're afraid, is just the nature of the beast.

## Getting your library ready

### Allocating space for your Makers

Once you get the 'Green Light' to run a MakeFest, the planning focus must shift to the premises or facilities managers. The first thing to consider is where you are going to put all the Makers. In other words, who's going where. The library officer will be the contact link officer for this although the allocation of space and risk assessments will ultimately lie with the organisers. Have an initial meeting with the organisers to map out where your tables are going, what existing furniture you will be using etc. Ask for schemes or plans of the building (preferably with scales) for the organisers so they can begin to allocate spaces to pitches, workshops, installations etc. and do an initial group walk around so advice can be given on the siting of power sockets, which furniture is immovable and what equipment (e.g. computers) is available.



Whether you are happy for your MakeFest Crew to move library furniture and bookstacks on the day or are required to have this done by your own staff will require a conversation with your library manager. If the latter, you will need to arrange for appropriate staff to be in place and briefed both the night before your MakeFest (set-up) and again when your library empties at the end of the day of your MakeFest (take-down). We use a mixture of library staff and volunteers and pretty much everybody pitches in (including the organizers). This includes not only moving the library furniture but also bringing in (and taking down) all the hired trestle tables, putting up the signage, hanging the banners and setting up and taping down the power leads.

Negotiate with the PM/FM availability of set up and on the day and how communications will work. Make sure the PM/FM, team leaders and Library Managers are included in all planning emails and exchanges. Pre-event activity will consist of supplying a document of all of the activities, the plans and the RA's and also pre-event meeting and walk around with managers and colleagues involved in the event. Make sure relevant managers are briefed and that plans, and lists of activities are available on reception desks for the staff to direct any 'lost' visitors on the day. This is really a back-up as your front of house volunteers should have already intercepted visitors on their way into your event.

## Making sure Makers have what they will need

### **Space: tables and chairs**

Nothing is more important than having the actual trestle tables in place when your Makers arrive so that they can set up quickly. We have a team of volunteers after closing on the night before MakeFest set out all the tables according to a detailed plan that we have put together in stage one of MakeFest planning. This doesn't require reorganizing every year and once you've measured and set out where your tables can go you have a good idea of exactly how many Makers can be in attendance. Our team at Liverpool library responsible for building maintenance is there to supervise and to move the main bookshelves to accommodate inside and outside of our books.

### **Power**

Extensions are key. So, whilst calculating your diagrammatical plans for your MakeFest make sure you label which tables have electrical access and which do not. This allows you to set out your Makers for those that are not requiring electrical access or could live with restricted access, versus those that absolutely require electrical access.

The amount of power that the average make is required to run various electronics and Raspberry Pi can be quite a lot. This means on average we have about 50 extension cables used to MakeFest. They all have to be put out in the set-up the night before and taped down to make sure there is no wonder why is or no possibility of the public tripping over themselves. All the extension cables we PAT test, you can often find help with this at your local University or if you asked a local electronics company.

### **Internet**

Internet is also a real requirement. If your library has good internet access, then you'll be able to have your Makers please log on to the Wi-Fi. However, if you're in a listed building which in many libraries is the case you may find that having dedicated fibre optics is not quite an option. We found are internet access was



somewhat lacking after year 2 in the expansion of MakeFest, so we moved to buying in 4G routers with extra internet access to zone in each room across the whole of our five-floor library. This meant that each floor had its own access which supported all of the workshops and Makers on each individual floor. You can find a list of the ones that were used on our resource page.

### **Food and drink**

Food and drink will need to be pre-packed, labelled (remember the vegans, vegetarians, lactose/gluten intolerant etc. please) and stored ready for distribution around lunchtime on the day. We use an '*all hands-on deck*' approach to food distribution (volunteers and organizers alike) to best get food and drink to Makers in good time and to check that nobody has been left unfed. A trolley or two can be helpful at this point.

### **Badges**

Badges for presenting at Maker events are a bit like wristbands for music festival goers. They identify you as being legit, are a memento of you being there and are somewhat collectable. So, over the years we've had several different versions of our Maker badges designed and produced by different Makers in the community. Ours have traditionally been laser cut in various materials and hung on a lanyard. They're easy and cheap to produce. We have three varieties each year; MAKER... CREW... and BOSS (the latter is tongue in cheek) to identify Makers, volunteer crew and the organizers. This proves very useful on the day.





### **Temporary storage**

Whilst most Makers will store the bits they are not using under their table in boxes or bags, some bring a lot of packaging and spare things that they do not end up using on the day and so, access to a small cupboard or storage room is very useful. This also applies to people who need to change into outfits and hence have somewhere to change and store their day-to-day clothes whilst at the event. Needless to say, this storage area needs to be secure. If it requires a key or a pass, leave one at reception so that Makers can show their badge and borrow it to get access to their stuff if needed. Another reason you may need storage is if a Maker is unable to take their kit with them immediately after the event but needs to collect it the next day.



## Health and safety considerations

### Risk assessments

We send out an individual **Risk assessment form** (Appendix II) to each confirmed Maker via email. We then use the same template to construct a **Master risk assessment form** to cover all activities as many have the same risks e.g. cables, electricity, small components etc. We then give a copy of this master RA to the library representative responsible for H&S and do a walk-around the library with them to discuss any issues / answer any questions regards siting of Makers, furniture use, equipment being brought, power requirements etc.

### Terms of reference

#### **Hazard (“e.g. a hole in the ground...”)**

Identify each potential hazard involved in the activity / exhibit in a separate box. A hazard is something with the potential to cause harm (e.g. heat, noise, dust, moving parts, small components, sharp things etc.)

#### **Risk (“e.g. falling into the hole...”)**

The risk is what might happen to somebody who encounters the hazard (e.g. slips and trips, lacerations, burns, shock)

#### **People at Risk (“e.g. who could fall in?”)**

Identify the people at risk; this may include Makers, venue staff and members of the public (visitors).

#### **Existing Control Measures (“e.g. avoiding people falling into the hole...”)**

Please tell us the control measures that will be put in place (e.g. signage, training, supervision, testing, machine guarding, barriers)

### PAT testing

One of the things we ask on our Maker Needs Form (Appendix II) is whether their kit is PAT tested. Most of the time it is, BUT you may want to consider having somebody at hand during set-up to test things on site. We only had to do this in the first year and have only ever have one item fail PAT testing on the day - a sewing machine. Thankfully the other sewing machines passed.

There is currently, however '...no strict legal requirement for PAT testing. The Government however has put regulations into place that pertain to the

*maintenance of electrical appliances and the most effective way to ensure that these regulations are met is through PAT testing'.*

<https://www.pat.org.uk/is-pat-testing-a-legal-requirement/>

Also, the general consensus regards new kit appears to be *"New equipment should be supplied in a safe condition and not require a formal portable appliance inspection or test. However, a simple visual check is recommended to verify the item is not damaged"* and so this would sensibly cover at least some of the electrical kit (including laptops) brought in by Makers.

We suggest, if in doubt, talk to your library manager and check your insurance. If you then do decide PAT testing is required, by far the easiest solution is to get somebody you know who could do this for you. Ask around. If you have contacts at your local University or College, there is often someone there with the kit and qualifications to do this for you. Otherwise you may need to 'hire in' for an hour, which could be expensive. An alternative is to make it clear to Makers that THEY need to have their kit PAT tested themselves. As we have said however, most already check their kit is PAT tested and so this is very unlikely to be an issue.

## Fire alarms

Some Maker activities could, in theory, set off fire or vapour alarms as they can produce fumes or small particles of dust. We have NEVER had this happen, nor have we heard of it happening at other events, BUT it is one of those things that may come up in conversation with your library manager. The most likely candidates for discussion in this respect are Laser Cutting, 3D Printing and Soldering.

We tend not to have active laser cutting indoors at our events as they can generate some smoke and usually need to be externally vented unless they come fitted with scrubbers. We would however be happy for them to be used outdoors under a marquee were a Maker to request this. Soldering, on the other hand, is a 'key skill' for many Maker activities and whilst requiring care during the risk assessment process and supervision on the day can be successfully run as a workshop in a well-ventilated area with children as young as 5 years old. The same goes for 3D printers. Whilst they can produce some fumes (they do after all extrude melted plastic) ensuring that they are in well ventilated areas and that people are prevented from leaning over and taking in regular deep breaths is more than sufficient to allow them to be run safely in public.

## Noise levels

A Library MakeFest can be a noisy business as it takes place across all of the library and traditional methods of zoning activity will not apply on this day. The way to avoid many complaints is to give as much advance notice as possible across all media platforms and with the site that this day is going to be a noisy one. In a central library it may be possible to keep some areas separate as places of detected quiet study and direct people there. It's less easy in a small library environment so have as many signs up around the computers and in adult areas as possible, use social media platforms, digital screens and maybe even the lock screen on the pcs to make everyone aware that the library will be noisy but it's a one off, educational day that happens once a year.

Liverpool MakeFest had 6,000 noisy people in last year and not one complaint was received because there was plenty of notice given beforehand. Also try to capture as many positive comments as you can on the day, even if it's just inviting the visitors to pin robot shaped cards to a display board. Not only can they be used for evaluation but can also be loaded onto the library electronic complaint or compliment systems as long as you capture a name and a postcode.

## Security, access and parking

### Security and access

Clearly you need to consider how you are going to get your Makers with their kit in and out of your library to set-up and take-down their pitches. You'll need therefore to look at what access you have (remember some Maker installations could be large – will they fit through doors?), any security implications there are for you if you give them access via parts of the library inaccessible to the public. Will they need passes or can somebody from the library be available to swipe/buzz them in? As set-up and take-down typically take place when the library is closed, this will usually need to be factored in too. Are staff available?

We have access at both the rear of our library (not available to the public) and the front (via the main doors). We tend to route Makers with large amounts of kit and/or large heavy items through the back entrance and allow them temporary parking for this purpose in our small library car park. We also make sure a trolley is available. Those that can carry their kit in small numbers of boxes we tend to suggest use the front entrance.

### Parking

Notwithstanding the temporary loading/unloading parking mentioned above, we direct Makers to the nearest public parking for this purpose too (even those carrying boxes in the front door need somewhere to park) and for parking on the day. We send directions, photos and prices via email in the lead up to the event so that everyone knows where they are going.

### Registration, badges and t-shirts

The first thing Makers do on accessing the building and before they set-up is to go to a registration desk where we tick them off our lists (so we know who's in the building) and give them their Maker badges (so that library staff know they're part of the event). Volunteer Crew are given different badges and also T-shirts so they too can be recognised by library staff... and, on the day, the public. Contact numbers are exchanged between the organizers, key library staff and crew so that we can all communicate and coordinate.

## The BIG day

### The day before: setting up

Two things usually need to be delivered on the day before your MakeFest and then stored until used. These are Tables and Food.

As Table hire (Trestle tables) is usually by costed by the day, you will likely want to minimise the amount of time you have these tables on hire. We find arranging for their delivery the day before Makefest and their collection the day after works best. You will need to arrange access for the delivery van to accommodate this and check whether they will load and unload the van for you as part of the hire – this is usually the case. Also, depending on the size of your MakeFest you will need to consider where you are going to store these tables before and after set-up. We usually have over 100 tables and so need to store them in a lean-to outside!

As most food is perishable, you'll probably need to arrange to put the lunch packs together / get them delivered the day before your MakeFest and then refrigerate them. Alternatively, they can be stored offsite overnight and then brought to the venue and kept in a cool place the following morning closer to when they are need. We usually distribute our Maker lunches about 12:00-13:00.

### Evening set-up

As the library winds down and gets ready to close, you should arrange for your volunteers to arrive first. If they need special access or security clearance this will need to be arranged with your library staff in advance so that everyone know who they are and what's going on. You can either have a list of names at reception or badges to identify volunteers or both.

Volunteers will then set about clearing the space (with or without the help of library staff, depending on your library rules), by which we mean, moving any agreed furniture out of the way and/or repositioning bookstacks and then bring in the trestle tables and lay them out in the positions agreed on your plan. This can either be done in teams with an initial walk and talk through, or, as we tend to do, everyone just pitches in. Some volunteers like to be told specifically what to do, others can be left with a map of the venue to get on with it. It depends on your volunteers, so it helps to get to know them before the event.

Once the tables are up, attention usually turns to putting out and taping down power leads and putting up signage, banners and decorations. In addition, a

separate temporary registration table is set-up by the entrance through which the Makers will come so that they can be ticked off the list, given their badges and told/shown where the pitch is so that they can set-up. The first, often larger wave of Maker set-up usually takes place on the evening before MakeFest, with a second smaller final wave taking place the following morning before opening, so we return then to repeat the process.



## Doors open

Almost all the hard work for a MakeFest happens BEFORE the event itself, albeit right up until opening during the second round of set up... but after that, there's more time to enjoy what's going on. On the day itself therefore, it's mostly about handing over to the Makers, making sure they have everything they need (including lunch) and engaging with the public.

## Opening and front-of-house

We open the doors to the public at 9am. Don't worry if you don't have a long queue of people waiting outside. We find people ebb and flow with peak numbers from about midday to 2pm. Inside the main entrance we have volunteers (front-of-house) manning tables where they collect any tickets people have brought and where we place any leaflets and merchandise. Other front-of-house volunteers direct people to where they want to go and welcome them into the festival. It is useful to have these volunteers identifiable in some way so that the public can approach them if they need guidance or have any questions. This



can be done with badges, T-shirts or some other means. Our front-of-house is run each year by our wonderful Steampunks from the Liverpool League of Gentlemen and Extraordinary Ladies and so are quite easy to spot, even among the occasional cosplayers, stormtroopers and assorted comic book heroes and heroines. Indeed, there seems to be a natural cross-over between Makers, steampunks and a whole variety of different geek sub-cultures particularly those centred around science fiction.

## Media

Photography on the day can help you publicise your event in both real time and also post-MakeFest in preparation for the following year. Apart from our official photographer, press are welcome and the day usually involves various interviews for newspapers, magazines, radio and/or TV.



In addition, the organizers, Makers and the public alike tweet throughout the day (using the appropriate hashtag(s) of course) and part of the 'vibe' has become very much about the digital celebration of the physical event on Social Media in real time. It's lovely to see people posting and having fun and if you're lucky, your event trending, if only for a short while.

## Food and drink

Around lunchtime we distribute food and drink to all the Makers via our volunteers and regularly check to see they're OK and everything is working. Crew stay for the day and armed with walkie-talkies handle any technical difficulties that might arise. We also have volunteers around to offer rest breaks to Makers who may be on their own and who would otherwise have little opportunity to abandon their pitch, and of course, as organizers we all muck in too... wherever needed.



## Winding down

All too quickly the day ends and it's time to wind down and begin telling people when the Library closes. We use the Library PA for this. And then, when the doors close, it's time for the take down.

## Taking down and cleaning up

Makers may begin packing away when they feel things have begun to go quiet if they wish, usually about 30 minutes before the event officially closes. It's important at this time to distribute rubbish bags to everyone as it's surprising how much can accumulate during the course of the day.

As the Library closes the volunteers (front-of-house and crew) and organizers reassign themselves to helping the Makers pack up their kit and get it offsite. As with setting up, if Makers need vehicular access or trolleys to help in the take down these will need to be arranged and Library staff, particularly security told. As tables are cleared, volunteers start folding them up and taking them to the storage area from which they will be picked up by the hire company the following day. Others begin taking down the signage, banners and decorations and pack away the extension cables. It is amazing how quickly things are taken down compared to setting up and usually within an hour, the Library is empty, its furniture and book stock returned to its original position and the last of the rubbish bags collected.

At that point we always gather the whole MakeFest team together for a group photo to celebrate a job well done. After that, well, there's usually an After Party.



## Post-MakeFest celebration

### After party

We always hold an after party to which all the Makers who attended, the crew and front-of-house staff are invited. It's our final thank you to all who gave their time freely to make the event such a success. We are fortunate in Liverpool in having two Makerspaces and often the After Party will be held at one of these, or, we'll all gather in a local hostelry down the road from our beloved Library and celebrate and chew the Maker fat there.

### Maker brunch

Another option, if people are too tired on the night, is to hold a Maker Brunch the next day. DoES Liverpool did this for Liverpool MakeFest last year and it went down very well.



Either way, it is traditional and in the Maker spirit to look after your Makers and so you should hold some kind of informal celebratory get together to say 'thank you' after your event.

## Evaluation – How did it go?

There are a number of ways to evaluate your event and this information can then be fed into future funding bids and/or be used for the reporting requirements of any current funding.

### Ticket sales and footfall

Ticket sales are, we find, a minimal approximation of numbers because as a MakeFest is a free event, many more people just turn up on the day, or are drawn in as passers-by. They do, however, have the added benefit that they may provide demographic information on at least a proportion of attendees. This can be helpful if you are looking to demonstrate the 'pull' of your festival from specific local areas if this is important for future funding bids. Measuring footfall through the door is much better in terms of numbers though. Some libraries do this automatically, at others you might want to make a note yourselves at the 'front desk'.

### Feedback sheets / stickers

You can make short (!) questionnaires available for people to complete, but we find people tend not to take the time to complete these... or, a simple feedback slip with tick boxes that they can pop in a comments box. Another great idea we have seen is to put up feedback boards and provide people with stickers to place in the appropriate areas. It's quick and very visual.

### Website and social media statistics

These can be scraped either manually (slow...) or by using some of the previously mentioned tools and analytics (much faster...) and provide a lot of useful data on your reach on the day and how the public interacted with your event. It can be rather nice to see your event 'trending' on the day, if only for a while :)

### Interviews and quotes

We tend to have at least one Maker interviewing people on the day which can be a great source of quotes regards people's perceptions of the event as can people's social media posts. Whilst these are not hardly quantitative, they can and do provide supportive qualitative information that can be used in future bids.

## Beyond MakeFest: expanding your offer

Once you have run your MakeFest, you may wish to expand your offer by running other Maker activities in your library at different times of year. Below are a few ideas you might consider.

### Library makerspaces

Makerspaces in libraries featured strongly in the UK Digital Strategy in recognition of their value and impact and a library makerspace can be a great innovative and welcoming way for users of all ages to learn how to confidently, safely and creatively use digital tools and resources. Their activity promotes development of high-end technology skills needed for prosperity and social mobility.

#### **Why libraries?**

Access and knowledge sharing have always been at the heart of libraries and these two things are also a key part of any Makerspaces. Libraries play a pivotal role in supporting and promoting digital literacy in their communities. But the goalposts of digital literacy continue to move. In order to support our users and our communities in participating in an increasingly digital world, we need to be able to support them in accessing and engaging with emerging technologies.

Delivery of Arts and Cultural activity has become increasingly digitally creative making use of a wide range of technology to enhance audience engagement. Libraries have spaces where innovative cultural ideas can be explored and presented via music, storytelling, writing, art and performance. Developing public library programmes increasingly reflect this trend. Public libraries are rapidly becoming the 'go-to' provider of digital access, training and support to help more people use online services confidently and safely. We want libraries to provide seamless physical and virtual access to their resources and activities, and to increase people's access to higher-end technology and skills so people come together to co-create and make things digitally.

Recent studies are beginning to show that the barriers to the attainment of literacy, digital literacy and science skills are aligned and that poor literacy skills impact on the attainment skills of STEM skills. Public libraries are in a unique position to assist with the attainment of both.

#### **So, what's in it for the Makers and creatives?**

Libraries have unique and varied spaces that reach into the heart of local communities and are trusted public spaces, with equality of access and

anonymity. They are seen as safe spaces and uniquely, for civic buildings, are also seen as a private space for many where you don't have to identify yourself on entering and you can stay and sit comfortably on your own. You can be active or passive but the act of entering the building itself gives you choices, the choice to think, the choice to be active or passive, the choice to be on your own or part of a group, the choice to participate, the choice to read or not to read. How long you stay is up to you. This sense of community and individual ownership is what contributes to the feeling of safety within a library and the high regard that libraries are generally held in.

The long history of the benefits of libraries their impact on knowledge, their cultural position within civilized society means that people generally like to be associated with libraries and their ethos. With regards to ethos this is where libraries are particularly aligned with creative making. The ideas of sharing, open source information, learning, community safety, acquisition of knowledge to benefit society and passing on that knowledge for free is shared by both communities. And then there is that reach into communities, the support of large cultural organizations that are free for the public to access, great venues explains the synchronicity and growth of these activities and partnerships across the public library sector

In Libraries Deliver: Ambition for Public Libraries in England 2016-21, the Taskforce committed to support the extension of Makerspaces in libraries and a growing number of libraries have successfully incorporated Makerspaces.

### **Other library makerspaces**

- Fab Lab PLUS Barnstaple - Libraries Unlimited have also developed an outreach programme with a mobile Fab Lab
- Fab Lab Devon (in Exeter library, Devon) - their website includes full details about the machines they have, activities they run and the membership scheme
- Creatorspace, Basildon library, Essex
- Innovation Lab, Coleford library, Gloucestershire
- The Fareham Makery, Hampshire
- The Fleet Makery, Hampshire
- CreatorSpace, Hemel Hempstead library, Hertfordshire
- CreatorSpace, Watford library, Hertfordshire
- Guildford Makerspace
- Harris Makerspace, Harris Museum, Art Gallery and Library, Preston, Lancashire run in partnership with the University of Central Lancashire (UCLan)
- Makerspace, Hull central library, Kingston Upon Hull
- Jersey Eagle Lab, Jersey public library, Jersey
- Lab Central, Redbridge central library, Redbridge

- Makerspace, Forum library, Manchester
- Makerspace, Manchester central library, Manchester
- Makerspace, Oxfordshire county library
- Solihull Fab Lab (in Chelmsley Wood library, Solihull) - EU funded, only open to people aged 15-29 who are not in employment, education or training
- The Glass Box, Taunton library, Somerset
- Fab Lab @ The Word, South Shields
- Imagination Station in Thornaby library, Stockton on Tees
- Innovation Station in Stockton central library, Stockton on Tees
- Makerspace, Ipswich library, Suffolk - part of their Enterprise + Innovation Hub
- Let's Make, Nuneaton library, Warwickshire
- Let's Make, Rugby library, Warwickshire

And there are many more...

### Running other Maker activities

The genesis of Liverpool MakeFest led the library service to a pool of creatives who would not necessarily have seen the library service as a likely venue for delivery of their work or as an organisation to partner projects. Indeed, immediately after year 1 we were approached about the possibility of having a library-based Code Club that led to grant funding from the council in 2015 to purchase laptops for the club. These Maker connections and the promise of laptops further enabled us to create a robust project bid in order to apply for the Libraries Taskforce Libraries Opportunity Fund for Everyone (LOFE) with our 'Maker Difference' project.

The laptops were essential to this and added to the match funding requirement for the bid.

The Maker Difference activities spanned across 12 months between Liverpool MakeFest 3 and a new event, Liverpool Young MakeFest, which took place in the March of 2016 and was the culmination of the project year. The project also comprised the establishment of:

- Two Maker clubs at Toxteth and Norris Green Libraries
- The expansion of Liverpool Code Club,
- Holiday and Saturday activities at Parklands Library in Speke and Liverpool Central Library
- Three participatory 'Maker commissions' for young people showcasing the possibilities for creation via the use of technology in the areas of digital storytelling, pixelated knitting and film production



The confidence and skills gained delivering this project enabled us to apply to the Arts council for funding the following year for Liverpool MakeFest under the banner of the Hack to Hack project. This was an industrial heritage, cultural, arts and digital fusion project which looked at the links between digital making and the industrial making of the past and the role of horses within the city and the development of the port of Liverpool. Activities included the creation of the large horse puppet, workshops to create digital hobby horses to join an external horse parade and music workshops, with Liverpool MakeFest used as the finale and showcase for the project outcomes.

### The Duke Of York iDEA Award

For MakeFest 2019 we are launching the Duke of York iDEA award which is a part of the Liverpool Digital City initiative. The iDEA programme helps people develop digital, enterprise and employability skills for free via a series of online challenges and attendance at events through which you gain career and life enhancing badges. With the badges come points which give individuals the opportunity to gain industry recognised bronze, silver and gold awards. Similar in content and ethos to Liverpool MakeFest, iDEA is completely inclusive and suitable for all age abilities. Building skills for the future, Categories include citizen, worker, Maker, entrepreneur and gamer, and within the categories are topics such as money management, problem solving, fake news and digital ethics, as well as modules that enable individuals to make, create and innovate.

Like libraries, iDEA is about lifelong learning and there will be an opportunity at Liverpool MakeFest for students, apprentices, entrepreneurs', business leaders, pensioners, students and community groups to register for the programme on the day and take up the challenge. With two badges available Liverpool digital city and MakeFest this places the library service at the centre of a citywide digital learning initiative that fits well with lifelong learning strategies.



**iDEA Award Badges for 2019**

## Partnerships and commissions: case studies

Aside from the larger projects and bids Liverpool MakeFest has impacted the library Service in other ways bringing us new cultural partners with individuals associated with MakeFest but who work in different fields or who were commissioned for a small role in the bids but then returned with larger projects that they needed a bid partnership for.

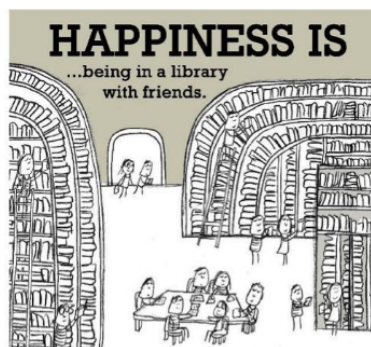
### Case study 1 – Luma Creations

Commissioned for musical workshops as part of Hack to Hack, Luma Creations were inspired by what they experienced through that project to create a partnership with the library service including a successful ACE bid to deliver a touring storytelling project and a successful heritage lottery bid to create a digital sound archive of the Liverpool Latin community.



### Case study 2 – Beatitude ad Vitum

Steampunk front of house volunteers from year 1 MakeFest and avid library supporters, David and Hilary Harper have successful careers within Public Health but also run a small social enterprise called Beatitude ad Vitum. Liverpool Libraries has formed a partnership for the pilot of Culture Guides - a project that promotes Good mental health and wellbeing by connecting health workers and individuals to the cultural programme of the library service.



### **Case study 3 – Sam Meech and Re-Dock**

Individual digital Makers have contributed to the wide cultural calendar of the library e.g 'Light Night' that two years running has had an impressive digital element curated for us by MakeFest participants e.g. Sam Meech and Re-Dock @Portal project for light night 2019 was the result of an individual bid supported by the Library Service



## Appendix 1: Risk assessment form

**EXAMPLE FORM:** Ours also includes a brief explanation to Makers and terms of reference. Please feel free to modify and use if it is helpful. Cut and paste into new document and format as Landscape.

### RISK ASSESSMENT FORM

We are required for MakeFest to identify potential hazards and make sure reasonable precautions are in place to keep Makers, staff and visitors as safe as possible. Could we please, therefore, ask you complete SECTION A of the form below, or alternatively, email us your own Risk Assessment. We will complete Section B. If using the form, please just delete current example contents and insert your own. The easiest way to assess risk is to break you activity / exhibit into its component parts and identify potential hazards and risks of each separately (see below).

#### A few pointers

##### **Hazard (“e.g. a hole in the ground...”)**

Identify each potential hazard involved in the activity / exhibit in a separate box. A hazard is something with the potential to cause harm (e.g. heat, noise, dust, moving parts, small components, sharp things etc.)

##### **Risk (“e.g. falling into the hole...”)**

The risk is what might happen to somebody who encounters the hazard (e.g. slips and trips, lacerations, burns, shock)

##### **People at Risk (“e.g. who could fall in?”)**

Identify the people at risk; this may include Makers, venue staff and members of the public (visitors).

##### **Existing Control Measures (“e.g. avoiding people falling into the hole...”)**

Please tell us the control measures that will be put in place (e.g. signage, training, supervision, testing, machine guarding, barriers)

##### **Are the control measures adequate?**

We will assess if your control measures are adequate and provide additional actions if required.

### COSHH (Control of Substances Hazardous to Health) Regulations

Please see <http://www.hse.gov.uk/coshh/> if you intend to bring any substances hazardous to health

***Please complete and return to [lpoolMakeFest@gmail.com](mailto:lpoolMakeFest@gmail.com) by 23<sup>rd</sup> May***

**Thank you**

**EXAMPLE (please replace table contents with your own)**

Maker Project Name: <b>We 'R' Us</b>		Contact Name: <b>Joanna Smith</b>	
People potentially at risk: <b>Visitors</b>		Contact Email <b><u><a href="mailto:j.j.smith@hotmail.co.uk">j.j.smith@hotmail.co.uk</a></u></b>	
Date submitted: <b>21<sup>st</sup> May 2019</b>	Review name		Review date

<b>SECTION A (YOUR Bit) What's the Activity / Exhibit?</b>	<b>SECTION A (YOUR Bit) What's the Potential Hazard?</b>	<b>SECTION A (YOUR Bit) What's the Potential Risk?</b>	<b>SECTION A (YOUR Bit) What's your proposed Control Measure?</b>	<b>SECTION B (Our Bit) Are the control measures adequate? Yes/ No</b>	<b>SECTION B (Our Bit) Additional action required (review Date)</b>
Mains devices (Laser Cutter, 3D scanner, 3D printer, paper printer, Laptops)	Cables	Tripping	Tape to floor with gaffer tape, signage		
Mains devices (Laser Cutter, 3D scanner, 3D printer, paper printer, Laptops))	Hot parts / electricity	Burns / shocks	Warning signs 'do not touch'		
Battery powered devices (e.g. Arduino data logging)	Small parts in breadboards could be removed / picked up by small children	Choking hazard, though very unlikely	Handling devices recommended for over 3's only Under 7's to be supervised at all times		
iSense hand- held 3D scanner on (iPad)	None	None	None		
Driving Spy- tank, helium blimp	Bumping into objects / people and/or blimp losing power and landing prematurely	Tripping over spy tank, having a helium balloon knock into you unexpectedly	Close Supervision and guidance by LJMU staff/students whilst steering tank and/or flying blimp		



## Appendix 2: Maker needs form

Below is an example of what to send to confirmed Makers regards their needs on the day. Feel free to use this as it is and simply substitute your own details and dates.

**Dear Maker, J**

**Thanks for exhibiting at Liverpool MakeFest on 29<sup>th</sup> June!**

In order for us to best accommodate you on the day and publicise your activity / exhibit through the Library and local media when we go **LIVE to the public via Eventbrite on May 16<sup>th</sup>**, we need you to provide us with a few final pieces of information /confirmation of your needs (see below).

### **1. Publicizing your stall (single standard trestle table) / workshop (2-4 table block with 8-16 chairs).**

We will be hyperlinking your *'Who's at MakeFest this year'* images on our webpage to more information about your exhibit / workshop involves. If there's any specific wording and/or images and / or links you'd like to go there to introduce or tell people about what you'll be bringing / doing, please email stuff to us by **midnight Thursday 14<sup>th</sup>** and we'll add it to your portfolio. If we don't hear from you, we'll use the information you already provided on your form and any images we can find to showcase your work on our Twitter feed.

Please let us have the rest of the information below by **midnight 21<sup>st</sup> May** at the latest. Thank you.

### **2. Who will you be bringing and what, if any, are your WiFi needs?**

In order to put together enough Maker packs and try maximize bandwidth for you all, please answer the following questions.

***i) How many people will be looking after your stall / workshop?***

***ii) Do you need WiFi?***

No

Would be nice but could live without

Definitely!

***iii) If definitely, do you have your own 3G/4G router that you could bring?***

No

Yes

### **3. What power do you need and is your kit PAT tested?**

***i) What's the MINIMUM number of plug sockets you need?***

***ii) What's the ideal number, if we can get them?***

***iii) Has all your kit been PAT tested?***

Yes

No

***iv) If NO, we can arrange this for you when you arrive, so please list below anything you need testing.***

**4. When would you like to set up?**

We are currently working on access for Makers to set up before the event. We're planning on arranging this for the evening before (times TBC) and immediately before the event itself ready for opening at 9am, again, times TBC. We would ask all Makers to pack kit up between 5:15 and 7:00pm on event day.

***I/we'd like to set up the evening before (Friday 28<sup>th</sup>)***

***I/we'd like to set up on the morning of the event (Saturday 29<sup>th</sup>)***

**5. Is your kit 'carry in' (e.g. boxes, bags, laptops) or big heavy duty 'trolley in' stuff (e.g. laser cutters, large items)?**

Access for loading and unloading at the venue is a little restricted and so to help us coordinate getting you in and out please let us know what you'll be bringing. If kit can be carried, albeit with more than one trip, we'd like to get you in through the front of the library. If you have heavy / large stuff, we'll need to get you in through the loading bay at the back of the library. This has room for about 5 vehicles at a time, so if there's a lot of you needing trolleys and loading bay access, we'll need to schedule in time for you to drop off and pick-up ;)

***I/we can carry our kit in by hand and can load from the front of the library***

***I/we will need a trolley and use the loading bay at the back of the library***

**6. We're hoping to provide all Makers with a lunch bag on the day. Please let us know below if you have any special dietary requirements.**

***I/we have the following special dietary requirements (please list)***

## Appendix 3: Recommended suppliers

### *Learning resources*

Raspberry pi for computing - <https://www.raspberrypi.org/>

Create Education for 3d printing lessons - <https://www.createeducation.com/>

Ideas Award- Duke of York Online Digital Award - <https://idea.org.uk/>

Arduino for computing - <https://create.arduino.cc/projecthub>

Mirco: bit for computing - <https://microbit.org/>

Code Club easy primary computing - <https://codeclub.org/en/>

Code.org stand-alone online computing - <https://code.org/>

Microsoft Hacking STEM- <https://www.microsoft.com/en-us/education/education-workshop/default.aspx>

### *Equipment and services*

Kitroniks for equipment and lessons <https://www.kitronik.co.uk/>

Create Education for 3d printing resources - <https://www.createeducation.com/>

Pitop for equipment and lessons - <https://www.pi-top.com/>

Pimoroni for equipment especially Raspberry PI - <https://shop.pimoroni.com/>

Novoda for marketing and logos <https://novoda.com/>

Artefacto for full library maker carts <https://www.artefacto.org.uk/portfolio>